

**SeneGence Introduces Long-Lasting Eye Liner Pencil**

**Foothill Ranch, Calif. –** (Oct. 12, 2018) – Global beauty brand [SeneGence International](https://seneweb.senegence.com/)® introduces EyeSense® Long-Lasting Eye Liner Pencil, its first waterproof eye liner pencil that glides on with a velvety smoothness and sets quickly for all-day wear. The highly pigmented eye liner gives maximum impact without smudging, feathering or bleeding. It features a retractable tip for easy and precise application to achieve any desired eye makeup look.

“Eye liner pencils are a staple in women’s makeup routines. It’s a very popular application method and the more traditional form of eye liner on the market. We’ve had many requests for a pencil eye liner, but I wanted to be sure it was worthy of the SeneGence name,” said Joni Rogers-Kante, founder and CEO, SeneGence. “Our EyeSense Long Lasting Eye Liner Pencil is a superior product. It has an easy, smooth application with richly pigmented color in a long-lasting, waterproof formula making it perfect for day to night.”

EyeSense Long Lasting Eye Liner Pencil is available in two colors: Black and Black Brown, a deep brown shade. Use SeneGence’s new EyeSense on both the upper and lower lash line to create different shapes and looks. For a more dramatic flair to the eyes, use EyeSense Long Lasting Eye Liner Pencil for the current underliner trend where the classic winged liner is flipped along the lower lash line.

[EyeSense Liquid Eye Liner](https://seneweb.senegence.com/us/products/eyes/eyesense/) is still available as part of SeneGence’s permanent collection. Both EyeSense Eye Liners provide long-lasting, waterproof options while achieving unique makeup looks. Both formulations are easily removed with SeneGence’s [Fooops!® Dual Phased Color Remover](https://seneweb.senegence.com/us/products/face/remover/fooops-sensecosmetics-dual-phase-color-remover/) or [Fooops! Color Removing Wipes](https://seneweb.senegence.com/us/products/face/remover/fooops-wipes-color-removing-wipes/).

SeneGence is known for [LipSense](https://seneweb.senegence.com/us/products/lips/lipsense/)®, the lip color that provides up to 18 hours of water-proof, smudge-proof, kiss-proof, perfectly pigmented color in more than 50 shades. Much more than a lip color company, SeneGence also has a full line of long-lasting, anti-aging cosmetics and skin care products formulated for a variety of skin types. The company recently launched its hair care line, [SeneGence HairCovery](https://seneweb.senegence.com/us/products/hair/)™, which consists of a shampoo, conditioner and serum that are designed to work together to revive dull, lifeless hair.

To get in touch with a SeneGence Independent Distributor to try SeneGence EyeSense, HairCovery, LipSense or any of the company’s revolutionary line of skin care and cosmetics, visit [SeneGence.com](https://seneweb.senegence.com/us).

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**About SeneGence International**

SeneGence’s full line of long-lasting cosmetics and anti-aging skin care is sold through a network of Independent Distributors around the world. SeneGence proudly distributes products that are made in the U.S.A. and formulated without lead or animal testing. To find a Distributor near you or to get more information on SeneGence products and business opportunities, please visit [www.SeneGence.com](https://seneweb.senegence.com/us).

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