**Saddle Up with the New Limited-Edition ShadowSense Cowgirl Collection by SeneGence International®**

**Foothill Ranch, Calif. –** (Sept. 15, 2018) – Global beauty brand [SeneGence International](https://seneweb.senegence.com/)® has introduced three, new limited-edition colors of ShadowSense that are inspired by the rustic, timeless colors and textures of Western culture. The ShadowSense colors are part of SeneGence’s Cowgirl Collection which includes the recently launched, and nearly sold out, Cowgirl LipSense trio. Whether you’re a country girl or glamour goddess these rich colors are must-haves for fall:

* **Bandana Shimmer ShadowSense**: This warm brick-red eye shadow is made with a beautiful shimmer finish. For a little extra glow, use it as a cheek color.
* **Turquoise ShadowSense:** A deep, earthy blue/green eye shadow with a matte finish that compliments all eyes no matter the color!
* **Rustic Brown ShadowSense:** Make a dramatic impression with this deep, delicious chocolate brown eye shadow with a matte finish. Pro tip: use as eyeliner for a natural eye pop.

In addition to the three ShadowSense colors announced today, SeneGence recently launched its limited-edition Cowgirl LipSense trio which includes **Glam Doll LipSense**, a deep, earthy red-brown tone; **Brick LipSense**, a yellow-based warm, rich red; and **Giddy Up LipSense**, a lovely taupe/mauve color. All three offer a matte finish.

“This eye palette is truly stunning! They can take you from day to evening, and I love mixing shimmers and mattes finishes for added depth,” said Joni Rogers-Kante, CEO, SeneGence International. “Our limited editions are exceedingly popular and sell out quickly. Knowing this, we set aside limited quantities of the entire collection, so everyone would have a chance to own all of these beautiful eye and lip colors!”

SeneGence is known for LipSense®, the long-lasting lip color that provides up to 18 hours of perfectly pigmented color in more than 50 shades. As the original long-lasting lip color, it is water-proof, smudge-proof, kiss-proof. LipSense comes in a wide variety of shades and textures for any skin tone, including frosts, mattes and shimmers. Create your own color palette by combining colors from 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. SeneGence does not test on animals or use animal by-products, and instead uses naturally occurring.

To get in touch with a SeneGence Independent Distributor to try LipSense or their 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).

**Media Contacts:**

Katie Olivier

Sunwest Communications for SeneGence International

469-547-0016

kolivier@sunwestpr.com