

SeneDerm SkinCare | SenseCosmetics

Beauty BOOK

2016



SeneGence^{International}



SeneGence was founded on the idea to offer superior products and an opportunity for women to be independent and successful in business regardless of age, background or education.

Joni Rogers-Kante, CEO and Founder of SeneGence International, had a vision of a company with products that really work and a career that really works long before finding the premier product. Once she discovered a long-lasting liquid lip color unlike anything she had seen before, she knew she needed to share it with the world.

In 1999, SeneGence exploded into the marketplace with the launch of LipSense® patented color technology, and SeneGence quickly rose in popularity as the creator of the original long-lasting lip color.

This was only the beginning of an entire line of long-lasting cosmetics and revolutionary anti-aging skin care products. Over the years, SeneGence has grown to support thousands of successful careers and satisfied customers around the world and remains steadfast in its commitment to use only the most advanced technologies to make skin more beautiful.

I stand behind our products 100% and guarantee your skin will look more beautiful in 30 days when using our 24 hour anti-aging skin care and long-lasting color systems.

A handwritten signature in black ink that reads "Joni". The signature is fluid and cursive, with a large loop for the letter "J".

Joni Rogers-Kante
FOUNDER & CEO







As a result, SeneGence has positively affected the lives of thousands of women and their families worldwide, and it all begins with our products...

Joni traveled around the world to find the most unique and beneficial ingredients to use in the proprietary formulas of SeneGence products.



JONI COLLECTING SAMPLES FROM MOUNT YASUR, VANUATU

In the Vanuatu string of islands in the South Pacific, she worked with scientists and discovered naturally reoccurring resources proven to be beneficial to the skin.

Today, SeneGence products can be found in over 16 countries around the world, helping to make skin healthier and more beautiful. Joni ventures to international destinations regularly and enjoys sharing SeneGence with everyone she meets while guiding them to be their most confident self with products that really work. One of Joni's greatest joys is to watch how lives are blessed and individuals prosper with SeneGence, learning to balance life, family, and business, while looking beautiful doing it!

The distinctive ingredients found by Joni and her team are incorporated into SeneDerm® SkinCare systems, SenseCosmetics™ beauty items and the SeneDerm Solutions™ line, resulting in dramatic improvements to the skin. They also help to provide crucial sun protection without the use of unnecessary chemicals. All SeneGence product formulas are proudly made adhering to FDA regulations in cGMP compliant facilities.



Use of naturally reoccurring ingredients



No animal testing and no animal by-products
(We use alternative sources)



Made in the United States
for stringent quality control



Formulated without drying
waxes and harmful lead



Made in 'Pharmaceutical Grade' rated
manufacturing facility



All products formulated with
FDA approved ingredients

SeneGence has developed highly advanced anti-aging skin care and cosmetics systems that help make every skin type more beautiful and radiant.

Combinations of both natural and scientific ingredients provide proprietary formulations that are scientifically proven in a clinical laboratory to work on 100% of those individuals who use the products as directed.

100%
Satisfaction
Guarantee

What's in the name **SeneGence**?

SENESCENCE

Process of aging



INTELLIGENCE

The capacity to acquire
and apply knowledge



SYNERGY

The working together of two
things to produce an effect
greater than the sum of their
individual effects



SENEGENCE

Long-lasting and
anti-aging products that
really work!



SeneGence

SeneDerm
3 in 1
Cleanser

NORMAL TO DRY

SeneGence

SeneDerm
DayTime
Moisturizer

NORMAL TO DRY

SeneGence

SeneDerm
SeneSerum C

SenePlex
Cellular Firmness System
Sistema de Respostabilidade de Colágeno
Sistema de Respostabilidade de Colágeno

5.1 fl.oz. / 150 mL

SeneGence

SeneDerm
Climate Control

ANTI-AGING MOISTURIZER
Firmness™ Delivery System - Resposta
SenePlex
Cellular Firmness System

7.7 fl.oz. / 200 mL

SeneGence

SeneDerm
Collagen
Night Cream

Anti-Aging
Sleep Treatment

1.1 fl.oz. / 30 mL

SeneGence

MakeSense
Foundation

Maquillage Líquido Fônd de Rosto
Oil Free

SenePlex
Cellular Firmness System
Sistema de Respostabilidade de Colágeno
Sistema de Respostabilidade de Colágeno

1.8 fl.oz. / 50 mL

ShadowSense

Long Lasting EyeBalm

LipSense

Long Lasting Lip Color

LipSense

Long Lasting Liquid Lip Color



THE SCIENCE OF SENEDERM® & SENEPLEX COMPLEX®

All SeneDerm, SeneDerm Solutions, and creamy SenseCosmetics contain SenePlex Complex, a kinetic enzyme that affects the way cells grow from the bottom layers of the skin to the top. SenePlex fights the signs of aging by renewing your skin cells an average of 23.3% more rapidly.

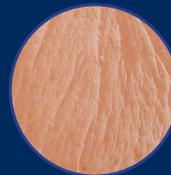
Four to Eight Weeks
to Revolutionary Results

INDEPENDENT CLINICAL TEST RESULTS OF 8 WEEKS OF TREATMENT WITH OUR PROPRIETARY FORMULA, SENEPLEX COMPLEX.

Verified by an independent lab, clinical testing confirmed products with SenePlex Complex are highly effective in increasing cellular renewal and regular use results in remarkable improvements to skin, including: **Skin smoothness increased by 45%. Almost 33% more individuals with sensitive skin were able to use SeneDerm SkinCare without irritation.**

23.3%
INCREASE IN
CELLULAR
RENEWAL

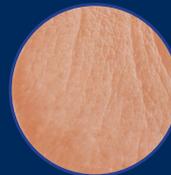
WEEK 0



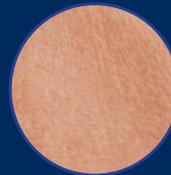
WEEK 2



WEEK 4

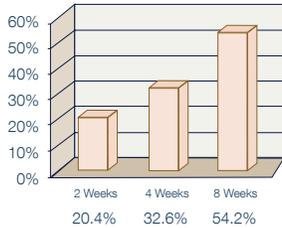


WEEK 8

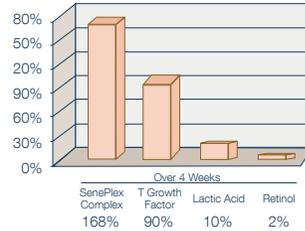


The active enzymes in the advanced anti-aging delivery systems work to eliminate dead skin and produce healthier, plumper cells as they move to the surface of skin. That in turn:

INCREASES MOISTURE + HYDRATION BY
54.2%



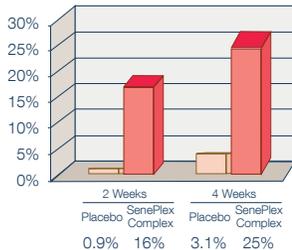
INCREASES COLLAGEN SYNTHESIS BY
168%



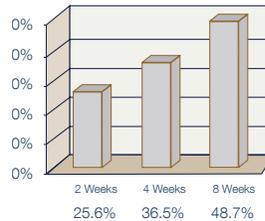
INCREASES SKIN FIRMNESS + ELASTICITY BY
51.9%



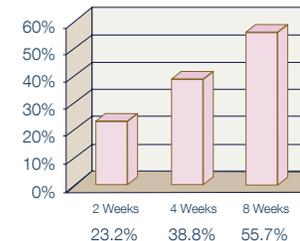
DECREASES SKIN SAGGING BY 25%



INCREASES IN SKIN LUMINOSITY BY 48.7%



REDUCES FINE LINES + WRINKLES BY 55.7%



A 24-hour, anti-aging skin care system made for all skin types.

3-in-1 Cleanser \$30

4 oz / 118 mL

This triple-action cleanser works to cleanse, tone and hydrate while helping to maintain skin's moisture. Each formula is detergent-free and works to restore pH while effectively removing dirt, oil and bacteria.

DayTime Moisturizer \$50

1.66 oz / 50 mL

These lightweight, daily moisturizers deliver anti-aging advantages and botanicals that work to balance moisture and naturally hydrate skin. They work to protect skin from oxidation and the environment with a mechanical shield.

Evening Moisturizer \$60

1.66 oz / 50 mL

Highly concentrated with additional SenePlex Complex for extra protection from free radicals during sleep. These thick, rich skin creams are a luxurious combination of ingredients that aid in increased cell production and regeneration.

FIND YOUR SKIN TYPE

DRY

No oiliness, can feel tight and itchy, noticeable fine lines, may have red or rough patches, small pores, visible flaking

NORMAL to DRY

No oil in "T" zone, generally healthy appearance, clear with even texture, may have occasional tightness or flaking, small to medium size pores

NORMAL to OILY

Oily "T" zone, generally healthy appearance with occasional breakouts or blemishes, pores are medium to large, skin appears shiny and can feel oily



3-in-1 Cleanser

Sponge-like Pillows

- exfoliate flakes

Algae Extract

- hydrates and softens skin

Humectants

- bind moisture to the skin



Aloe Vera - soothes skin

Avocado Oil

- very rich moisturizer

Lavender

- soothes with
anti-bacterial benefits



Vanuatu Volcanic Ash

- exfoliates dead cells

Cone Flower Extract

- increases collagen synthesis



DayTime Moisturizer

Moringa Oil - smoothes,
de-puffs and moisturizes

Almond Oil - leaves
skin silky but non-greasy

Jojoba

- promotes soothing
and healing



Vitamin B

- helps new cells form

Sodium Hyaluronate

- for binding moisture

Aloe Leaf

- helps to improve firmness



Jojoba

- promotes soothing
and healing

Squalene - absorbs
fat-soluble toxins

Allantoin - stimulates
new healthy tissue



Evening Moisturizer

Amino Acids

- to build healthy cells

Vitamin E - essential antioxidant
for maintaining healthy cells

Ginger Root - anti-inflammatory



Avocado Oil

- very rich moisturizer

Vitamin E

- essential antioxidant for
maintaining healthy cells



Borago Seed Oil

- powerful anti-inflammatory
that reduces redness

Vitamin E

- essential antioxidant for
maintaining healthy cells

Highly advanced, anti-aging skin care products that help correct and prevent the signs of aging.



Climate Control \$60

2.75 oz / 81 mL

Hydration in the purest form. This 'miracle in a bottle' helps even the driest, most damaged skin regain its healthy glow and moisture content. Its unique delivery system keeps key ingredients separated until shaken, combined and activated.

SeiPlex Complex - herbal oil extracts and vitamins that increase moisture

Sodium Hyaluronate - restores damaged cellular walls

Glucosamine HCL - natural anti-inflammatory that helps maintain more elasticity



SeneSerum-C \$65

.51 oz / 15 mL

A 100% natural blend of the most advanced anti-aging ingredients known today. This 'urbanization' defense formula is made for all skin types and works to repair damaged skin cells while helping to prevent further damage and create healthier, firmer, younger looking skin. So light, it can be used day and night under moisturizers.

Stabilized Vitamin C - for collagen production and to help reverse cell damage

SeneShield - helps protect cells from immediate free radical damage

EyeCrème \$50

.44 oz / 13 mL



A rich blend of oils and vitamins that protect while working to diminish fine lines and wrinkles on the sensitive area around the eyes. The rich formula melts and emulsifies at skin temperature and creates a silk-like coating that reduces drag while applying cosmetics.

Soybean Oil - improves skin hydration and smoothness

Kukui Seed Oil - soothes skin

Vitamin A - helps increase elasticity

EyeLuminator \$55

.44 oz / 13 mL



The perfect blend of SeneDerm EyeCrème and MakeSense Foundation Pearlizer, to help make your skin more beautiful around the eye area. It brightens and highlights while moisturizing upon application. Perks up tired eyes in the afternoon too!

Kukui Seed Oil - soothes skin

Vitamin A - helps increase elasticity

Almond Oil - leaves skin silky, non-greasy



Collagen Night Pak

With Brush \$85

1 oz / 30 mL

A break-through anti-aging sleep treatment that harnesses the power of natural ingredients and latest in skin care technology to seal in moisture while you sleep. As the final step in your evening skin care routine, it creates a protective veil that helps to prevent drying and damage that can occur overnight and can lead to unwanted signs of aging.

Plant-based marine collagen

– restores and rebuilds collagen

Caffeine – rejuvenates and revitalizes skin

Copper & Zinc – for antioxidant protection

Specialized treatment products for targeted skin and personal care needs.



Anti-Wrinkle Treatment \$65

.5 oz / 15 mL

Clinically proven to visibly reduce the depth and shadows of light and medium size wrinkles, making skin's texture smoother and younger-looking. Contains an advanced formulation including natural ingredients proven to relax wrinkles, stimulate cell production and restore proper moisture content with regular use.

Anti-Wrinkle Complex

- calms nerves and relaxes muscles

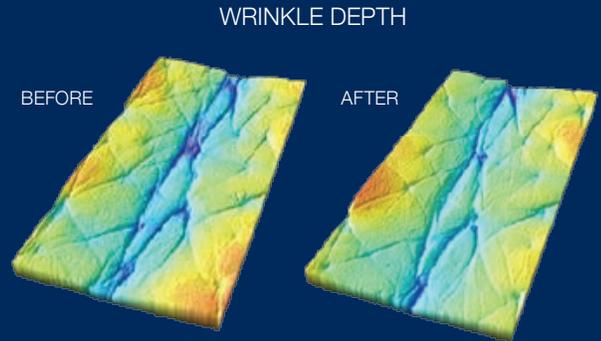
Green Tea Leaf Extract

- protects from collagen breakdown

Jojoba Seed Oil

- helps to improve skin's elasticity

Works to reduce light to medium
wrinkle depth by an average of
34% to 63%



Wrinkle depth shown in dark blue. The difference between the measurement of the depth (and therefore shadowing) of the wrinkle taken within 28 days of use is clearly visible.



Nangai Oil \$45

.5 oz / 15 mL

Intensely moisturize and soothe dry skin with this luxurious, natural blend of exotic Nangai Oil and anti-aging ingredients. Found on the tropical island nation of Vanuatu, Nangai oil provides skin anti-inflammatory and deeply hydrating benefits.

Triglycerides - essential fatty acids that help enhance your skin's ability to retain precious moisture
SenePlex Complex - for increased cellular renewal



Polishing Exfoliator \$50

2 oz / 59 mL

Polish away rough, dry skin and impurities with this unique formula containing naturally exfoliating Vanuatu Volcanic Ash. A little goes a long way to gently but effectively buff skin to a luminous glow.

Vanuatu Volcanic Ash - exfoliates dead cells and polishes skin
Nangai Oil - deeply hydrates and soothes skin with moisture-enhancing triglycerides

Contains
94-97%
natural triglycerides

Rough, dead skin appears smooth and vibrant after ONLY three consecutive applications.

BEFORE



AFTER





Dark Circle Under Eye Treatment \$50

.5 oz / 15 mL

Excessive under eye darkening and visible bagging prematurely ages eyes. Correct it with this effective blend of ingredients formulated to help reduce the appearance of darkening and tighten loose skin in the sensitive area under the eyes.

Suma Root extract

Potency wood extract

Madonna Lily flower extract

- all work to reduce under eye darkening



LashExtend Clear \$50 Colored \$55

.125 oz / 3.7 mL

Say goodbye to false eyelashes and expensive extensions by naturally and safely enhancing your gorgeous gaze with this non-drug lash lengthener. Results rival prescription treatments that cost over twice as much! Choose clear treatment for twice daily use or water resistant black or brown liquid liner for brilliantly lined eyes and luscious lashes in one easy step.

SenePeptide - stimulates hair growth

Chamomile Extract - anti-irritant with soothing properties

White Tea Extract - powerful anti-oxidant



Black



Brown

Works to reduce
dark circles up to

122%

Lashes appear **25%**
longer and fuller in only weeks





LipVolumizer \$50

.20 oz / 5.9 mL

Get lasting results of full, pouty lips without the use of irritants. This proprietary formula is based on the most advanced and natural technologies, plumping lips from inside out. Lips will become noticeably smoother and fuller and feathering and cracked lips will be eliminated with continued use.

Volumizing Complex - proprietary blend of peptides and botanicals

Kiss-Me-Quick Plant - helps boost collagen production and increase moisture

Visibly increases lip volume

+ fullness up to 20%
+ moisture up to 50%



BEFORE



AFTER



BEFORE



AFTER

The majority of test volunteers experienced at least a 10% increase in lip volume while those with the thinnest lips experienced up to a remarkable 20% lip volume increase.

SeneDerm Daily Regimen

REMOVE

CLEANSE
(select one)

TREAT
(select yours)

ADVANCED
ANTI-AGING
(optional)

TREAT

MOISTURIZE

TREAT

MOISTURIZE
& PROTECT

TREAT

AM ▶



3-in-1 Cleanser



Anti-Wrinkle Treatment



LashExtend Brown or Black



SeneSerum-C Climate Control



Nangai Oil



DayTime Moisturizer



Lip Volumizer, Lip Balm



EyeLuminator

PM ▶

Fooops



3-in-1 Cleanser



Polishing Exfoliator



Anti-Wrinkle Treatment



LashExtend Clear



SeneSerum-C Climate Control



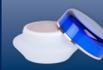
Nangai Oil



Evening Moisturizer



Lip Volumizer, Lip Balm



EyeCrème



SeneDerm SkinCare & SenseCosmetics. The Perfect Match

When used together, SeneDerm SkinCare and SenseCosmetics provide 24 hours of skin protection that can make every face look more beautiful, and keep it that way! Having a clear and radiant complexion is the first step to creating your own beautiful and balanced makeup look. Achieve this with the use of our simple skin care process, followed by application of our versatile anti-aging color cosmetics.



MakeSense
**Silk Pore & Wrinkle
Minimizer** \$60

.5 oz / 15 mL

The perfect base for a flawless face, MakeSense Silk minimizes pores, fills wrinkles and offers anti-aging protection. Use alone for naturally beautiful skin, or use as primer before MakeSense Foundation for a perfect finish.



MakeSense
**Color Correcting
Tinted Moisturizer** \$45

1 oz / 30 mL

Enjoy sheer coverage, color correction benefits and skin protection in one easy step. Swipe on this smooth cream with light to medium color coverage over moisturizer or under foundation, if more coverage is desired. It works to counteract redness and decrease sun and age spots.



Light



Medium

How to find your undertone...

TAKE A CLOSE LOOK AT
THE VEINS ON THE
UNDERSIDE OF YOUR WRIST.



Are your veins blue or purple?

If so, then you are cool, and will look good in MakeSense shades with pink or red undertones.

Are your veins green or olive?

If yes, you are warm, and will look great in MakeSense shades with yellow undertones.

Can't tell? Then you are neutral.

C = cool W = warm N = neutral



MakeSense
Pearlizer \$50

1 oz / 30 mL

Adds a luminous and radiant glowing finish. Mix with your favorite MakeSense Foundation shade or lightly layer after makeup application with a brush.

MakeSense
Advanced Anti-Aging Pearlizer \$60

1 oz / 30 mL

The luminous finish of original Pearlizer in the Advanced Anti-Aging formula, which includes sophisticated moisturizers minerals and vitamins.



Pearlizer



MakeSense
Original Foundation \$50

1 oz / 30 mL

This oil-free, water-proof and long-lasting liquid foundation can be used on any skin type and provides a mechanical shield equivalent to an SPF 30 when applied after SeneDerm DayTime Moisturizer. Each shade can be used on a multitude of skin tones as it adapts to your skin pigmentation.

LIGHT to MEDIUM



Porcelain (W) Ivory (C) Almond (C) Creme Beige (W)



Beige Chiffon (W) Dewy (N) Fawn (W) Tan (W) Suede (W)

DARK



Cafe' Au Lait (C) Mahogany (C) Chestnut (C) Mink (W)



MakeSense
Advanced Anti-Aging Foundation \$60

1 oz / 30 mL

This powerful, creamy foundation is full of protective ingredients that help prevent damage to skin and work to shield from environmental hazards. A water-resistant skin care must-have, it is blended with moisturizers, minerals and vitamins with long-lasting color pigments that adjust to a wide range of skin tones to keep you looking beautiful and staying that way.

LIGHT to MEDIUM



Porcelain (W) Ivory (C) Almond (C) Creme Beige (W) Beige Chiffon (W)



Dewy (N) Fawn (W) Tan (W) Suede (W) Cafe' Au Lait (C)

DARK

Golden Tan (W)



SENESHIELD™

Our skin is exposed to daily hazards, like toxic pollution and UV rays, that can cause long-term damage. SeneShield's proprietary blend of powerful ingredients work to keep skin soft, supple and healthy and can actually help to reverse damage previously caused by exposure to daily toxins. Protect your face every day by including SenseCosmetics and SeneDerm SkinCare with SeneShield products in your beauty routine.



ShadowSense

Matte Eyeshadow \$22

.20 oz / 5.9 mL

Experience the long-lasting, anti-aging and velvety matte finish of these crème to powder eyeshadows. The versatile formula can be worn separately, blended with additional colors, or used as a soft eyeliner to create stunning eye looks.

GRAY



Snow
Granite
Onyx

PURPLE



Silver Violet
Amethyst
Ebony Essence

MAUVE



Pink Frost
Mulberry
Garnet

BLUE



Light Sapphire
Caribbean
Denim

BROWN



Candlelight
Copper Rose
Moca Java

GREEN



Mystic Moss
Lemon Quartz
Smoked Topaz

PINK



Whisper Pink
Sandstone Pearl
Pink Posey

Colors shown
in order of use:

BASE
BLEND
ACCENT



ShadowSense

Shimmer Eyeshadow \$22

.20 oz / 5.9 mL

Add the perfect touch of luster to your lids with long-lasting luminous color. Shimmer shades perfectly coordinate with the ShadowSense matte collection.

SHIMMER SHADES:



Copper
Rose
Shimmer
Sandstone
Pearl
Shimmer

Smoked
Topaz
Shimmer
Moca
Java
Shimmer

Bronze
Shimmer
Silver
Shimmer
Gold
Shimmer

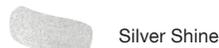


ShadowSense

Shine \$25

.20 oz / 5.9 mL

Illuminate your shadow looks with this long-lasting, sparkling highlighter that can be mixed into any ShadowSense shade or layered for show-stopping shine.



Silver Shine



BrowSense
Liquid Brow Color \$20

.125 oz / 3.7 mL

Perfect the shape of your brows with this unique waterproof liquid brow color. The two-step delivery system creates gorgeous, natural-looking and youthful brows that stay all day.



EyeSense
Liquid Eyeliner \$25

.125 oz / 3.7 mL

Transform your eye makeup looks by effortlessly creating crisp, flawless eyeliner shapes. This revolutionary liquid liner is waterproof, smear-proof and budge-proof.



LashSense with UnderSense \$20

.25 oz / 7.4 mL

It's LashSense Mascara and UnderSense, a lash moisturizing lengthener and builder in one convenient, double-ended tube. Apply UnderSense first then follow with LashSense mascara.



UnderSense
Lash Builder \$20

.20 oz / 5.9 mL

Before LashSense, coat your lashes with this effective lengthener and builder that also delivers deep hydration to damaged lashes. UnderSense helps you build the longest, fullest lashes you've ever had.



LashSense
Waterproof Mascara \$25

.20 oz / 5.9 mL

Brush on this richly pigmented mascara and be amazed as lashes are evenly coated and separated, volumized and shaped. The waterproof formula also provides lashes much-needed moisture to prevent brittleness.





Long-lasting lip color stays on for up to 18 hours.



LipSense
Lip Color \$25

.25 oz / 7.4 mL

LipSense is the premier product of SeneGence and is unlike any conventional lipstick, stain or color. As the original, patented, long-lasting lip color, it is waterproof, does not kiss-off, smear-off or budge-off.

Peony Root Extract

- natural calming flower herb

St. John's Wort Extract - natural herb with antibacterial and skin healing properties

Linden Flower Extract

- powerful anti-oxidant

Available in a variety of textures:

F - FROST

M - MATTE

S - SHIMMER

YELLOW-BASED/WARM

F		Gold Champagne	M		Summer Sunset	F		C. Coral
F		Beige Champagne	S		Dawn Rising	M		Burnt Orange
S		Bombshell	S		Precious Topaz	F		Coral Ice
S		Cappuccino	F		Bronze Shimmer	M		Samon
M		Bravo	F		Honey Rose	M		SheLaLa
M		Apple Cider	F		Plum Pretty	M		Coral Reef
S		Kiss Me Katie	F		Spice Ice	S		Redwood
F		Luv It	S		Caramel Latte	M		Red Cherry
S		Heartbreaker	M		Peach	M		Brick



*Portion of the proceeds from the sale of select LipSense shades benefits the non-profit Make Sense Foundation. SEE PAGE 48 FOR MORE INFORMATION

BLUE-BASED/COOL

M		Fly Girl	F		Pink Champagne	F		Fire 'n Ice	M		Strawberry Shortcake	M		Purple Reign
M		Persimmon	M		Praline Rose	M		Sheer Pink	S		Pomegranate	M		Berry
M		Moca	F		Kelly's Krush	F		Pink Ice	M		Cranberry	M		Currant
F		Nutmeg	F		Mauve Ice	M		Party Pink	M		Blu-Red	M		Plum
S		Mojave	F		Violette	F		Kathy's Kisses	S		Crimson Red	S		Napa
S		Cocoa	S		Peace Pink	S		Plumeria	M		Dark Pink	M		Mulled Wine
			S		Aussie Rose	M		Fuschia	M		Roseberry	M		Dusty Rose
			S		Fleur De Lisa	M		Razzberry	F		B. Ruby	M		Sheer Berry
			F		Rose Ice	S		Kiss For A Cause	S		Neutral	M		Raisin
			F		Caramel Apple	M		Rhubarb	S		Lexie Bear-y	M		Blackberry

NEUTRAL

M		Nude
M		First Love



LipSense
Lip Liner \$22

.125 oz / 3.7 mL

Line your lips with precision as the long-lasting color technology blends, complements and defines as the first step to creating the perfect pout.

YELLOW-BASED



BLUE-BASED



LipSense
Moisturizing Gloss \$20

.25 oz / 7.4 mL

Dehydrated and damaged lips are no match for the moisturizing ability of Shea Butter, a natural ingredient used as the base for the many textures of LipSense Glosses. Moisturizing glosses improve the longevity of LipSense Liquid Lip Color, as well as cover and protect naked lips.

Shea Butter - softens and protects skin

Vitamin E - helps to repair dry lips

YELLOW-BASED



BLUE-BASED



NEUTRAL



HOW TO APPLY: Apply to clean, dry lips. For a defined look, line with LinerSense first. With lips parted, apply LipSense in one direction beginning with outside corner of the mouth. Spread color in a fluid, sweeping motion across lips to opposite corner (do not move applicator back and forth). Apply three layers for long-lasting results, letting color dry in between each layer. Finish with LipSense Gloss to keep your color lasting and your lips moist.



LipSense
Moisturizing Lip Balm \$20

.25 oz / 7.4 mL

Smooth on this long-lasting, nourishing balm with moisture-rich botanicals to help bind hydration to lips. The addition of SenePlex Complex provides anti-aging and restorative benefits. This lightweight formula is fragrance-free with a matte finish: perfect for everyone.

Coconut Oil - provides nourishing moisture to heal dry, cracked skin

Cocoa & Shea Butters - soften the skin and protect from environmental influences

Orchid Flower Extract - powerful anti-oxidant with free-radical protection and moisture



LipSense
Ooops! Remover \$10

.20 oz / 5.9 mL

A simple swipe of this non-drying remover will erase LipSense mistakes, "lift" your long-lasting lip color so you can change your shade with your outfit, or remove LipSense at the end of the day.

Vitamins A, B, C & E - condition, moisturize and protect lips

Orchid Flower Extract - powerful anti-oxidant for free-radical protection

Jojoba - natural seed extract promotes soothing and healing

FIRST TIME USERS:

For proper use, purchase your LipSense in a collection which includes a Color, Gloss and Ooops! Remover.

LIP LINER



LIP COLOR - LAYER 1



LIP COLOR - LAYER 2



LIP COLOR - LAYER 3



MOISTURIZING GLOSS



LONG LASTING LOOK





Corrective Color Concealer | Blender \$25

.25 oz / 7.4 mL

The perfect answer to any skin imperfection. Use to help tone down the look of flushed skin, broken capillaries or minimize shadows. Apply and watch fine lines and flaws simply disappear. Use white blender to lighten any creamy SenseCosmetics.



WHITE

Mixes or highlights to achieve your perfect shade



GREEN

Gets red out



NATURAL

Hides imperfections



NATURAL
matte shade



BRONZE DUST
shimmer shade



SILVER ROSE
shimmer shade



Blushense Cream Blush \$30

.25 oz / 7.4 mL

Provides the perfect touch of creamy, natural looking color. Blend together to customize shades or use separately to highlight, define, or contour the cheeks and frame your fabulous visage with long-lasting, anti-aging coverage.

YELLOW-BASED



Bronze



Chocolate Cherry



Terra Cotta

BLUE-BASED



Cherry



Toasted Rose



Pouty Pink

Translucid Powder & Bronzer in Dispensing Brush \$50

.2 oz / 6 g

Beauty on-the-go meets effortless application. This light powder blots shine, absorbs oil and perspiration without drying skin. The breathable finish protects your skin throughout the day. The Natural shade features a technology to color match to a variety of complexions.

Acetyl Hexapeptide 3 - plant derived amino acid and anti-wrinkle ingredient

Allantoin - stimulates healthy tissue formation

Talc - absorbs oil



Fooops™ Dual Phase Color Remover \$20

1.7 oz / 50 mL

Remove long-lasting SenseCosmetics quickly and easily with this unique, easy- to-use formula that activates when shaken. It gently whisks away all makeup including waterproof LashSense Mascara, while conditioning and refreshing the skin. Ideal for all skin types, it leaves the face and eyes feeling cool and relaxed without an oily residue. Safe for contact wearers.

SenePlex Complex – increased cellular renewal

Arnica Flower – helps to restore suppleness

Spirulina – protects from bacteria growth that can contribute to breakouts



Brush Cleaner \$20

6 oz / 180 mL

Cleaning your application brushes weekly will protect your beautiful skin from contamination and preserve your artistry tools. This unique brush cleaner contains a mix of scientific and naturally antiseptic ingredients to thoroughly clean your brushes.

SAFE TO USE ON SYNTHETIC OR NATURAL HAIR BRISTLE BRUSHES.



Ask your SeneGence Distributor
about the professional
SenseCosmetics Brush Collection!

Pamper & protect the skin on your body with rich, anti-aging emollients



Smoothing Body Scrub \$20

4 oz / 118 mL

Exfoliate away impurities and dry skin with this gentle, yet effective all-over body scrub. Volcanic ash will buff your body's skin to a smooth, healthy glow and allow for better moisture absorption.

Vanuatu Volcanic Ash
- exfoliates dead cells

Aloe Vera - soothes skin



Moisturizing Body Wash \$20

8 oz / 236 mL

A rich, foaming gel that gently cleanses without stripping skin of essential oils. While traditional soaps can dry and crack the skin, SeneDerm Body Wash contains aloe to soothe and condition while restoring pH balance and moisture. It can also be used as a shave cream or bubble bath.

Aloe Vera - soothes skin

Algae Extract - hydrates & softens skin



Advanced Hydration Body Lotion \$45

6 oz / 180 mL

Pamper your skin all over with rich, luxurious moisture and anti-aging protection. This rich cream intensely quenches skin and increases its ability to retain water, helping to correct and prevent signs of aging.

Sodium Hyaluronate - restores damaged cellular walls

French Plum Oil - natural, non-greasy hydrating oil featuring a light, luxurious scent

SenePlex+ - for extremely advanced cellular renewal

and effective exfoliants to enjoy smooth, radiant skin from head-to-toe.



Hand Cream with Shea Butter \$20

2.66 oz / 80 mL

Extra care for hands to balance, maintain and seal in moisture leaving no greasy feeling behind. A little goes a long way as it 'reactivates' with water and rubbing throughout the day.

Shea Butter

- rich moisturizer

Cucumber

- soothes and hydrates



Detoxifying & Moisturizing Mask \$50

3 oz / 89 mL

This creamy, non-drying natural mineral and botanical-based treatment mask gently removes impurities from pores to reveal smoother looking skin. It helps to eliminate dead cells and works to soothe and diminish redness. Suitable for all skin types, including acne-prone.

Green Tea & Arnica flower – soothe and counteract redness

Kaolin Clay – absorbs toxins

Volcanic Ash – gentle exfoliator



Shea Butter Body Cream \$30

4 oz / 118 mL

Pamper your skin with rich emollient moisture. Experience immediate dry skin relief and diminish visible signs of aging. Great for use on cracked heels, elbows, and other excessively dry areas.

Shea Butter

- helps skin retain moisture and can aid in reducing scars



SeneDerm
SkinCare Collection

DRY / NORMAL TO DRY /
NORMAL TO OILY

- 3-in-1 Cleanser
- DayTime Moisturizer
- Evening Moisturizer
- EyeCrème

\$190



SeneDerm
Advanced
Anti-Aging
Collection

- Climate Control
- SeneSerum-C
- Collagen Night Pak
with brush

\$210



SeneDerm
Solutions
Enhancement
Collection

- LashExtend Clear
- LipVolumizer Clear
- Polishing Exfoliator

\$150



MakeSense
Original Collection

- Foundation Shade
- Pearlizer
- Foops Color Remover

\$120



**MakeSense
Advanced Anti-
Aging Collection**

- Foundation Shade
- Pearlizer
- Foops Color Remover

\$140



LipSense
Lip Collection

- LipSense Shade
- Glossy Gloss
- Ooops! Remover

\$55



SeneDerm
Powder Collection

- Natural Translucent Powder
- Bronze Dust Powder
- Silver Rose Translucent Powder

\$150



SeneDerm
BodyCare Collection

- Body Wash
- Body Scrub
- Advanced Hydration Body Lotion
- Hand Cream
- Body Poof

\$105



At SeneGence we are very proud of our





diverse family of fabulous distributors!

JOIN US!!!





Become a Customer or Hostess & Experience our Fabulous Products

For Hosting a Glamour Demo, hostesses will receive a discount on their Personal Product Order based on the demonstration retail sales and future New Bookings from the demonstration.



TOTAL DEMO SALES
less hostess personal order

DISCOUNT OFF
hostess personal order

\$1 to \$300

10%

\$301 to \$600

20%

\$601 + HIGHER

30%

+ Hostesses earn an additional 5% off their personal order for each new booking! Also every Hostess can qualify to receive a "Thank You" Gift for hosting a Glamour Demo of \$300 or more. Ask your Distributor for details and gift choices.

Book a SeneBlends Makeover

You will be impressed with how your face will look and feel with SenseCosmetics color products that stay on until you take them off! Schedule your SeneBlends Makeover with your SeneGence Distributor.



A new chance to win each week !



Submit cards from every Glamour Demo with at least three guests in attendance. **WINNING DISTRIBUTOR RECEIVES 100 \$SENEBUCKS!**

Please complete all information for entry to be considered valid.

Demo Date _____

DISTRIBUTOR NAME _____ Distributor ID # _____

HOSTESS NAME _____ Phone Number _____

Address _____ Email Address _____

City _____ State / Province _____ Zip _____

HOSTESS PRIZE CHOICE - if selected in weekly drawing (please check one):

- Solutions Enhancement Collection (\$150 Retail Value) SeneDerm BodyCare Collection (\$105 Retail Value)

GUEST NAME _____ Phone Number _____

Address _____ Email Address _____

City _____ State / Province _____ Zip _____

GUEST PRIZE CHOICE - if selected in weekly drawing (please check one):

- Polishing Exfoliator Dark Circle Under Eye Anti-Wrinkle Treatment LashExtend - Clear LipVolumizer

Limit one entry per person. Must be 18 or older to enter. Open to residents of US, Canada and Australia. Official rules available at www.senegence.com.

Send completed entry cards to SeneGence International 19651 Alter, Foothill Ranch, CA 92610. Product prizes will be shipped to winners at address provided.

By submitting my email address, I agree to receive communications from SeneGence International.



Become a Distributor

Have a career that really pays on your terms!

Purchase products at wholesale and resell for profits.

We guarantee your satisfaction when you begin a new career with us, or we will refund your application fee.

New Distributor Kit (NDK) \$55

includes Application Fee



Discounts & Potential Retail Earnings

SUGGESTED RETAIL TOTAL AMOUNT	PERSONAL DISCOUNT off suggested retail	POTENTIAL EARNING Percentage	POTENTIAL EARNING Dollars
\$0 - \$199	20%	25%	\$0 - \$40
\$200 - \$599	30%	43%	\$60 - \$180
\$600 - \$1,499	40%	67%	\$240 - \$600
\$1,500 - HIGHER	50%	100%	\$750 - UNLIMITED

This example is not a guarantee or representation that you will experience these exact earnings.

Rather it is intended as a guidance tool to show you how a Distributor's potential profit margin increases as their discount level increases.

Select your Demonstration Kit

LIPS Kit \$95 (up to \$290 value)

Designed for one-on-one presentations, this kit includes a selection of our most popular LipSense shades, applicators, gloss samples and business materials*.



Glamour Demo Kit (GDK) \$295 (up to \$1,145 value)

The GDK is designed for group demonstrations and glamour make-overs. Receive a wide array of samples and testers of our most popular products, plus materials to build your demo business.*



* Included products subject to change.

Select and purchase your kit as part of the new
Distributor Application Process online at **SeneGence.com**

SeneSite

Customized website and 24 hour e-commerce tool for online sales. This affordable tool allows you to be open for business 24/7, and list the unique web address on your business cards, Beauty Books, your vehicle and more to drive traffic to the site.

Customer Direct Order (CDO) Program

Customers order online and receive product directly from SeneGence and payment goes directly to the selling Distributor. No cost to sign up and all Distributors have the option to participate.

Demo Drop Ship

Allows Glamour Demo Hostesses or Customers to have their orders shipped directly to them so the Distributor does not have to stock the desired product inventory.

SeneSharing

Place at least one 300PV order in your first 30 days and recruit a new Distributor who does the same to receive exclusive recognition, including this glamorous pin.



Significant SeneSeller

SeneGence honors Distributors who consistently build a Customer base and sell \$1,500 USD/750PV or more in SenseCosmetics and SeneDerm SkinCare month after month of the Seminar Year. Significant SeneSeller Distributors receive:

- New product launch shipments at no cost
- Priority filling and same day shipping on orders
- Special recognition on their SeneSite & at SeneGence headquarters



SeneSential Training Packages

RUBY

FREE includes weekly online & Glamour trainings

- **Automatically available to all Distributors.**

SAPPHIRE

\$325 includes weekly online & Glamour trainings plus
(\$520 VALUE)

- **SeneSite Trial**
- **Seminar registration**
- **SeneU registration**
- **SeneMedia collection**
- **MSF donation**
- **SeneLibrary training materials**

EMERALD

\$550 includes weekly online & Glamour trainings plus
(\$1,500 VALUE)

- **SeneSite annual fee**
- **Seminar registration**
- **SeneU registration**
- **SeneLibrary training materials**
- **SeneMedia collection**
- **MSF donation**
- **Launch Demo**
- **PIT Stop registration**



Get off to a FAST START!

IN YOUR FIRST 90 DAYS IN BUSINESS

- 1) Earn up to \$1,200 in FREE products
- 2) Plus receive 50% off every product order of 300 PV (\$600 retail) or more.
- 3) Receive 50 \$eneBucks credit for every qualified new Distributor you share the opportunity with.



SeneCars

SeneGence gives you the opportunity to ride in style and luxury by earning a monthly car allowance on a new, blue car of your choice. Make your SeneCar a statement of you!

SeneTrips

Our SeneStar and LIPS Trip achievers enjoy traveling the country and the world as a way of doing business by earning various levels of growth and sales. Both new and seasoned Distributors can see the world by earning, learning, and succeeding!





Join us in making a difference by giving back



The Make Sense Foundation® (MSF) is the SeneGence non-profit organization created by Joni Rogers-Kante as part of the overall plan to give back to the community. The MSF is based on the fundamental mission to help women and children in crisis and thrives on donating directly to deserving organizations.

SeneGence offers its Distributors opportunities to donate a portion of their product sales to their local charities or nominate charities to receive financial support. A portion of the sales from select SeneGence products and business tools is donated directly to the MSF as well as a contribution made for every new Distributor that joins.





SeneDerm SKINCARE

- \$30 **3-in-1 Cleanser**
 - Dry
 - Normal to Dry
 - Normal to Oily
- \$50 **DayTime Moisturizer**
 - Dry
 - Normal to Dry
 - Normal to Oily
- \$60 **Evening Moisturizer**
 - Dry
 - Normal to Dry
 - Normal to Oily
- \$60 **Advanced Anti-Aging**
 - Climate Control
- \$65 SeneSerum-C
- \$50 EyeCrème
- \$55 EyeLuminator
- \$85 Collagen Night Pak w/Brush

SeneDerm SOLUTIONS

- \$65 Anti-Wrinkle Treatment
- \$45 Nangai Oil
- \$50 Polishing Exfoliator
- \$50 Dark Circle Under Eye
- \$50 LashExtend Clear
- \$55 LashExtend Black
- \$55 LashExtend Brown
- \$50 LipVolumizer
- \$60 **Silk Pore & Wrinkle Minimizer**

Sense COSMETICS

- \$45 **Color Correcting Tinted Moisturizer**
 - Light
 - Medium
- Makeδense **Pearlizer**
- \$50 **Advanced Anti-Aging Pearlizer**
- \$60 **Advanced Anti-Aging Pearlizer**
- Makeδense **Original Foundation**
 - Almond
 - Beige Chiffon
 - Café Au Lait
 - Chestnut
 - Creme Beige
 - Dewy
 - Fawn
 - Ivory
 - Mahogany
 - Mink
 - Porcelain
 - Suede
 - Tan
- Makeδense **Advanced Anti-Aging Foundation**
 - Almond
 - Beige Chiffon
 - Café Au Lait
 - Creme Beige
 - Dewy
 - Fawn
 - Golden Tan
 - Ivory
 - Porcelain
 - Suede
 - Tan
- \$60 **Silk Pore & Wrinkle Minimizer**
- \$25 **Blender/Concealer**
 - Green
 - Natural
 - White
- Blushδense **Cream Blush**
 - Bronze
 - Cherry
 - Chocolate Cherry
 - Pouty Pink
 - Terra Cotta
 - Toasted Rose
- \$30 **Translucid Powder Brush**
 - Natural
 - Bronze Dust
 - Silver Rose
- \$50 **Removers**
 - Fooops
 - Oops!
 - Brush Cleaner
- \$20 **Matte Eyeshadow**
 - Amethyst
 - Candlelight
 - Caribbean
 - Copper Rose
 - Denim
 - Ebony Essence
 - Garnet
 - Granite
 - Lemon Quartz
 - Light Sapphire
 - Moca Java
 - Mulberry
 - Mystic Moss
 - Onyx
- \$22 **Shimmer Eyeshadow**
 - Copper Rose Shimmer
 - Moca Java Shimmer
 - Sandstone Pearl Shimmer
 - Smoked Topaz Shimmer
 - Bronze Shimmer
 - Silver Shimmer
 - Gold Shimmer
- \$25 **Shine**
 - Pink Frost
 - Pink Posey
 - Sandstone Pearl
 - Silver Violet
 - Smoked Topaz
 - Snow
 - Whisper Pink
- \$20 **Liquid Brow Color**
 - Auburn
 - Dark
 - Light
 - Taupe
- \$25 **Liquid Eyeliner**
 - Black
 - Black Brown
- \$25 **Waterproof Mascara**
 - Black
 - Brown
- \$20 **Lash Builder**

\$25

LashSense

LashSense w/ UnderSense

- Black
- Brown

LipSense COSMETICS

\$25

Lip Color

- Apple Cider
- Aussie Rose
- B. Ruby
- Beige Champagne
- Berry
- Blackberry
- Blu-Red
- Bombshell
- Bravo
- Brick
- Bronze Shimmer
- Burnt Orange
- C. Coral
- Cappuccino
- Caramel Apple
- Caramel Latte
- Cocoa
- Coral Ice
- Coral Reef
- Cranberry
- Crimson Red
- Currant
- Dark Pink
- Dawn Rising
- Dusty Rose
- Fire 'n Ice
- First Love
- Fleur De Lisa
- Fuschia

LipSense COSMETICS

- Fly Girl
- Gold Champagne
- Heartbreaker
- Honey Rose
- Kathy's Kisses
- Kelly's Krush
- Kiss For a Cause
- Kiss Me Katie
- Lexie Bear-y
- Luv it
- Mauve Ice
- Moca
- Mojave
- Mulled Wine
- Napa
- Neutral
- Nude
- Nutmeg
- Party Pink
- Peace Pink
- Peach
- Persimmon
- Pink Champagne
- Pink Ice
- Plum
- Plum Pretty
- Plumeria
- Pomegranate
- Praline Rose
- Precious Topaz
- Purple Reign
- Raisin
- Razzberry
- Red Cherry
- Redwood
- Rhubarb
- Rose Ice
- Roseberry
- Samon
- Sheer Berry
- Sheer Pink

- SheLaLa
- Spice Ice
- Strawberry Shortcake
- Summer Sunset
- Violette

LinerSense

Lip Liner

- Berry
- Blu-Red
- Cocoa
- Neutral
- Persimmon
- Terra Cotta

\$22

\$20

Moisturizing Lip Balm

\$20

Gloss

- Bougainvillea
- Glossy
- Gold Glitter
- Matte
- Opal
- Orchid
- Pearl
- Pink Glitter
- Rose
- Sand
- Silver Glitter

SeneDerm BODYCARE

\$20

Body Wash

\$20

Body Scrub

\$45

Advanced Hydration Body Lotion

\$20

Hand Cream

SeneDerm BODYCARE

\$50

Detoxifying Mask

\$30

Shea Butter Body Cream

SeneDerm COLLECTIONS

\$190

SeneDerm

SkinCare Collection

- Dry
- Normal to Dry
- Normal to Oily

\$210

SeneDerm

Advanced Anti-Aging Collection

\$150

MakeSense

Solutions Enhancement Collection

\$120

MakeSense

Original Collection

\$140

MakeSense

Advanced Anti-Aging Collection

\$55

LipSense

Lip Collection

\$150

SeneDerm

Powder Collection

\$105

BodyCare Collection

To Purchase Products or Become a Distributor, contact :



@SeneGenceInternational



@SeneGenceInternational



@SeneGence_Intl



@SeneGence_Intl



SeneGence International



senevencebyjoni.com



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