

# SeneScenes

 **SeneGence** International

Magazine 2014-2015

**Interview with  
Our SeneScientist**

The Future of Flawless Skin

**New  
Products!**

2014

**15**

years

**SeneGence** International®

*Celebrating* **15**  
**Years of SeneSuccess!**

**Then, Now and**  
A look into the  
**Future**

## Editorial

**Marketing & Social Media Coordinator**  
Jenelle Moad

## Design

**Graphic/Print Designers**  
Ross Gregg  
Tina Do

## Corporate Management

### Founder and CEO

Joni Rogers-Kante

### President & General Counsel

Michael Moad

### Chief Operations Officer

Benjamin Kante

### Operations Manager

Carmen Holladay

### VP of Marketing

Kirsten Aguilar

### VP of Sales & Distributor Development

Leslie Boyd-Bradley

### Public Relations Coordinator

Taylor King

### Warehouse Manager

Jason La Pointe

### Controller

Marie Scott

### IT Manager

Joe Conaty

### Distributor Support Manager

Wendy Bender

### Compliance Officer

Linda Bailey

SeneGence International Inc.

9211 Irvine Boulevard

Irvine, CA 92618

949.521.6161

info@senegence.com



Connect with us:



## In this Issue:

- 3 SeneGence: Committed to Quality Since Day One
- 4 SeneGence Milestones Throughout the Years
- 7 Beauty Trends of the Past Improved by SeneGence
- 8 A Word with our SeneScientist
- 11 Growth in the Direct Sales Industry
- 12 Pioneers: There is No Stopping their SeneSuccess!
- 14 The Make Sense Foundation:  
Committed to Helping Women & Children in Need
- 16 Spotlight on LipSense
- 20 A Look into the Future with Joni

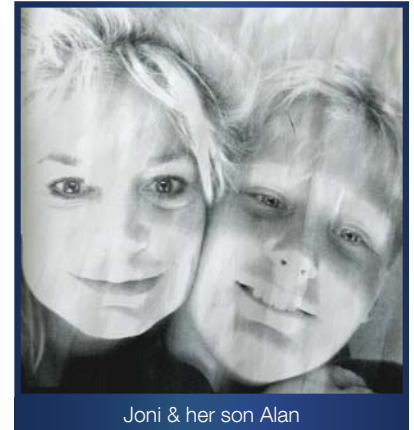


Independent Distributors : Top Row: Tania Leon, Tania Rios, Kitty Wiemelt  
Bottom Row: Renee Stewart, Jeri Taylor-Swade, Cathy Hoolihan

# SeneGence: Committed to Quality Since Day One

SeneGence was founded by a woman who had a big vision. In the early 90's, Joni Rogers, a newly single mother of a little boy, loved to play and cuddle with her child, but didn't love when those little hands would reach up and smear her meticulously applied lipstick. She thought to herself, "there MUST be a product that will stay put!" When she found out there was no such miracle product on the market, she was determined to find it and bring it to women everywhere.

Once Joni discovered a long-lasting liquid lip color unlike anything she'd ever seen before, she knew that women everywhere needed it. A few years later, in 1999, her dream was realized when she wrote a business plan and was able to release LipSense® Long-Lasting Lip Color into the marketplace. With just 6 initial shades, Glossy Gloss, and Oops®! Remover, LipSense was unlike anything else available, and was destined for stardom.



Joni & her son Alan

After just 9 months in business, LipSense was offered in 18 colors. And after just one year, SeneGence recorded \$1.3 million in sales, jumping to \$3.5 million in the second year, and up from there. Those impressive numbers aside, SeneGence is, and always will be, devoted to offering products and a career that really works to women everywhere.

After 15 years in business, we remain committed to quality and giving women the opportunity to love what they do and make money doing it. Since the beginning, Joni was determined to offer women a compensation plan that was fair and generous, with no ceiling on how much money they could make and how successful they could become. The recipe for LipSense has not changed, but our collection of shades and products that really work has. SeneGence now has over 300 skincare and cosmetic products in countless gorgeous shades, with more to come. You can count on us to continuously bring to you the newest in skincare technology and modern cosmetic products and shades that make long lasting beauty possible.

*SeneGence may have been built on a vision, but it has given thousands an abundant reality. We are here to stay and welcome all to be a part of this amazing journey.*

## Steadfast Values

We have always been and always will be committed to the following:

- **SeneSynergy & Ethics**-striving always to do the right thing to support our Communities of Distributors and abundantly empower others to promote success and growth.
- **Growth & Enhancement**- SeneGence is committed to providing our Distributors and Employees equal growth opportunities through positive experiences and relationships.
- **Technology**- the ongoing development of products is a priority. With our exclusive patented and proprietary technologies, we are always working on revolutionary products.
- **Family**- SeneGence supports and nurtures the concept of family units, believing the support of the family is the basic framework of a safe, stable and prosperous society.
- **Loyalty**- our employees, Distributors, and partners are loyal to the company's vision, mission and beliefs.



# SeneGence Milestones...



Hundreds



of SenseCosmetics



1999

2000

2001

2002

2003

2004

2005

2006

**2002** The SeneCar program, which allows Distributors to earn lease payments for their very own Cadillac, is introduced, giving motivated business people another reason to love their SeneGence career. 2002 also marks the year that The Make Sense Foundation, SeneGence's sister non-profit, is founded with the mission to aid women and children in need.



**2005** SeneU, a whole new 1-day learning program is opened for all Distributors who want to be educated to levels of huge success within their businesses. 2005 also marks the year that incredibly rich and moisturizing SeneDerm Shea Butter Body Cream was introduced.



**2001** The SeneGence Line of products now includes MakeSense Foundation and SeneDerm Skincare Systems, as well as eye products such as EyeSense and LashSense. The lists of products that really work is already growing! 2001 also marks the 1st Annual Seminar event, and the year SeneGence becomes International with the opening of SeneGence Canada.



**2006** SeneService, a free monthly email Customer Support program available to all Distributors, is introduced. SeneService emails, professionally written on the behalf of the Distributor, reach out to Customers to inform them of new products and prompt them to book a Demo or contact their Distributor.

**2000** Grand opening of SeneGence International corporate headquarters in Newport Beach, CA. SeneGence now has multiple departments including Marketing and SeneCare, and a proper pick-and-pack warehouse.



**2003** Now one of the best-selling SeneDerm products, Climate Control is launched in the marketplace and impresses users with moisturizing power. 2003 also marks the successful launch of SeneGence Australia.



**1999** SeneGence was founded, offering 3 products- LipSense, Gloss, and Ooops! Remover. Women everywhere are WOW-ed with a never-before-seen lip product. Joni spends hours hand-tying tags to LipSense and runs her business out of a trailer, which serves as an office and warehouse.



**2004** Joni takes to the road in the SeneBus, a SeneGence mobile office, for a multi-month national training tour that will take her all over the United States, conducting training events for business-minded Distributors.



# Throughout the Years

Shades

Created

2007

2008

2009

2010

2011

2012

2013

2014

**2007** Luminous MakeSense Pearlizer is introduced this year - the perfect highlighting product.



**2008** SeneSerum-C launches as the first anti-aging serum that contains stabilized vitamin C - a breakthrough in anti-aging skin care.



**2009** SeneDerm Solutions with SenePlex®, an entirely new line of specialized treatment products for an array of targeted skin needs, is launched with huge success.



**2010** SeneGence continues to prove that it is a company of high moral character by creating the Solutions for Haiti Collection, after a magnitude 7.0 earthquake strikes Haiti and leaves thousands of people in need. The collection forwards 20% of sales to relief funds. 2010 also marks the year the Kiss Off Contest, which gives Distributors the opportunity to design and name their very own LipSense shade, is introduced, with the first Distributor winner being Katie Sevenants. She names her shade Kiss Me Katie. It goes on to be a best-seller. 2010 also marks the successful launch of SeneGence Indonesia.

Be a Part of the Solution to **Help Haiti**

In response to the devastating magnitude 7.0 earthquake that struck Haiti recently, SeneGence has created the Solutions for Haiti Collection. In which 20% of the proceeds of sales will go to the Clinton Bush Haiti Fund <http://clintonbushhaitifund.org>, established for the relief and support of Haiti.

Solutions for Haiti Collection - Includes 1 Clear LipExtend, 1 Anti-Cellulite Body Sculpting Lotion, 1 Anti-Wrinkle Treatment \$155 USD

Available through February 28, 2010 in US, CAN, AU

**2012** Top SeneGence Distributors attend annual Leader's Conference in Lake Arrowhead, CA for intense and inspiring leadership training that will build some of the most successful leaders in SeneGence history. 2012 also marks the successful launch of LipSense Italy and LipSense Poland.



**2013** The Fast Start + A Quick Step program is introduced to help new Distributors get a head start on success and earn free products in their first 90 days in business. The program proves successful as Distributors take advantage of earning thousands of dollars in products and \$eneBucks.



**2014** SeneGence celebrates its 15th year anniversary. With a sales force thousands strong, products being offered in 11 countries, and record-breaking sales and sponsoring numbers, SeneGence proves it is a force of lasting power in the Direct Sales Industry.



**2011** Despite the recession that is causing millions of Americans to lose their jobs and enter tough financial times, SeneGence Distributors remain secure and successful with one of the most generous Compensation Plans in the Direct Selling industry. 2011 is the year that LipSense UK and LipSense Switzerland are launched.





# Detoxify. Purify. Refine.

## SeneDerm® Detoxifying & Moisturizing Mask with SenePlex®

Draw harmful, pore-clogging toxins out of your skin and replace them with pure hydration and natural, skin-soothing ingredients including Green Tea and Arnica Flower. Smooth this light, sea kelp scented mask onto your face and experience the absorbent and exfoliating qualities of natural Kaolin Clay and Volcanic Ash.

**Instantly** see the mask targeting blemishes and imperfections, literally removing dirt and pollution from your pores. Rinse off, and reveal smooth, hydrated skin.

**With continued use**, witness younger looking and feeling skin, reduction in blemishes, redness, signs of aging, and improved skin texture.



\$45 each

 **SeneGence<sup>International</sup>**

# Beauty Trends of the Past Improved by SeneGence



SeneGence was founded in 1999, right when the trends of the early 2000's were beginning to show up on faces. At first glance, the 2000s didn't have the iconic trends of decades past. Take a look at some of these trends from the last decade, though, and you'll see how much the beauty world has changed in the past 10 years. Some of these beauty trends are better left in the past!



**Overdoing the Spray Tan** – With a rise in the rates of skin cancer, spray tan became a great alternative to “fake baking”. When applied correctly, spray tan can add a natural glow to skin. Unfortunately, a lot of people chose to overdo it with the wrong color for them, and they ended up looking more like pumpkins than glowing golden goddesses. You can achieve the perfectly balanced, bronzed look with SenseCosmetics Translucid Bronzer. Get a sun-kissed, natural look.

**Blunt Bangs** – Around 2007, blunt bangs began coming back into style, popping up on celebrities everywhere. The problem is, these bangs are very easy to get wrong. If cut too short, too long, or too full, they do more to hide your face than to flatter your features. For perfect, natural and healthy hair, use SeneStyle products infused with Shea Butter and S-ionic Keratin Proteins.



**Dark Lip Liner with Light Lip Color** – This look has gone in and out of fashion for quite some time, but it has always been a look to avoid. Lips should be lined in a color that is close to or complements the lip color that you are wearing. Good thing we have so many beautiful LinerSense and LipSense shades to choose from!

**Pop Star Influence** – Mounds of glitter, harsh highlights, frosted tips for men—the early part of the decade was dominated by trends that came from the pop music scene and its rising teen stars. Lip gloss and body glitter were everywhere. Get the right dose of glitter that is modern and beautiful with LipSense Glitter Glosses and ShadowSense in Silver Shine!



**The Overpout** – A number of stars from this decade got a little too excited about the new possibility of injecting collagen into their lips to plump them up. These days, you can count on LipVolumizer to safely and effectively plump your lips, no procedure necessary!

The 2000's produced many beauty trends, some still alive today, and some that have been put to rest. We can be sure of one thing though: SenseCosmetics are timeless, good for your skin, and work. Trends can be fun and exciting, but natural beauty and beautiful skin will always be in style.



# A Word with Our SeneScientist



**Vince Spinnato**

At SeneGence International, we have the opportunity to work closely with our in-house chemist, or “SeneScientist”, Vince Spinnato, to develop groundbreaking new products that really work. We recently asked him a few questions about what makes SeneGence products so unique, and what we can expect for the future of SeneDerm SkinCare and SenseCosmetics.

**Vince, what is your role here at SeneGence? Tell us a little bit about your work and what you strive to accomplish.**

I’ve been a cosmetic chemist for about 19 years now. My goal here at SeneGence is to evaluate and revise (if needed) some of the formulations, as well as bring new technologies to the product line. I also work on new products, formulas, and product delivery systems, even new packaging.

**In your opinion, what do you think makes SeneGence products unique from others in the marketplace?**

What we call in this industry, the “cleanness” of the products, meaning they aren’t polluted with unnecessary and unhealthy chemicals, like many other product lines. SeneGence has always had, from the beginning, a tendency towards clean and natural ingredients within its proprietary complexes and formulas. LipSense of course is one of the most unique patented products, which no other company had when it first was introduced in 1999. No one, to this day, has a product exactly like it.

**What do you think makes our products really work?**

Using a whole regimen of them, they are designed to be layered and used together to get the most skin healthy benefits from them. They are not “a la carte.” For maximum results and truly gorgeous skin, we layer SeneDerm SkinCare Collections with products like EyeCrème, Climate Control and SeneSerum-C, and create beautiful results like none other found!

**What are some of your favorite ingredients?**

Some of my favorite ingredients include ancient classics blended with new technology. I like working with Polymers, which help adhere makeup to the skin, as well as all the essential oils and natural ingredients, including new preservative systems which are naturally derived. I also like ingredients which allow skincare to be time-released throughout the day. I am loving all the new and natural skincare ingredients. You’ll see many of these in our new products...

**What is the process like for developing a new product, from conception to market?**

The development process is really involved. I start by talking to Joni and get her idea for a new product, and then I take that idea and begin working on a paper formulation. Next, I order the raw materials and begin to work on the first batch. There are usually 2 or 3 revisions before we get a final approval. This is followed by a litany of tests. Then the product undergoes a 90-day FDA required test, to ensure it is shelf stable and safe. In the meantime, we begin design on logo development, marketing copy, packaging design, and every other little aspect involved with launching a product.



## **As a cosmetic industry professional, how do you feel about creating products you know will not be adorned by unnecessarily elaborate packaging?**

It is exciting to know these products are being sold and used by women in 11 countries on merit of results alone.

## **How unique is it to have a product with as many claims as we do, including no animal testing, gluten-free, made in the USA, clinically proven, FDA approved ingredients, etc.?**

Very unique. Most companies cannot claim all of the things we do and actually hold true to those claims. Of course, we have SenePlex Complex, a proprietary blend which makes the product excel and work better. In addition, the fact that we do not test on animals and are gluten free is very important to aware consumers. The fact that our products are made in the USA in cGMP compliant facilities suggests the highest standards of cleanliness and product ingredient standards.

## **What new ingredients or technologies are you looking forward to working with in the future?**

We are working on several new products here that I am especially excited about. We will be using new natural ingredients to draw impurities out of skin. I am also looking forward to launching new, multi-functional products which will address a variety of skin issues, such as fine lines, dark circles, and discoloration, and will help to tighten and protect skin with a mechanical shield. We are utilizing oil-free technologies in the new and improved Fooops Remover. There are new peptides, when blended with the classics that produce amazing results.

## **What about new MakeSense Color Correcting (CC) Tinted Moisturizer makes it so unique?**

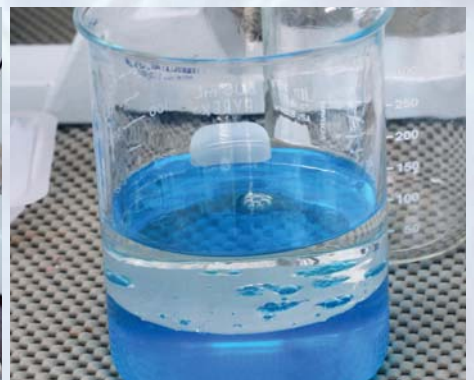
First of all we have included SenePlex Complex, which is proprietary. In addition, our MakeSense CC Tinted Moisturizer is multifunctional, it doesn't just color correct like other creams on the market. It is anti-aging, color correcting, anti-bacterial, protects your skin from the sun, and includes anti-oxidants. Now that's a powerful product!

## **Tell us about the new and improved Fooops Remover.**

It's a new bio-phase formulation, which means it is separated. It's oil-free and good for your skin, and you shake it up before you use it, which activates it. It stays 100% potent until you shake it up, much like Climate Control. It's very effective at removing all SenseCosmetics, including the waterproof products like EyeSense and LashSense.

## **What excites you most about working with SeneGence into the future?**

Joni's creativity. She has so many creative ideas; it's the main thing I love about working with her and her team. Everything's cutting-edge and she's always willing to push the envelope to get the next hot thing before anyone else, for her Distributors and Customers.



# MakeSense™

## Color Correcting Tinted Moisturizer

Smooth this lightweight tinted moisturizer onto your skin and enjoy multiple benefits in one easy step:

- **Corrects** by helping to counteract redness, signs of skin damage and blemishes with natural mint color blended in.
- **Protects** with a mechanical shield and anti-aging ingredients, including SenePlex® Complex.
- **Fights** free radicals with a formula ideal for acne-prone skin including Arnica flower, a natural anti-inflammatory.



Light to Medium

\$45 1.4 oz each

## Instantly Beautiful Skin.

 **SeneGence** International<sup>®</sup>



# Growth in the Direct Sales Industry



The Direct Sales industry took flight in the United States with the advent of the home party in the 1950s. This added a new dimension to direct selling, as customers gathered at the homes of hostesses to see product demonstrations and socialize with friends. Direct Selling offered opportunities for many who had previously run into barriers because of age, education or gender. The growth of the industry allowed many to become successful where no opportunity had existed before.

Many decades later, Direct Sales continues to be an extremely lucrative industry that has grown significantly, specifically in the past 15 years. People everywhere are discovering that they can take their entrepreneurial spirit and turn it into a profitable business, where they are their own boss. With Direct Selling, they can see the world not only as a marketplace, but as a place to thrive, and where their quality of life can be what they dream of.

The most recent statistics show that in the US alone, sales in the beauty and personal care industry totaled \$68.7 billion, and \$433.4 billion globally in 2012. According to a *Euromonitor International* forecast, the U.S. industry will reach \$81.7 billion by 2017, with 3 to 4 percent annual growth over the next five years. Additionally, *Investor's Business Daily*, which tracks 197 industries, reports 32 percent collective growth among its beauty and personal care group, ranking the industry among the 30 best gains (directsellingnews.com).

What a fantastic industry to be in! The Direct Sales beauty market is growing more and more each year. If you are looking for a career in an industry that only promises to progress and advance, SeneGence offers an incredible opportunity for those who value quality of life for themselves and their families. We welcome all to join us on this journey of success!

## 2012 Estimated Direct Retail Sales\* - (in Billions USD)

The 2012 estimated retail sales of USD 31.63 billion for the direct selling channel were up 5.9% in the United States, from USD 29.87 billion in 2011.

The U.S. market increase of 5.9% in 2012 accelerated an upward trend after bottoming out in 2009. Direct sales grew 0.8% in 2010 and 4.6% in 2011.



# Pioneers: There is...

The very fact that SeneGence is not only still in business, but is absolutely thriving, is thanks to our loyal and brilliant Distributors. Some have been with us since SeneGence was established in 1999, and are still growing and accomplishing amazing things in their SeneGence businesses. We asked them a few questions about their SeneGence journey. Wow, these women are inspiring!



## Washington State Founder and Queen Jeri Taylor-Swade, joined July 1999

**Q. SeneGence is now celebrating an impressive milestone, the company's 15 year anniversary, what initially inspired you to join?**

**A.** I joined SeneGence 15 years ago because I had always been a lipstick queen. Even in high school, and as a beauty professional I KNEW that there was NO SUCH THING as lipstick that stayed on all day, until I met Joni. The very first time she showed LipSense in public at the Los Angeles Gift Show, I couldn't get back to the booth fast enough to buy it after I tried some on. I went and ate a hamburger for lunch, and to my surprise it was still on! I asked how much it cost and was told I could buy it wholesale if I signed up, which is exactly what I did, on the spot. The rest is history.

## California State Leader and Crown Princess Sheila Young, joined July 1999

**Q. Where do you see yourself in your SeneGence business in the future? What do you hope to accomplish?**

**A.** I see myself continuing to grow, encourage, and teach others to achieve their dreams. I want to be a support in every way I can. I am proud to be a pioneer in the company. I think the accomplishments that are possible will amaze all of us. To me, it's like having a child...nurturing it and watching it grow with pride and excitement, just wondering and imagining what it might grow into.



## Utah State Founder and Crown Princess Sherry Henderson, joined September 1999

**Q. What has kept you a part of the SeneGence family for the last 15 years?**

**A.** I was introduced to SeneGence by my sister, then a salon owner. I LOVED LipSense, which then was only 10 colors and Glossy Gloss. That was, and is, my motivation - the awesome products. Through SeneGence, I have been able to take my children on amazing trips and create great memories from those trips. This is a great business. You are your own boss. If you need to take time for personal reasons, it works. If you want to work harder, it works. I'm still in love with the products and it has been exciting through the years to see the expansion of the product line.





# No Stopping Their SeneSuccess!



## Arizona State Leader and Countess Cathy Rice, joined July 1999

**Q. Share a little bit about how SeneGence has changed your life.**

**A.** SeneGence has touched so many levels of my life, and my family's. Personally, I've had to become more of a leader, more assertive, and more organized. I've learned how to determine what I want and set the goal to go with it. I'm learning how to help others find their inspiration. My kids have watched me set these goals and take them on trips, pay for school etc. I think this example will be priceless when they start on their careers. My hubby also enjoys these perks! He is my biggest supporter.

## Distributor Betty Baumgardner, joined August 1999

**Q. What is your favorite memory from your SeneGence career?**

**A.** My best memory is meeting Joni. She came to my house for a hostess party, and we have had some great conversations at various company gatherings. My husband and I were invited to the SeneGence Christmas Party at her lovely home and it was wonderful. She is a fantastic person, and my role model.



## Royal In Waiting Priscilla Markham, joined January 2000

**Q. Looking back to 1999, how do you think SeneGence has progressed and grown as a company throughout the years?**

**A.** In the beginning, there was only Joni's vision, a few dedicated employees, a handful of excited Distributors and a few colors of LipSense. NO computers, NO cell phones, NO social media, NO duplicatable training, not even a warehouse. But there were NO other long-lasting products at that time! This was a concept that women everywhere had been waiting for, and they lined up 6 deep to purchase it. Gradually, the SeneGence line was expanded with new products and shades. We encountered many growing pains and learning curves along the way. Those who believed in Joni's vision, hung in there, and a new excitement emerged. Finally, along came computerization and some really wonderful new employees to add to the older dedicated ones, as well as some new energetic Distributors. This combination, and a little help from social media and just plain hard work, made our expansion (including the international expansion) possible.



# The Make Sense Foundation®

SeneGence provides women the opportunity to look and feel more beautiful with amazing products, and invest in a career where the sky is the limit. Its products and career opportunity have affected and changed many lives for the better. The Make Sense Foundation (MSF) was created by Joni Rogers-Kante in 2002. As a non-profit organization, it is separate from SeneGence, but works closely with its parent company. The idea was to give back to communities which helped so many Distributors in their own careers - sharing collective success through community involvement. The MSF is committed to making a real difference in the lives of those in hardship. Based on the fundamental mission of helping women and children in crisis, the foundation thrives on donating directly to deserving organizations that support those in need across the country.



From the very beginning, since SeneGence was merely an idea hatching in Joni's mind, she knew she wanted her company to be philanthropically-minded. Joni knows from having once been a single mother in need of support that even the simplest form of aid can make a world of difference in the life of a mother and child. Because she has felt what this is like, it is one of hers and the company's main goals to help others achieve happiness. Whether this comes from SeneGence's incredible career opportunity or the aid that MSF gives, SeneGence hopes that it can help women and children everywhere achieve a life of love and abundance.

Over the years, MSF has raised hundreds of thousands of dollars for dozens of charitable organizations all over the United States. Not only does MSF give directly to these organizations, but SeneGence offers its Distributors opportunities to give to charities important to them through our Partner for Profits program, as well as the opportunity to nominate a charity in their community to receive from MSF. It's incredible giving our Distributors a vehicle to aid those within their own communities and give back through their SeneGence businesses.



MSF collects toys and gifts for children in need during the holidays



SeneGence Distributors and Staff volunteer on behalf of MSF to help needy children craft jewelry for their mothers at Christmas



# Committed to Helping Women & Children in Need

*Here are some highlights that MSF is particularly proud of from the past 12 years:*



**2004:** MSF partners with Working Wardrobes and Paul Mitchell's Salon to give beauty makeovers to women recently coming out of hardship. The makeovers instill a sense of self-confidence in these women, so that they feel ready to interview for professional positions and careers.



**2006:** MSF collaborates a fundraiser to donate undergarments to women in need in Mexico through My Hope Chest. It is incredibly successful, as dozens of giant boxes are sent off to those women in need.



**2007:** MSF hosts a fashion show, presenting gorgeous gowns and clothes donated and modeled by Distributors. These clothing items are then auctioned off to raise funds for MSF.



**2011:** Hand-painted ceramics decorated by SeneGence Distributors and employees are auctioned off to raise money for MSF.



**2012:** SeneGence Distributors work together to build bicycles and donate them to deserving children.



**2013:** SeneGence Distributors learn self-defense from experts at Christopher's Clubhouse, donating money to buy new self-defense training equipment that will ultimately help children learn to defend themselves from predators.

**2014:** MSF partners with the Eli Home for the first annual Women of Substance Awards (WOSA), which celebrates women who despite tremendous personal challenges, have become successful and made a positive difference in the lives of others.



*Looking into the future, the Make Sense Foundation and SeneGence are excited to continue to help women and children in need on a significant level in the communities of our Distributors, ultimately working towards aiding the international world community in our partner countries.*

# Spotlight on LipSense®

## Long-Lasting Liquid Lip Color

LipSense was SeneGence's very first product, and it continues to be a best-selling product today. When it first launched into the marketplace in 1999, there was no other lip product that even tried to claim that it provided up to 18 hours of lasting wear and was non-drying to lips. Of course today, there are dozens of "long-lasting" lip color formulas to choose from. However, LipSense remains unique in that it is non-drying, contains natural ingredients, and actually works- it stays on for up to 18 hours!

LipSense first offered 6 long-lasting colors: Blush, Nude, Dark Pink, Sheer Pink, Red Cherry, and Sheer Berry. All remain best selling shades in the permanent shade offering today. Before there was a warehouse and adhesive labels, Joni would spend hours hand-tying LipSense tags to each tube!

LipSense caught fire in the beauty industry; it was like no other product anyone had ever seen before. All types of women ranging from stay-at-home mothers, to actresses and celebrities, to businesswomen appreciated the fact that they could apply their lip color in the morning, and not worry about it for the rest of the day. LipSense gave the wearer confidence of looking beautiful, but also the power for women to focus their time on matters at hand, not smeared or missing lipstick!

LipSense remains a favorite of many celebrities and public figures, including Grammy winning recording artist, Christina Aguilera.

**You're no stranger to the red lipstick you rock in the movie. Do you have a favorite everyday shade?**

**"For the most part, my signature shade is from LipSense."**

**- Christina Aguilera**





# Cause Colors



With the huge success of LipSense, SeneGence and the Make Sense Foundation wanted to find a way to give back to important causes and charities in the communities of our Distributors. We came up with the concept of “cause colors,” gorgeous LipSense shades that would forward a portion of the proceeds to deserving organizations. With these cause colors, SeneGence has been able to respond quickly to and aid in national and international crises such as natural disaster relief, the education of children, and breast cancer awareness and research. Our three current cause colors are Kiss For A Cause, Army Pink, and Luv It.

When Joni released LipSense in 1999, she knew that she had a special product unlike any other, but she could not have known how wildly successful it was destined to become. Today, there are over 60 LipSense shades in the SeneGence line, with new limited-edition colors released every season. With the huge variety of shades, there is a long-lasting color for every woman, and literally thousands of different looks to create with the unique layering ability of LipSense.

SeneGence is excited to bring you more gorgeous LipSense shades and continue to empower women everywhere with long-lasting, kissable, smudge-proof lips.

*Happy 15th birthday LipSense, here's to many more years of gracing beautiful pouts all over the globe!*

# LipSense®

## DAWN RISING

LIMITED EDITION



*Dawn Christian*

A star is rising in Oklahoma! Dawn Rising LipSense, created by Make it Mine Winner and new Crown Princess Dawn Christian, reflects the natural beauty of her home state and team of "Glam Girls." A beautiful light cocoa with a hint of glistening shimmer, it evokes images of a glowing sun rising over golden plains, symbolizing the dawning of her success. Sweep on this long-lasting liquid and bathe your lips in warm, beautiful color.



\$22 USD  
0.25 oz each

*Available while supplies last*



# SeneGence<sup>International</sup>



# A Look into the Future with Joni



**Joni Rogers-Kante**  
CEO & Founder

Happy 15th Anniversary! It takes my breath away as I own the reality it has been 15 years since we began this journey together. I founded SeneGence upon a thought; an image that appeared in my mind of a business that could allow for me to truly provide for my son, be there to see him grow up, and simultaneously help women all over the world do the same for their families, using products and a career path that really work. It was mind boggling, to say the least! I have to thank each and every one of you, our SeneGence Distributors, business partners and associates, and supporters from various sources who sacrificed and worked to make my vision a reality. From the bottom of my heart, I so appreciate and love everyone who believed in SeneGence and what it could become. I am humbled by your commitments; your stories; your successes; and your enthusiasm. You have made me a better person and I commit to you to be an even better leader as we continue to grow, spreading our message around the globe.

Looking ahead into the future, our home office SeneGence team is excited to improve, tweak, and ramp up aspects of business tools available to you, to help you reach the vision you hold for your own businesses. Your Back Office and [www.SeneGence.com](http://www.SeneGence.com) will be undergoing a major transformation that will make viewing product swatches to ordering to viewing reports, a more seamless, beautiful, concise, and informative process. In this technological age, a website is often the first impression a potential Customer or Distributor views of a company. We are motivated to make those first impressions positive and engaging, so that you may find even more success in your sponsoring, sales, and business productivity endeavors.

On that same note, SeneGence will be improving upon the training schedule for annual events, to help make them more effective for those of you who strive to move up in your business development. For each annual event (Seminar, Leaders Conference, July PIT Stop, and January PIT Stop), there will be an exclusive bonding and business building event added into the agenda for a select group of invited leaders and up-and-coming business builders.

The future also promises to be bright regarding international expansion. Beauty is a universal language. When SeneGence began, building a global company that would allow women everywhere to experience products and a career that really works was a given and assumed future reality. Now in our 15th year, SeneGence is in 11 countries, helping women look and feel their most beautiful! We do not all have to speak the same language to be WOW-ed by the stay-power of LipSense or the effectiveness of Climate Control. Looking into the future, I am excited to work with partners in additional countries, to expand SeneGence and make more dreams come true around the globe.

And, as always, SeneGence will remain committed to bringing you ground-breaking new skin care and cosmetic technologies. This company was founded on a unique technology, and we have no plans to change the way we strive to find and create unique products designed to WOW. I think you will be very impressed by the new products we plan to launch in the years to come.

Even though our 15th anniversary is a huge milestone and accomplishment, the truth is, we have spent the past years laying a foundation for growth, and we are really just beginning to write our history of growth and expansion. The improvements and changes that are going to take place in the coming years, the knowledge and skill set of our Crown Princesses and Queen together will secure the continued success of this company, and the continued success of you, our beloved Distributors. I cannot wait to see how many lives this company will touch over the course of the next five years.

A special word of love and thanks to those who have walked daily by my side in this journey; Ben Kante, my loving (and brilliant) husband; Michael Moad, my patient and fair handed (and also brilliant) President and Chief Legal Office; Carmen Holladay, my friend who has kept us organized in countless ways; Linda Bailey, our voice on the phone to our Distributors from the very beginning; and my beloved son Alan who served for the initial years as my sole earthly 'why' and the only reason I had to succeed. To say I love you to these individuals is not enough. It has been my great honor to serve beside each of you as we together have designed this beautiful company and opportunity for all that is SeneGence today... and what it continues to evolve into around the globe tomorrow. "We have done the work and we have done it well."

And know this – now one of my greatest joys is watching you and how your lives are blessed while you become more prosperous SeneGence Distributors, learning to balance love, family, personal and business growth all-the-while looking beautiful doing it!

We together have chosen to 'live life in love and abundance...and then work for it!'

Love,

A stylized, handwritten signature of Joni Rogers-Kante in black ink.





# SeneGence<sup>International</sup>

PRODUCTS THAT REALLY WORK!



Look beautiful all day long and defend your skin from aging with SenseCosmetics™ and SeneDerm® SkinCare. From LipSense® patented lip color that stays on for up to 18 hours, to waterproof foundation that does double duty as skincare, you will look and stay your most beautiful with SeneGence.

## Contact me today!

Name: \_\_\_\_\_

Distributor ID: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_