

SeneDerm SkinCare | SenseCosmetics

# Beauty BOOK

2017



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 blue ink that reads "Joni". The signature is elegant and cursive, with a large loop at the end of the name.

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...

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



JONI COLLECTING SAMPLES FROM MOUNT YASUR, VANUATU

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

Today, SeneGence products can be found in over 13 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.

The distinctive ingredients 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.



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



## 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.

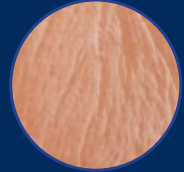
Four to Eight Weeks  
to Revolutionary Results

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

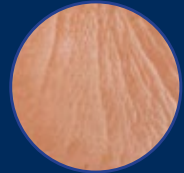
Verified by an independent lab, clinical testing confirmed products with SenePlex Complex are highly effective in increasing cellular renewal and regular use results in remarkable improvements to skin, including: **Skin smoothness increased by 45%. Almost 33% more individuals with sensitive skin were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

23.3%  
INCREASE IN  
CELLULAR  
RENEWAL

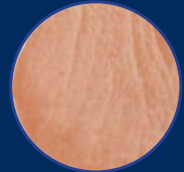
WEEK 0



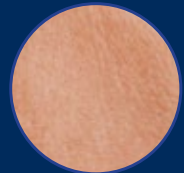
WEEK 2



WEEK 4



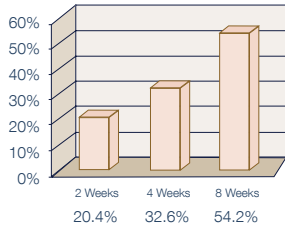
WEEK 8



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

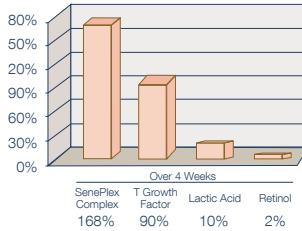
**INCREASES MOISTURE + HYDRATION BY**

54.2%



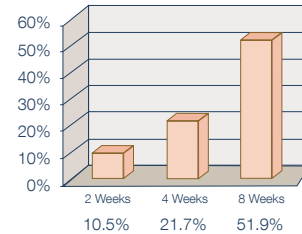
**INCREASES COLLAGEN SYNTHESIS BY**

168%



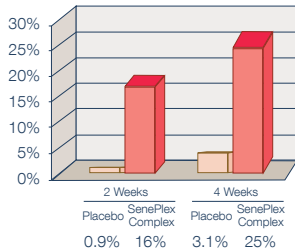
**INCREASES SKIN FIRMNESS + ELASTICITY BY**

51.9%



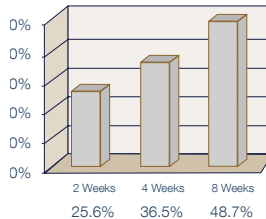
**DECREASES SKIN SAGGING BY**

25%



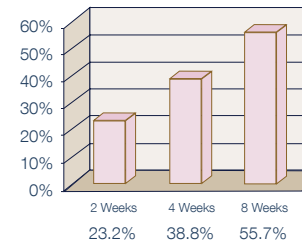
**INCREASES SKIN LUMINOSITY BY**

48.7%



**REDUCES FINE LINES + WRINKLES BY**

55.7%





# SeneDerm:

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



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



**Sponge-like Pillows**

- exfoliate flakes

**Algae Extract**

- hydrates and softens skin

**Humectants**

- bind moisture to the skin



**Moringa Oil**

- smoothes, de-puffs and moisturizes

**Almond Oil**

- leaves skin silky but non-greasy

**Jojoba**

- promotes soothing and healing

**Amino Acids**

- to build healthy cells

**Vitamin E**

- essential antioxidant  
for maintaining healthy cells

**Ginger Root** - anti-inflammatory



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.

## 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



### Aloe Vera

- soothes skin

### Avocado Oil

- very rich moisturizer

### Lavender

- soothes with anti-bacterial benefits

## 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



### Vanuatu Volcanic Ash

- exfoliates dead cells

### Cone Flower Extract

- increases collagen synthesis

### Lavender Oil

- regulates sebum production

## OILY to ACNE

All over shiny appearance and oily feeling, blemish and acne prone, visible discoloration, whiteheads and blackheads, pores enlarged



1.7 oz / 50 mL

### Salicylic Acid

- helps reduce pore blockage

### Arginine

- antioxidant that assists in wound repair

### Sodium Hyaluronate

- restores damaged cell walls



### 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



1 oz / 30 mL

### Salicylic Acid

- helps reduce pore blockage

### Willowherb

- soothing anti-inflammatory

### Coffee Seed Oil

- boosts collagen and elastin production



### 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



1 oz / 30 mL

### Salicylic Acid

- helps reduce pore blockage

### Willow Bark

- helps control oil and sebum production

### Hydromani Complex

- hydrating blend from the seed of the tara tree

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

.5 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



## Spot-On \$50

.5 oz / 15 mL

The effective solution to help reduce the appearance of blemish and acne spots on skin. Formulated with a powerful anti-acne agent, this targeted "spot remover" works directly on unsightly blemishes to clear them up quick.

### Benzoyl Peroxide

- works to kill bacteria

### Allantoin

- anti-irritant

### Aloe Leaf Juice

- moisturizes and soothes inflammation

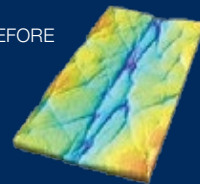


Anti-Wrinkle Treatment works to reduce light to medium wrinkle depth by an average of

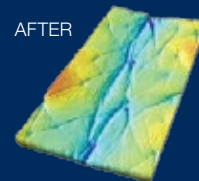
34% to 63%

WRINKLE DEPTH

BEFORE



AFTER



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.

Spot-On contains approximately

10% Benzoyl Peroxide  
for a powerful acne treatment.



## Facial Resurfacer \$50

2 oz / 59 mL

Achieve a glowing, smooth skin surface with SeneDerm Solutions Facial Resurfacer, containing larger grains of Vanuatu Ash for a powerful buffer. A little goes a long way to rid skin of impurities and reveal soft, revitalized skin.

**Vanuatu Volcanic Ash** - exfoliates dead cells and polishes skin

**Nangai Oil** - deeply hydrates and soothes skin with moisture-enhancing triglycerides

**Walnut Shell** - helps reduce skin inflammation



## 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

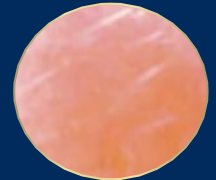
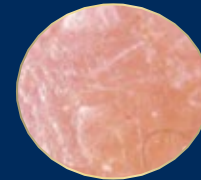
Facial Resurfacer contains volcanic ash with

70% titanium &  
30% iron  
for effective exfoliation without irritation.

Polishing Exfoliator helps rough, dead skin appear 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

Works to reduce  
dark circles up to

122%



## 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

Nangai Oil Contains

94-97%

natural triglycerides





**LashExtend** Clear \$50 Colored \$55

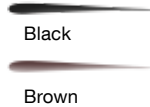
.125 oz / 3.7 mL

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



**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

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

Visibly increases lip volume

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

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

CLEANSER  
(select one)

TREAT  
(select yours)

ADVANCED  
ANTI-AGING  
(optional)

TREAT

MOISTURIZE

TREAT

MOISTURIZE  
& PROTECT

AM ▶



3-in-1 Cleanser



Anti-Wrinkle Treatment

Spot On

LashExtend Brown or Black



SeneSerum-C Climate Control



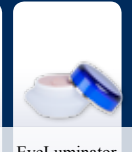
Nangai Oil



DayTime Moisturizer



Lip Volumizer, Lip Balm



EyeLuminator

PM ▶



Foop



3-in-1 Cleanser



Polishing Exfoliator

Anti-Wrinkle Treatment

LashExtend Spot On Clear



SeneSerum-C Climate Control



Nangai Oil



Evening Moisturizer



Lip Volumizer, Lip Balm



EyeCrème



Collagen Night-Pak



# 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

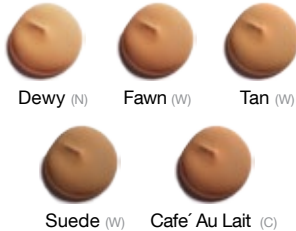
1 oz / 30 mL

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



MEDIUM

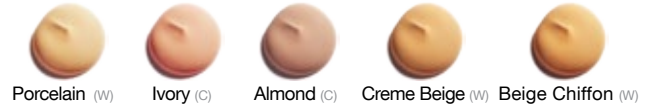


MakeSense  
**Advanced Anti-Aging Foundation** \$60

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



MEDIUM



DARK



**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.



## 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

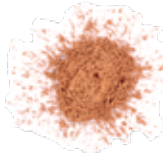


NATURAL

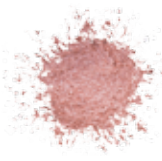
Hides imperfections



NATURAL  
matte shade



BRONZE DUST  
shimmer shade



SILVER ROSE  
shimmer shade



## BlushSense 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 cleansing 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!



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



PURPLE/BLUE



MAUVE



BROWN



PINK



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:





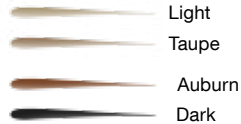
BrowSense



## 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



## Lash Builder and Mascara \$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		Beige Champagne	S		Dawn Rising	M		Fly Girl
S		Bombshell	S		Caramel Latte	M		Persimmon
M		Bravo	F		Plum Pretty	F		Nutmeg
M		Apple Cider	S		Precious Topaz	S		Cocoa
F		Luv It*	M		Samon			



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

## NEUTRAL



## BLUE-BASED/COOL





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

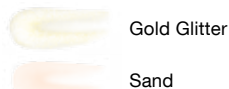
.25 oz / 7.4 mL

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

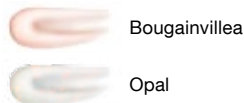
YELLOW-BASED



NEUTRAL



BLUE-BASED



**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  
**Oops! Remover** \$10

.25 oz / 7.4 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

**FIRST TIME USERS:**

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

LIP LINER



LIP COLOR - LAYER 1



LIP COLOR - LAYER 2



LIP COLOR - LAYER 3



MOISTURIZING GLOSS



LONG LASTING LOOK



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

**ANTI-AGING PROTECTION** is just as important for the skin on your body as it is for the skin on your face. Daily stresses such as sun exposure and pollution cause premature signs of aging to hands, legs and arms.

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

4 oz / 113g

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



## Self-Tanning Bronzing Coconut Milk \$50

4 fl oz / 120 mL

Get a gorgeous, natural-looking golden glow without compromising the health of your skin with this unique self-tanner that is long-lasting, water-resistant, and provides an even, streak-free application. It is blended with advanced moisturizers and SenePlex Complex+ for anti-aging protection.

**DHA (Dihydroxyacetone)** - derived from environmentally-friendly plant sources, provides a water-resistant, long-lasting tan

**Coconut Milk Blend** - with coconut water and olive seed oil for non-sticky hydration

**Erythrolucose** - provides a natural-looking sunless tan



## SeneSun SPF 30 SunScreen \$45

4 fl oz / 120 mL

Help protect your skin from the harmful rays of the sun with this light, SPF 30 sunscreen. SeneSun SunScreen is barely noticeable when applied as it does not feel thick, sticky, or oily. Mist on to defend your skin from UV rays while giving it the benefit of advanced anti-aging moisturizers and SenePlex Complex+.

**Ethylhexyl Salicylate** - organic compound from willow bark that absorbs ultraviolet rays

**Aloe Vera** - promotes moisturizing, soothing and helps accelerate cellular growth

**Homosalate** - organic compound that helps protect skin from sun damage



Luxuriate in 3 beautiful fragrances blended with anti-aging ingredients.



## Abundance Fresh Parfum \$70

1 oz / 30 mL

Features clean and refreshing green scent notes that draw inspiration from aquatic botanicals, soft florals and crisp hints of citrus.

**Mandarin and Lemon** - add an energizing and sparkling touch

**Driftwood** - brings in an earthy edge

**Dewy Freesia** - for a soft, foral note



## Abundance Lush Parfum \$70

1 oz / 30 mL

Features sensual, lush fruit notes of velvety coconut milk, and light tropical florals for a warm but refreshing scent.

**Passionfruit** - lends a vibrant, fruity note

**Vanilla Orchid** - for a warm, floral bouquet

**Pikake Jasmine** - adds a tropical, floral touch



## Abundance Bloom Parfum \$70

1 oz / 30 mL

Features gorgeous, fragrant floral notes, lighter-than-air musk, and soft spice for a sophisticated scent with a contemporary twist.

**Lush Pear** - adds brightness and light sweetness

**Rose Bloom** - for an enveloping floral aroma

**Glowing Amber** - lends a warm, luxurious scent



## Abundance Travel Trio \$70

3 vials 0.17 oz / 5 mL each

Enjoy all three Abundance Parfums with this set of three rollerball vials in a custom velvet pouch, perfect for gorgeous scent on-the-go.



SeneDerm  
SkinCare Collection

**DRY / NORMAL TO DRY /  
NORMAL TO OILY**

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

\$190



SeneDerm  
Oily to Acne  
Collection

- 3-in-1 Cleanser
- DayTime Moisturizer
- Evening Moisturizer
- Spot-On

\$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



SeneDerm  
Powder Collection

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

\$150



LipSense  
Lip Collection

- LipSense Shade
- Glossy Gloss
- Ooops! Remover

\$55



SeneDerm  
**BodyCare Collection**

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

\$105



SeneDerm  
**SunCare Collection**

- SeneSun SPF SunScreen
- Self-Tanning Bronzing Coconut Milk

\$95



*Abundance*  
**Travel Trio**

- Abundance Fresh Rollerball
- Abundance Lush Rollerball
- Abundance Bloom Rollerball

\$70



We are proud of our diverse family of 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.



# Earn Back in Profits

Earn a portion of your order total back in profits plus earn free products! Ask your SeneGence Distributor about sharing our revolutionary long-lasting and anti-aging skin care and cosmetic products with others. You will find it easy to take orders from those who are wowed by the results.





# 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](http://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.

# Demonstration Kit Options

## 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.\*

**Currently Unavailable**



\* Included products subject to change.

Contact your Distributor for current kit availability.

## 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!

Contact your Distributor for current program availability.

## IN YOUR FIRST 90 DAYS IN BUSINESS

- Currently Unavailable*
- 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!



To join us, visit [SeneGence.com](http://SeneGence.com) and sign up!



# 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.



Visit [MakeSenseFoundation.org](https://www.MakeSenseFoundation.org)





We're in the business of being social! Stay in the loop of everything happening at SeneGence by connecting with us on our social media channels. Find out about new products and promotions, gain access to valuable business tools, participate in fun contests and interact with us- we'd love to hear from you!



@SeneGenceInternational



@SeneGence\_Intl



@SeneGenceInternational



SeneGence International



@SeneGence\_Intl



senegencebyjoni.com



## SeneDerm SKINCARE

- \$30  **3-in-1 Cleanser**
  - Dry
  - Normal to Dry
  - Normal to Oily
  - Oily to Acne
- \$50  **DayTime Moisturizer**
  - Dry
  - Normal to Dry
  - Normal to Oily
  - Oily to Acne
- \$60  **Evening Moisturizer**
  - Dry
  - Normal to Dry
  - Normal to Oily
  - Oily to Acne
- \$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
- \$50  Facial Resurfacer
- \$45  Nangai Oil
- \$50  Polishing Exfoliator
- \$50  Dark Circle Under Eye
- \$50  LashExtend Clear
- \$55  LashExtend Black
- \$55  LashExtend Brown
- \$50  LipVolumizer
- \$50  Spot-On

## Sense COSMETICS

- \$60  **Silk Pore & Wrinkle Minimizer**
- \$45  **Color Correcting Tinted Moisturizer**
  - Light
  - Medium
- MakeoSense  **Pearlizer**
- \$60  **Advanced Anti-Aging Pearlizer**
- MakeoSense  **Original Foundation**
  - Almond
  - Beige Chiffon
  - Café Au Lait
  - Creme Beige
  - Dewy
  - Fawn
  - Ivory
  - Porcelain
  - Suede
  - Tan
- MakeoSense  **Advanced Anti-Aging Foundation**
  - Adobe
  - Almond
  - Beige Chiffon
  - Café Au Lait
  - Cinnamon
  - Coffee
  - Creme Beige
  - Deep Caramel
  - Dewy
  - Fawn
- Golden Tan
- Ivory
- Porcelain
- Suede
- Tan
- Truffle
- \$25  **Blender/Concealer**
  - Green
  - Natural
  - White
- BlushoSense  **Cream Blush**
  - Bronze
  - Cherry
  - Chocolate Cherry
  - Pouty Pink
  - Terra Cotta
  - Toasted Rose
- \$30  **Translucid Powder Brush**
  - Natural
  - Bronze Dust
  - Silver Rose
- Removers
  - Fooops
  - Ooops!
  - Brush Cleaner
- ShadowoSense  **Matte Eyeshadow**
  - Amethyst
  - Candlelight
  - Denim
  - Garnet
  - Granite
  - Moca Java
  - Mulberry
- Onyx
- Pink Frost
- Pink Posey
- Sandstone Pearl
- Silver Violet
- Smoked Topaz
- Snow
- Whisper Pink
- ShadowoSense  **Shimmer Eyeshadow**
  - Copper Rose Shimmer
  - Moca Java Shimmer
  - Pink Opal Shimmer
  - Sandstone Pearl Shimmer
  - Smoked Topaz Shimmer
  - Silver Shimmer
- BrowoSense  **Liquid Brow Color**
  - Auburn
  - Dark
  - Light
  - Taupe
- EyecoSense  **Liquid Eyeliner**
  - Black
  - Black Brown
- LashoSense  **Waterproof Mascara**
  - Black
  - Brown
- UnderoSense  **Lash Builder**

LipSense COSMETICS

- \$20 LashSense  
**LashSense w/ UnderSense**  
 Black  
 Brown

LipSense COSMETICS

- \$22 LinerSense  
**Lip Liner**  
 Berry  
 Blu-Red  
 Cocoa  
 Neutral  
 Persimmon  
 Terra Cotta

- \$20  **Moisturizing Lip Balm**

- \$20 **Gloss**  
 Bougainvillea  
 Glossy  
 Gold Glitter  
 Matte  
 Opal  
 Orchid  
 Pearl  
 Pink Glitter  
 Rose  
 Sand  
 Silver Glitter

\$25

**Lip Color**

- Apple Cider
- Aussie Rose
- Beige Champagne
- Bella
- Blu-Red
- Bombshell
- Bravo
- Caramel Apple
- Caramel Latte
- Cocoa
- Dark Pink
- Dawn Rising
- Fire 'n Ice
- First Love
- Fly Girl
- Kiss For a Cause
- Lexie Bear-y
- Luv it
- Mauve Ice
- Mulled Wine
- Napa
- Nude
- Nutmeg
- Persimmon
- Pink Champagne
- Plum
- Plum Pretty
- Plumeria
- Pomegranate
- Praline Rose
- Precious Topaz
- Purple Reign
- Roseberry
- Samon
- Sheer Berry
- Strawberry Shortcake

SeneDerm BODYCARE

- \$20  Body Wash
- \$20  Body Scrub
- \$45  Body Lotion
- \$20  Hand Cream
- \$50  Detoxifying Mask
- \$30  Body Cream

SeneDerm SUNCARE

- \$50  Self-Tanning Bronzing Coconut Milk
- \$45  SeneSun SPF 30 SunScreen

Abundance PARFUMS

- \$70  Abundance Fresh
- \$70  Abundance Lush
- \$70  Abundance Bloom

COLLECTIONS

- \$190 SeneDerm  
**SkinCare Collection**  
 Dry  
 Normal to Dry  
 Normal to Oily  
 Oily to Acne

- \$210 SeneDerm  
 **Advanced Anti-Aging Collection**

- \$150 SeneDerm  
 **Solutions Enhancement Collection**

- \$120 MakeSense  
 **Original Collection**

- \$140 MakeSense  
 **Advanced Anti-Aging Collection**

- \$150 SeneDerm  
 **Powder Collection**

- \$55 LipSense  
 **Lip Collection**

- \$105 SeneDerm  
 **BodyCare Collection**

- \$95 SeneDerm  
 **SunCare Collection**

- \$70 Abundance  
 **Rollerball Travel Trio**

To Purchase Products or Become a Distributor, contact :

What's in the name **SeneGence<sup>International</sup>** ?

**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!



May 2017

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