

# ORANGE COUNTY BUSINESS JOURNAL

## SPECIAL REPORT



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FAST-GROWING PRIVATE COMPANIES

Fast-Growing Private Companies  
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## Platinum Triangle: Apartment Town

### REAL ESTATE: Five-year mark sees rentals rule, big vision on hold

By MARK M...

Nearly five years in Anaheim's former epicenter of apartment development, the Platinum Triangle has seen a shift in the market. In the past few years, developers have opened up a large acre swath of land in Anaheim.

"More people are moving here than ever before," says a local real estate agent. The Platinum Triangle, an Angeles-based development, is a leasing agents project.

Another 400 or so similar looking apartments—primarily podium-styled projects in the three- to four-story range—are nearing completion.



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ORANGE COUNTY BUSINESS JOURNAL / WOMEN IN BUSINESS ADVERTISING SUPPLEMENT

May 4, 2009



## Making Dollars and Sense of Cosmetics

SeneGence International

**Y**ears before the cosmetic giants first attempted to bring long-lasting lip colors into the marketplace, there was LipSense® by SeneGence International®. SeneGence emerged in 1999 with six shades of their patented formula of long-lasting lip color and was the first that stayed on women's lips without a drying effect. The product has remained a bestseller to this day and still won't rub off, kiss off, or smudge off until it's removed.

Many women may recognize the LipSense blue label and gold cap or may have recently overheard a conversation about a new product called LashExtend™ but don't know much about SeneGence, the company. The company, whose name came from a combination of the words senescence (the process of aging), intelligence, and synergy (working together to produce an effect greater than that of their individual effects), defines itself.

### "Products That Really Work"

SeneGence was founded on the commitment of Joni Rogers-Kante who, on behalf of all women who had spent countless dollars on cosmetic products that did not work, dedicated her company to only market "Products That Really Work." That dedication didn't stop with lip color. SeneGence's proprietary formulations of skin care, body care, hair care and boutique items are clinically tested and verified by an independent laboratory to reduce fine lines and wrinkles by 55.7%. Today, SeneGence boasts hundreds of millions of dollars in sales of their long-lasting color cosmetics line, SenseCosmetics™ and their anti-aging skin care line, SeneDerm™.

Orange County has always been home to the International Headquarters of SeneGence. Since opening its doors for business ten years ago, SeneGence has expanded to offer over two hundred remarkable products with absolutely no funding of any kind from an outside financial institution. All of the company's growth across the United States, Canada and Australia has been made possible solely through reinvesting internal funds and earnings from the sale of their incredible product line through their network of Independent Distributors.

Another commitment of CEO and Founder Rogers-Kante has always been to make great products at affordable prices available to every woman. She was recently surprised to learn of the extravagant prices mainstream cosmetic companies were charging for the newest lash lengthening products. She decided to do it better and hired a chemist to formulate a version for SeneGence. The result was a proprietary, drug-free lash lengthener that increases the length of lashes by 25% in only two weeks. SeneGence recently launched LashExtend at a suggested retail price that's a fraction of the cost of others lengtheners in the marketplace.

### A winning business strategy

When conceptualizing SeneGence, Rogers-Kante asked herself "If I were to create a new brand and bring it to market, what would I want in return for my efforts?" The answer was big money, world travel, and a new car. She wrote an Independent Distributor Compensation Plan that served as a roadmap to earning all this and more. Today, the SeneGence Distributor has the opportunity to earn as much income as they are willing to work for, take exotic trips like the African safari coming up this year, and drive a new car paid for with funds from SeneGence. The results of these efforts and an ever growing sales force has made SeneGence a recognized international leader in the cosmetics and skin care industries.

Rogers-Kante tapped into a winning business strategy when she chose to market her amazing product line by way of the Direct Sales channel. The company offers a unique business opportunity to a sales



force that continues to grow today, despite the economy. With so many underemployed needing to earn extra money, women are easily attracted to SeneGence and their "wow" products because they are very easy to use and sell to others. Part time and full time Independent Distributors may purchase the products wholesale from the company at a discount as high as 50% off suggested retail and in turn sell the products to customers for suggested retail. The difference between the cost of product and the sale price becomes the Distributor's sales profit. An individual looking for a business opportunity will be hard pressed to find other companies in the Direct Sales arena that offer such a discount.

### High-profile reviews

SeneGence is no longer the best kept secret in the cosmetic world due to unsolicited product reviews from talk show hosts and celebrities. The products have been featured on The View® and Bravo® and published in various magazines. One of the most exciting endorsements came unexpectedly from pop star Christina Aguilera in People® Magazine. It turns out Christina's trademark ruby red lips are actually created by wearing SeneGence's own Blu-Red and Cranberry LipSense colors.

### "Lipstick Index"

In today's tough times, there is often reference to the "lipstick index". This is the indicator that purchases of cosmetics, lipstick in particular, tend to be correlated to the economy. When the economy is down, purchases of cosmetics are on the rise. SeneGence products are the perfect fit for this trend, as they are highly-concentrated to last much longer than our competitors' products, and have the ability to stay on all day with only one application. After ten years, LipSense is offered at an affordable price but is still considered to be the preeminent lip color found in the market today.

### Good corporate citizen

SeneGence was designed from the get-go with an environmentally sensitive eye and has remained resolute in reducing the environmental impact a large cosmetic company would normally make. Their entire product line is sold without excess packaging and uses naturally recurring natural ingredients. The company strives to maintain a paperless, efficient, and energy conserving operation. Products are never tested on animals and are formulated without animal by-products.

SeneGence's success has not been selfish, as giving back to the community and others in need is a must. A year and a half after first opening its doors Rogers-Kante formed the non-profit Make Sense Foundation® to help support women and children in need. A percentage of the sales of certain SeneGence products are transferred to the Foundation and additional funds are raised throughout the year through special events. To date, over 30 qualifying charities have received funds from the Make Sense Foundation. SeneGence itself contributed hundreds of thousands of dollars in kind support and cash donations for women and children in need across the United States.

### Learn more about SeneGence

As SeneGence continues to expand and improve the already amazing selection of fine skin care and color cosmetics, they also plan to continue to expand the sales force and launch products into more countries around the globe. For anyone who has been wanting effective products or thinking of a way to earn more money but simply didn't know where to go, as they say in Kansas, "You don't need not look any further than your own backyard."

You can learn more about SeneGence International or become a Distributor by logging onto [www.senegence.com](http://www.senegence.com). We also welcome you to stop by anytime and visit us at our corporate office and showroom in Irvine. Contact us at (949) 521-6161.

SeneGence is an international leader in the cosmetics and skincare industry

We're the alternative for middle-market private companies who are tired of being overlooked

