



Magazine 2015-2016

SeneGence International A Company Fit for Royalty



Spotlight on Crown Princesses The Inspiration Behind Joni Rogers-Kante's Royal Vision



SeneScenes Magazine

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The Inspiration Behind A Royal Vision by SeneGence CEO & Founder Joni Rogers-Kante

When I founded SeneGence in 1999, I was not only focused on bringing effective cosmetics and skin care products into the marketplace, I envisioned a career that really works for women all over the world. My ideal career opportunity was one that would allow busy, intelligent women to help support their families financially, an avenue to become truly prosperous while also giving them the freedom and time to live their lives as mothers and wives, pursue their passions, and at the end of the day, feel fruitful in each area of life.

A percentage of time spent within this type of career model, with the goal of women experiencing fulfillment, is the opportunity to spend meaningful time connecting and contributing to the well-being of one's communities, both business community and geographic community. At first glance, some may think that the SeneGence Royal Court is all about receiving luxuries and being highlighted as amongst the elite of the SeneGence sales force. Closer inspection, though, reveals that more important than the crowns, jewelry and recognition, is the opportunity to experience a constant journey of growth with friends and colleagues, in service to the betterment of others. The SeneGence Royal Court and its Royalty is about growing in business acumen alongside people you admire, respect, and love, while helping other women to do the same. In the SeneGence Royal Court, as a Downline organization grows, so too does the team of SeneSisters as the Royalty is sponsoring and training, and in turn, helping to mentor others to be of service.



Most often, the growth of a Downline organization is made possible with the Distributor's sphere of influence through involvement in their chosen philanthropic activity within a community, therefore supporting the community while growing and mentoring others in a successful business. It's a circle of success; service of others, to business growth, to adding to the success of others, back to enriching the community.

The SeneGence Royal Court promotes togetherness, friendship, and above all, service to one's community. Royal Court Royalty, which includes SeneGence Distributors Royal and above, all the way up to Queen, are women who make a difference by leading teams of businesswomen who have the power to impact our future through the love and strength they extend to their families. They change lives, improve their communities' economic health, and help others make achievements they never thought possible.

SeneGence Royalty are true royals who live in service to others: They are gracious, strong, smart, savvy, and above all, compassionate.



The SeneGence

The SeneGence Royal Court is a unique organization of women who have achieved great things in business. Each rank of the Royal Court symbolizes a new level of success and growth in a Distributor's career. Here's what each Royal rank means, and how YOU can achieve it.

Road to Royalty

The beginning of your Royal Court journey starts with Maiden, and once you reach that level, you are on your way to royalty!



Maiden A Distributor must have 300 PV in one month and have any three personally sponsored Distributors with 300 PV in the same ordering month.

Royal in Waiting A Distributor must have 300 PV in one month and have any five personally sponsored Distributors with 300 PV in the same ordering month.

Royal Court

Royal A Distributor must have 300 PV in two consecutive months and have any five personally sponsored Distributors with 300 PV in two consecutive months. Royals are awarded with the Eye Charm.

Lady A Distributor must meet all of the qualifications for the Royal level plus have any five second line Distributors with 300 PV in the same two consecutive months. Ladies are awarded with the Lips Charm.

Countess A Distributor must meet all the qualifications for the Lady level plus have any five third line Distributors with 300 PV in the same two consecutive months. Countesses are awarded with the Persona Charm.







Royal Court

Duchess A Distributor must meet all the qualifications for the Countess level plus have any five fourth line Distributors with 300 PV in the same two consecutive months. Duchesses are awarded with the World Charm.

Princess A Distributor must meet all the qualifications for the Duchess level plus have any five fifth line Distributors with 300 PV in the same two consecutive months. Princesses are awarded with the Gold Plated Logo Charm Holder.

Crown Princess A Distributor must meet all the qualifications for the Princess level plus achieve Group Sales Volume of USD \$1,000,000-\$1,999.999. Crown Princesses are awarded with the Dark Blue Sapphire Logo Charm Holder, plus a custom ring set with stones of their choice.

Ruby Crown Princess A Distributor must meet all the qualifications for the Crown Princess level plus achieve a Group Sales Volume of USD \$2,000,000-\$2,999,999 within a Seminar year. Ruby Crown Princesses are awarded with the Ruby Logo Charm Holder.

Sapphire Crown Princess A Distributor must meet all the qualifications for the Ruby Crown Princess level plus achieve a Group Sales Volume of USD \$3,000,000-\$3,999,999 within a Seminar year. Sapphire Crown Princesses are awarded with the Light Blue Sapphire Logo Charm Holder.

Emerald Crown Princess A Distributor must meet all the qualifications for the Sapphire Crown Princess level plus achieve a Group Sales Volume of USD \$4,000,000-\$4,999,999 within a Seminar year. Emerald Crown Princesses are awarded with the Emerald Logo Charm Holder.

Queen A Distributor must meet all the qualifications for the Emerald Crown Princess plus achieve a Group Sales Volume of USD \$5,000,000-\$9,999,999. Queens are awarded with a Diamond Logo Charm Holder.

Empress A Distributor must meet all the qualifications for the Queen level plus achieve a Group Sales Volume of USD \$10,000,000. Empresses are awarded with the Empress Ring.

















The SeneGence Royal Court is filled with amazing stories of growth, success, and dreams come true. Reaching the Crown Princess and Queen levels takes hard work and perseverance, but the rewards are great. Here, some of the highest ranking SeneGence Royalty members share their expertise and advice to those Crown Princess-bound.

Queen Jeri Taylor-Swade

Las Vegas, Nevada **Pink Power**



"I can barely count the ways how being Queen of the SeneGence Royal Court has enriched my life! Joni's vision has become mine: for all SeneGence Distributors to be allowed personal and financial freedom, personal growth, and realization of their individual dreams. I am honored to have experienced all that and more in my life because of SeneGence. It is possible for everyone!"

Jeri's Do's and Don'ts:

- Don't QUIT!
- Do keep doing the basics of the business and climb the SeneSteps to Success by daily effort & planning.

Sapphire Crown Princess Sheila Young

Nipomo, California Young Glamour Chicks



"It is a privilege to be a pioneer in SeneGence and a part of its growth. I love my SeneSisters and the amazing support team we have. I believe I have grown as a person as a result of being a Distributor and leader. My desire is to continue to grow personally and help others do the same!"

Sheila's Do's and Don'ts:

- Don't miss ANY of the SeneGence annual events and always be teachable.
- Do stay positive, stay focused. If you help others get what they want, you end up getting what you want too!

Ruby Crown Princess Lisa Tippen





Bayou Beauty Queens

"My life has been enriched with SeneGence by watching so many women be able to improve their self-worth, self-esteem, and reach goals that they never knew they could. I've made many new friends and built priceless life-long memories along the way that will forever be in my heart. I am also truly grateful to all of my SeneSisters and especially all of my Downline."

Lisa's Do's and Don'ts:

- Don't expect all personalities to be the same- THEY ARE NOT! Don't expect it to be easy- IT IS NOT!
- Do develop a partner whom you can mentor with! Do expect "NO," and then say "NEXT!"



Crown Princesses

Crown Princess Leanne Avant

Tallahassee, Florida Avant Garde Stars



"My journey to Crown Princess was more about my personal goals. Now, it's time to help others achieve theirs by understanding what each of my team members wants to accomplish on their own SeneGence journey. Zig Ziglar said "You can have everything in life you want, if you will just help enough other people get what they want." I truly believe that."

Leanne's Do's and Don'ts:

- Don't let the opnions of others take your eyes off your own goals
- Do make SeneGence your career, not your hobby.

Crown Princess Dawn Christian

Ada, Oklahoma Glam Girls



"Knowing that what you worked so hard for, for so many years, has come true is so fulfilling; but, sharing it with others makes it ten times better! I feel like my role as Crown Princess is really to be the inspiration, The BIG CHEERLEADER spurring my team on, providing motivation and encouragement to them and providing a path of success that they can follow and duplicate."

Dawn's Do's and Don'ts:

- Don't give up! Put your head down, heels in and dig deep. Keep working the plan, because the plan works.
- Do lead by example. Don't stop doing the work just because you've reached a goal, keep doing the work day in and day out.

Crown Princess Renee Stewart

Laguna Niguel, California **T.E.A.M Wicked**



"The recognition that you receive with this company is incredible. It's been an honor to watch my Downlines enjoy the perks of this company as well, and to be recognized for all their hard work. Besides all the jewelry and the trips and everything else that we are offered, it's amazing to share products that really work, with people that trust you."

Renee's Do's and Don'ts:

- Don't forget to have fun. Sharing SeneGence is fun. You get to meet many interesting, amazing people!
- Do watch and follow the top Distributors in the company, and then utilize what works best for you and your team.

Crown Princess Cathy Hoolihan





Henderson, Nevada

Hot Lip's Hotties

"There really is no company that can make you feel like SeneGence can make you feel. You are cared about and you are part of the family. Not only is SeneGence the best company with most phenomenal products but SeneGence encompasses a nurturing culture that coexists within one of the most generous business models in the industry. What more could you want in a company?"

Cathy's Do's and Don'ts:

- Don't assume or pre-judge anyone. You never know why someone might be interested in the SeneGence opportunity- let them decide.
- Do keep filling up your 1st line. As they say, "Sponsor the masses and develop the Stars!" You
 recruit the masses because you never know who will turn out being a Star.





Bling Bling, Crown Princess Rings!

When a Distributor becomes a Crown Princess, they are forever recognized in the SeneGence Royal Court at that level, and presented with a custommade ring set with genuine gemstones in the color of their Dominion. Each ring is unique and represents all of the hard work and achievements it takes to become a Crown Princess.



Queen Jeri Taylor-Swade ~ Pink Sapphire

"My ring is so special to me. Joni personally presented it to me in 2012 and she told me that she had picked it out herself! The color of the stone is pink, because my team's name is Pink Power."

Sapphire Crown Princess Sheila Young ~ *Ruby*

"My ring is a status symbol I am very proud of. I feel responsible to work and continue achieving...not just 'rest on my laurels' so to speak."





Crown Princess Renee Stewart ~ *Ombrè Amethyst*

"I love my ombrè style crown princess ring and I love the fact that I am the only one that will ever have it. Earning a Crown Princess ring definitely helps when showing future Distributors what they can accomplish with this company."

Ruby Crown Princess Lisa Johnson ~ Emerald

"My beautiful Crown Princess ring is an awesome business tool as well as one of my prized possessions. I am asked constantly about it and I am able to brag on my company and all of my rewards!"





Crown Princess Dawn Christian ~ *Turquoise*

"I LOVE THIS RING! I wear it proudly and every time I look at it I remember that special year, those gals that made it happen and that special day at Seminar when I received it."

Crown Princess Leanne Avant ~ *Purple Amethyst*

"My ring is a 'show stopper,' and people stop to ask about it all the time. It provides the perfect opener to introduce others to SeneGence!"





Crown Princess Cathy Hoolihan ~ *Onyx*

"The ring represents setting a goal, working towards a goal and achieving a goal. It makes me very proud. It is a symbol of pride for myself and my team."

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Crown Princess Retreat Weekend

Each year, CEO & Founder Joni Rogers-Kante invites qualifying Royal Court members and Crown Princesses to her home to enjoy an exclusive weekend of in-depth training, focused group discussions, and priceless bonding. Join us in 2016!

"In the midst of helping us grow our businesses, Joni and SeneGence treated us all like Princesses, literally!"- Crown Princess Leanne Avant

"It truly was the most magical weekend I have ever experienced." - Crown Princess Cathy Hoolihan



For the 2015 CP Retreat, a custom space was created for Crown Princesses to slumber in luxury, complete with plush carpets, chandeliers and cozy beds. Here, attendees slept peacefully at night and had productive training sessions and business-building discussions during the day.

Not only are SeneGence's most influential Royalty members invited, but so are the most promising and motivated up-and-coming leaders. Training topics ranged from creating training calendars for the new Seminar year to requirements to promote through the Royal Court.



Crown Princess Weekend 2015 was a fantastic success! Attendees agreed that it was an event unlike any other, where they gained valuable knowledge, advice, bonded with one another and were treated like true Royalty.



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Media





Whether you use them for business marketing, to draw new Customers, or just get some fresh new inspiration, social media channels are a convenient and versatile way to connect. Follow SeneGence International on all 6 of our social media channels for unique information, fabulous business and beauty tips, and great giveaways!



SeneGence International



Build your Business as you Sleep It's that easy with a SeneSite!

When you have a SeneSite, you are open for business 24/7. That means vour Customers can shop, browse, and contact you whenever they want - even if it's in the middle of the night, or you are away on vacation. Imagine waking up to sales and **Distributors** joining your team...talk about making money and buiding your business in your sleep!



What a SeneSite can do for you

With a SeneSite, not only can your Customers browse our product lines and shop directly with you from the ease and comfort of their home, they can also learn about SeneGence products to see what makes them so unique in the marketplace. They'll have access to our clinical test results, and information on our different lines as well as more information on the SeneGence Career opportunity.

Not only will your SeneSite make sales for you, it also has the potential to sponsor someone new onto your team after they read about the opportunity! Having an active SeneSite entitles you to presence in our "FIND A DISTRIBUTOR" database on senegence.com, which connects new Customers to a Distributor in their area (via zip code search). A SeneSite also features the following to enhance a Customer's experience:

- Customizable "Contact Me" page
- Product reviews and testimonials
- User-friendly navigation
- New features being added all the time

Your business doesn't have to stop when the sun goes down- SeneSites turn your business into a 24-hour, 7 day a week revenue-generating machine!

Only \$299.95 per year

* SeneSites are also included in some training packages.

What is Urbanization, and how does it affect us?

Where has the pure air gone? Atmospheric pollution peaks are becoming increasingly common. Today, in many cities pollution is already a part of everyday life, to the extent that the sun cannot easily break through the smog, even in the height of summer.

Urbanization, or the effects of pollution, is intensified depending on the concentrations of pollutant substances and the frequency and duration of exposure. These effects range from simple irritation of the mucus membranes, to respiratory diseases, skin cancers or disorders affecting the nervous or digestive systems.

Pollution can have dramatic impacts on the skin. It can alter the skin's moistureregulating ability, due to free radicals generated by pollutants. When put to such a harsh test, the skin barrier can lose its integrity and dry out. Asphyxiated or even intoxicated, the skin can lose its radiance and take on a muddy complexion. The first signs of inflammation quickly appear through redness and tingling. Pollution can also be responsible for the significant rise in the number of sensitive or reactive skin types amongst urban populations.

Cigarette smoke is another pollutant that is equally harmful to the beauty and health of the skin. Smoking isn't just dangerous for the lungs, your skin suffers too! Cigarette smoke contains heavy metals such as cadmium, which generates free radicals on the surface of the skin and can alter its structure.

Finally, because of the hole in the ozone layer, the concentration of U.V. (ultra violet) radiations reaching the surface of the Earth is constantly increasing. Now, ever-present U.V. radiations are no longer only a summer hazard. They partner in damage with free radicals and can threaten the body's biological stability and its integrity.

Pollution can have dramatic impacts on the skin.

SeneGence SeneSerum-C with SenePlex Complex®

Formulated with the purest form of Vitamin C available in skincare.

This 100% natural formulation is made of the most advanced anti-aging ingredients including pure Vitamin C and luxurious, hydrating C-Beads. Designed to protect all skin types from environmental pollutants, it works to repair damaged skin cells and helps to shield skin from future damage. Skin will appear healthier, firmer and younger with regular use. So light, it can be used day and night under moisturizers.

- Stabilized Vitamin C necessary for collagen production
- SeneShield helps protect cells from immediate free radical damage
- C-Beads help reverse cell damage caused by free radicals

SeneSerum-C: specially designed to protect from urbanization

What is urbanization? It's pollution and harmful environmental elements that can wreak havoc on your skin. Regular exposure to car exhaust, air pollutants, chemicals and industrial emissions can lead to premature lines, acne, discoloration and sensitivity. Those who live in heavily populated areas are especially vulnerable. Pollution particles, or Particulate Matter (PM), can be 20 times smaller than the diameter of a skin pore. Defend your skin from damage and help skin become more beautiful everyday with SeneSerum C.

Protect with the Power of Vitamin C



SeneShield: Our Newest Proprietary Wonder

Shield your skin from environmental damage with SeneGence products containing SeneShield.

To combat environmental hazards like pollution, smog and UV-A and UV-B radiation, and to prevent them from prematurely aging your skin, SeneGence has created an urbanization-defending proprietary blend of ingredients, called SeneShield. SeneShield includes a natural plant sorbitol and yeast extract, creating a non-clogging, transparent shield for skin that protects and helps reduce aging. Coupled with SenePlex Complex+, SeneGence products containing SeneShield represent the most advanced anti-aging technology known today.

After rinsing, the control skin sample treated with SeneShield is the most radiant and clean, showing that the dirt and pollution did not absorb into the layers of the skin.



SeneDern

SeneSerum (





MakeSense™ Advanced Anti-Aging Foundation

<image><section-header>

SHIELD your SKIN

You count on your makeup to help you look flawless, but don't you wish it could do more? MakeSense Advanced Anti-Aging Foundation is formulated with SenePlex Complex+ and SeneShield, two of the most advanced skin care technologies known today, and will actually shield your skin from environmental threats like pollution and UV rays, helping to fight signs of skin damage and aging.

The exclusive blend of ingredients provides:

- Protection from environmental hazards
- A mechanical shield equivalent to SPF 15
- Anti-aging and moisturizing benefits
- Long-lasting, water-resistant wear
- Incredible coverage and silky texture
- Skin-tone adjusting technology to fit your unique complexion

What is SeneShield?

An exclusive, proprietary blend of ingredients that protects skin from air pollutants, UV rays, and free radicals. SeneShield includes a natural plant sorbitol and yeast extract, creating a non-clogging, transparent shield to protect skin and help to reduce signs of aging.

Become a Certified SeneBlends Makeup Artist

As a SeneGence Distributor, YOU have the opportunity to become a certified makeup expert when you complete our Certified SeneBlends Makeup Artist (MUA) program. To be a SeneBlends MUA means that you have practiced and completed over 50 different makeup applications on over 50 individuals, and can be confident in your ability to beautify any subject and enhance any feature with SenseCosmetics.

Here's how to qualify to become a SeneBlends MUA:

- 1. Attend a January "Glam It Up" P.I.T. Stop event
- 2. Complete the SeneBlends MUA application forms
- 3. Accumulate at least 10.000 PV in the current Seminar Year (April - March)

Those who complete the SeneBlends MUA certification process will receive an exclusive name tag to wear when they are conducting SeneBlends makeovers at SeneGence events or their own demo events, as well as a custom Press Release. It gives fantastic credibility to a Distributor and speaks to their skills as a makeup expert. SeneBlends MUA's are also eligible to show off their skills and train at SeneGence Events!



| One Model Per Prtification Application/Technique | Date of hniques Application/ Signature of Model Technique | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|--|-------------------------------------|-----------------|---------------------------------------|-----------------|-----------------|---|--------|-------|-------|-----------|--------------------------------------|------|--------|-------|-------|-----------|-----------------------------|--------------|----------------|---------------|---------------|-------------------|-------------|---------------|--------------|--------------|------------------|
| SeneBlends Certification | - Distributor Comments/Shades/Techniques | | | | | | | ndation | | | | | | | | | | | | | | | | | | | | | |
| SeneGence Distributor Name | Description of Application/Technique | Foundation Matching Ivory Skin Tone | Olive Skin Tone Yellow Skin Tone | Brown Skin Tone | Ashe Skin Tone Chocolate Skin Tone | Black Skin Tone | Ruddy Skin Tone | Face Shape: Contouring with Darker Foundation Oval | Square | Heart | Round | Rectangle | Face Shape: Highlight with Pearlizer | Oval | Square | Heart | Round | Rectangle | Face Shape: Blush Placement | Oval Natural | Square Natural | Heart Natural | Round Natural | Rectangle Natural | Oval Formal | Square Formal | Heart Formal | Round Formal | Doctoralo Eormol |

| SeneBlends Certification | | | | | | | Trios | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|--------------|---------|------|--------|-----------------------|---|-------|--------|--------------|--------|--------|-------|-----------|-----------|-----------|-----------------------------|------------|------------|------------------------------|------------------------|-------------------|-------------------|---------------------------------------|-------------------------|----------------------|------------------------|---------------------|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|--|
| Brow Placement | Extend Outer | Extend Inner | Thicken | Lift | Darken | Fill-in Missing Brows | ShadowSense Placement - Base, Blend, Accent Trios | Blues | Browns | Gray/Purples | Greens | Mauves | Pinks | Mixture 1 | Mixture 2 | Mixture 3 | Lash Building & Lengthening | Brown Look | Black Look | Brown Tipped with Black Look | Lip Lining for Balance | Thicken Thin Lips | Reduce Thick Lips | Balance Lip Line; One Side with Other | Thicken Bottom Lip Only | Thicken Top Lip Only | Reduce Bottom Lip Only | Reduce Top Lip Only | LipSense Mixtures | LipSense Look 1 | LipSense Look 2 | LipSense Look 3 | LipSense Look 4 | LipSense Look 5 | |

Please complete form and fax to SeneGence at 949 521 6166. Each entry must be signed by Model. All Application/Techniques must be completed. Write shades used or techniques in Distributor Comment section corresponding with each entry.

ShadowSense Shimmers

Create glistening long-lasting eye looks with ShadowSense Shimmers. Available in 4 gorgeous colors, these Shimmer shades will add the perfect touch of luster to your lids. The best part of these gleaming crème to powder eye shadows? They will not crease, smudge or run, keeping your glowing gaze flawless all day long.

They perfectly coordinate with the ShadowSense collection of 21 matte shades, also available.



Copper Rose Shimmer Metallic copper



Sandstone Pearl Shimmer Pearlescent champagne



Smoked Topaz Shimmer Glowing olive bronze



Moca Java Shimmer Shimmering taupe



Smoked Topaz Sandstone Pearl Copper Rose Moca Java Shimmer Shimmer Shimmer Shimmer

www.senegence.com

20 oz each

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Sene-Words!

There are many words and phrases that are unique to SeneGence. Some are part of our culture, some are product-related, and many are business terms. They are ALL worth knowing, as they have become a part our daily conversations. Here are some of our most important terms to keep you in the loop!

Active Status

A SeneGence Distributor is considered "active" by placing a minimum 100 PV order in a rolling six month period.

Beauty Book

A product catalog designed for marketing, sales and consumer education of the SeneGence product line.

CDO

Customer Direct Order: 24-7 e-commerce program offered to all Distributors at no up front cost. Product is shipped from SeneGence Corporate: retail profit commissions are paid directly to the Distributor.

Demo

Refers to a SeneGence product demonstration with 3 or more guests.



Demo Drop Ship

Product shipping program used by the Distributor to take product orders during a Demo, and ship the items from the SeneGence guests.

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warehouse directly to the hostess of the Demo for distribution to her

Dominion

The Downline of a Crown Princess for which the Crown Princess is responsible to manage and train. Dominion sales volumes and growth activities are measured monthly for Crown Princess Recognition purposes.

Downline

A Distributor's Downline are those individuals they sponsor personally into their 1st level including 2nd-5th levels into SeneGence.

Fast Start Plus Program

New Distributors, receive a 50% discount off retail on every order of 300PV or more placed during the first 90 days in business and



are eligible to earn up to \$1,200 USD in FREE products, and earn 50 \$eneBucks for every qualified new Distributor they sponsor.

Field Leader

A ManaGence Distributor who is also a Countess or above.

GSV

Abbreviation for Group Sales Volume. GSV is the accumulated orders of a Downline within a given period of time stated in terms of suggested retail value in US dollars. GSV is used to calculate performance.

GDK

Glamour Demo Kit: designed especially for group Glamour



Demonstrations, includes over \$1,145 (retail value) of SenseCosmetics products and supplies to use for samples and testers.

Inner Circle Court

An annual Distributor personal sales, sponsoring, and Downline GSV productivity recognition, achievement and award program.

LIPS Kit

The LIPS Kit is perfect for on the go demonstrations and includes the top LipSense colors, samples,



demonstration applicators, business materials, and more.

The Make Sense Foundation

Our non-profit foundation; the cause marketing, sister, charity of SeneGence International that helps support women and children in need.





ManaGence

The ManaGence Program is a leadership program designed for top level Distributors. Participants in the ManaGence Program receive certain rights and benefits exclusive to field leadership.

Million Dollar Lips

Joni Rogers-Kante's book in which she gives priceless advice on family and business and how to conduct the two seamlessly. Read it- it will change your life!



PIT Stop

Abbreviation for Princess In Training. Management training event for Distributors. Held twice a year in January & July, focusing on glamour and marketing training.

PV

Point Value: Each SeneGence product assigned a suggested retail value is also assigned a PV. PV is the same regardless of which country product is sold. Point Value is used to determine a Distributor's gualification for Downline commission and group sales bonuses.

Qualified Status

A New Distributor who is sponsored into SeneGence and places a minimum 300 PV order (in a given amount of time, pertaining to the particular program or recognition reward) is considered qualified.

Road to Royalty

Refers to Maidens and Royals in Waiting who are making their way up through the ranking achievement levels to the Royal Court (Royals and above).

Royal Court

Refers to the entire membership of all SeneGence Royalty, from



Royal through Empress.

Seminar

An annual conference held for Distributor and Field Leader Distributors where training, education, recognition, awards, and fun occurs.

SeneCare

A collective aroup of SeneGence employees within the customer service department.

SeneCash





A consolidated account system which combines all bi-monthly Customer Direct Order (CDO) retail sales profits and monthly Downline and Group Sales Volume (GSV) Bonus Commissions, into one simple, clear, and easy-to-access account at your fingertips.

SeneBlends

n. A Glamour Training Program. adj. Describes the blendability of SenseCosmetics.

SeneBucks



A credit measurement (generally at retail value) awarded to Distributors who qualify for an array of incentives: to be used for product purchases (not redeemable for cash).

SeneCar

A car lease reimbursement award program



offered to qualifying Distributors based upon 1st and 2nd line growth and productivity. Choose from a Ford or Cadillac car in SeneGence blue.

SenePlex Complex

A one-of-a-kind proprietary kinetic enzyme, highly effective in increasing cellular renewal, included in all SeneDerm SkinCare and creamy SenseCosmetics.

SeneShield

SeneShield is an exclusive, proprietary blend of ingredients that protects skin from harmful air pollutants, UV rays, and free radicals.

SeneSisterhood

Refers to the community of SeneGence Distributors. As Distributors, we care about



and help each other, nurturing each other's success.

SeneSynergy

(Ms.) – n. A SeneGence Distributor who was nominated and voted into the Annual Ms. SeneSynergy Court by her peers. v. To give selflessly unto others, and in doing so, empower yourself.

Sponsor

n. Refers to the Upline or person who sponsored another into Distributorship. v. The act of sponsoring an individual.

The Future of SeneGence Royalty:

The SeneGence Royal Court is thriving and growing not only in the United States, but in our country partners around the world! Our international future is bright, and stars like these smart, confident and beautiful international Leaders will forge the SeneGence Royal path all over the globe!

SeneGence Canada



Paige O'Byrne, Royal Joined SeneGence August 2014



On joining the SeneGence family, Paige describes her initial experience like meeting a group of people for the very first time, and feeling as though you have known them all your life. She is very proud of her growing team of Distributors from Canada and across the United States. Paige's business outlook focuses on fantastic customer service first. She strives to satisfy her customers to ensure they keep returning to her-a fantastic recipe for growth and profitability! Paige's goal is to continue to set high standards for her business, and challenge herself to do better every day.

SeneGence Indonesia

Agata Febryani, Princess

Joined SeneGence April 2011

Agata is one of the first Distributors in Indonesia that really utilized online marketing to grow her business. At the beginning of her SeneGence journey, she concentrated on selling direct to Customers in her local area, but for the past two years, she has traveled around the country, holding Demos wherever she goes. Now she is the top seller in Indonesia! Her Goal is to become the first Crown Princess in Indonesia.

M. Fitidora (Dora), Princess

Joined SeneGence May 2011

Dora is a Distributor that has had a great understanding of the business of SeneGence, right from the very start. She concentrated on building her Downline first, rather than making sales at the beginning of her career. She also encourages her Downline and fellow Distributors to have their own Downlines, and helps them to build their network. She is the first Indonesian Distributor who organized meetings and Demos to

Indonesian Distributor who organized meetings and Demos to introduce SeneGence, even before the Indonesian Home office did. Her goal is to achieve Crown Princess, and to enjoy all the benefits that come along with that title.

Wika Linata, Duchess

Joined SeneGence February 2012

When Wika first joined SeneGence, she wanted to gain confidence, self-esteem, and new friends. Wika is now known for her outgoing attitude; she is always introducing herself to new people and sharing SeneGence with them. She takes great care of her Downline and takes them with her around Indonesia. Wika was the winner of the first Make It Mine Contest in

Indonesia, and her team is very excited for her. Her goal is to help women discover SeneGence products that really work, be independent, think positively and never give up.







We're Going Global!

SeneGence Australia



Rhonda Renkert, Countess

Joined SeneGence February 2006

Rhonda's impressive accomplishments include achieving Countess in the Royal Court, Queensland State Leader, ManaGence Leader/Trainer, and gualifying for the L.I.P.S Trip in 2014. Rhonda is firmly committed to growing her business, and earnest in her leadership. She is extremely supportive and conducts regular training with her Downline and all who want to attend.





Two more of our shining stars in Australia include Ladv Mary Ann Pinto, SeneGence Australia's SeneCare Manager, and Margaret Gartner, the Australian Warehouse Manager. These two smart. hardworking women keep SeneGence Australia growing and succeeding, and also take care of the beautiful warehouse and training center. shown here.

Lina Roth, Lady

Joined SeneGence November 2013

Having recently retired, Lina found that she had a void in her life and SeneGence came in at the perfect time. She joined SeneGence with an incredible amount of raw enthusiasm and energy which she felt compelled to share. Her goals are powered by passion, and due to her love of the SeneGence products and it's sisterhood, she has become extremely driven to lead. In a very short time, Lina has grown her Downline to over 70 Distributors, conducts regular training and offers her Downline endless support.

Jodie Bray, Lady

Joined SeneGence August 2013

After being WOW-ed by LipSense, Jodie initially signed up as a Distributor purely to receive the personal discount. However, after attending Seminar in April 2014, her world was forever changed. Within a short period of 6 months Jodie grew her Downline to 41 ladies and 2 men who now join her as the "Brayzen Beauties." She was recently invited to attend the Crown Princess Retreat at Joni's home in California, where she felt privileged to meet and

train with many Crown Princesses and top Distributors from across the USA. Jodie is now set on her journey to Crown Princess, and is very thankful for all the efforts from her fabulous team.



Margaret Gartner







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Enhance your regal elegance with Purple Reign, the newest Long-Lasting Limited-Edition LipSense! Created by Make It Mine contest winner and Independent Distributor, Maiden, this matte, electric violet shade is the perfect pop of color for those who love to stand out. Swipe on Purple Reign LipSense and enjoy up to 18 hours of vibrant, kiss-proof lip color.



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