

Acclaim

GET *serious savings* WITH OUR

**NEW PREFERRED
CUSTOMER PROGRAM!**

GET YOUR GLOBAL

GLOW ON!

SIMPLY THE BEST

 **SeneGence®**

The Best **Tools** / *The Best* **Products** / *The Best* **Comp Plan**

Your Skin's WAKE-UP CALL

Digital Age Defense Serum,
formulated with Celligent®,
helps to protect your skin
from blue light emitted
by digital devices.

This lightweight, new generation serum features the latest advances in skin care to help protect against visible signs of aging related to blue light exposure.

- ✓ Offers a cool, refreshing feeling while helping to reduce the appearance of redness and blotchiness.
- ✓ Energizes and hydrates fatigued, sleep-deprived, and jet-lagged skin.
- ✓ No added fragrance and non-comedogenic.

April 2021

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From Joni



JONI ROGERS-KANTE
FOUNDER & CEO



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NOURISH & BALANCE

HAIRBALANCE™ HAIR CARE SYSTEM



Helps to purify and moisturize normal-to-oily scalp and hair



Infuses moisture to combat the appearance of flaking



Leaves hair touchably soft and bouncy without heavy buildup



Formulated without gluten, sulfates, phthalates, parabens, animal by-products, and silicone

Acclaim

2021

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SeneGence does not guarantee any income from the Independent Distributor opportunity. As with any business opportunity, each Independent Distributor's business results will vary. Each Independent Distributor's success depends on numerous factors, including but not limited to, the Independent Distributor's own efforts, diligence, skill, geographical location, expertise, quality and depth of their network, and leadership and business experience. Persons interested in the SeneGence Independent Distributor opportunity are strongly urged to do their own investigation and due diligence before making any decision to participate in the opportunity.

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Welcome!

SIMPLY THE BEST

FOR OVER TWO DECADES, SeneGence® has been a leading name in both the direct selling and beauty industries. And while the world has dramatically changed since the company got its start—SeneGence’s mission and method have remained fundamentally the same: to help women Live Life in Love and Abundance.

SeneGence accomplishes this by offering world-class cosmetics as well as skin care and hair care products that women are proud to share with their friends and family, giving them a chance to build a flexible career that allows them to work on their own time and at their own pace.

We’ve called this issue of *Acclaim* “Simply the Best,” and it’s a title SeneGence truly lives up to. **The best products. The best opportunity. The best tools. The best compensation plan.** From top to bottom, SeneGence remains one of the most iconic, aspirational brands in direct selling—a company that encourages women to be and look their very best.

We invite you to learn more about SeneGence in the pages of this magazine. We know you will be inspired by the Independent Distributor success stories; moved by the company’s philanthropic efforts; and motivated by the tools, technology, and programs SeneGence has developed to empower women at all ages and stages of life.

You’ve made a bold and beautiful choice by exploring the SeneSisterhood.

Welcome to SeneGence *Acclaim*!

your bright FUTURE

An increasing
number of **people**
are exploring
direct selling as a
path to success.

by LESLIE J. THOMPSON







Freedom. The word carries powerful weight and triggers deep-seated desires. We dream of being free to make our own decisions, free from financial lack, free to travel the globe, spend time with our families, or pursue a new hobby. Current global circumstances have made the stock market volatile and unemployment rates rise, leaving millions of Americans feeling constrained by job pressures, limited opportunities for career growth, and a lack of autonomy. In short, they long for freedom.

Nearly two-thirds of workers ranked compensation as a fundamental component of job satisfaction in a survey by the Society for Human Resource Management; yet only 23 percent of workers said that they were

very satisfied with their pay. The same survey ranked respectful treatment of employees at all levels as the number one contributor to job satisfaction, but less than a third of respondents were highly satisfied with the treatment they received from their employer. The findings show a clear disconnect in the modern workplace that leaves employees feeling undervalued and disenfranchised.

At the same time, a cultural shift is underway that makes it possible for more people to change the trajectory of their career, their income, and their lifestyle. Mobile technologies and web-based platforms let people work



THE DIRECT
SELLING
BUSINESS
MODEL GIVES
DISTRIBUTORS
THE AUTONOMY
TO WORK ON
THEIR *own*
terms.

from anywhere, opening new avenues of opportunity for those with an entrepreneurial mindset. From ride-sharing services like Uber to virtual storefronts on Etsy, technology-driven business models have disrupted the status quo and leveled the playing field for people who want control of their earning potential.

Perhaps more than ever this shift is evident in the direct selling industry, which is experiencing phenomenal growth despite a global economic downturn. According to the World Federation of Direct Selling Associations (WFDSA), the direct selling industry reached \$180 billion in global sales volume in 2019.

ENTRY INTO ENTREPRENEURSHIP

Direct selling, also known as relationship marketing or network marketing, has been around for decades and is built on the power of personal connections. Independent Distributors can earn additional income and even special incentives, such



74%

OF INDEPENDENT
DISTRIBUTORS ARE WOMEN.

as cars and trips, by building their own business selling products or services that they use and love.

What makes the industry so unique is that someone can get started even if they have no previous sales experience. That's because the top companies have created proven, step-by-step systems to help Distributors sell the products or services they offer, including web-based platforms, social media tools, and mobile apps to help with marketing. The training and coaching

often include a focus on personal development and promoting a culture of community, providing Distributors with the recognition and support that so many workers today are seeking.

In addition, the direct selling business model gives Distributors the autonomy to work on their own terms. They can decide whether to work just a few hours a week or focus on their business full time. That's because relationship marketing centers on sharing information in a casual setting, which is something we all do every day. Work doesn't feel like work at all when it's casually mentioning a great product or business opportunity to a friend or posting pictures of your favorite products on social media.

While millions of workers are forced to adhere to a set schedule for their employers, Distributors are empowered to fit their business around their lifestyle, giving them more

time to spend with their family or pursue activities that they enjoy.

Direct selling checks all the boxes for those who value being their own boss, having a flexible schedule, and achieving a better work-life balance. In fact, 77 percent of individuals involved in direct selling are highly satisfied with their work, according to a survey by Bloomberg Government. The lifestyle benefits and earning potential, combined with the convenience of new technologies, have driven industry growth.

A WOMAN'S STYLE OF WORK

The direct selling industry is particularly appealing to women, who value the opportunity to run their business from home and create a work schedule that does not interfere with family time. Statista.com reports that 74 percent of Independent Distributors are women.

For stay-at-home moms, direct selling gives the opportunity to earn an income while managing responsibilities as a parent and safeguarding valuable time with their children. Retirees and younger women who are just entering the workforce often are attracted to the social aspect of relationship marketing, which provides opportunities to build lasting friendships with Customers and other direct sellers.

Across America and around the globe, direct selling organizations offer a positive and supportive community for women to interact. The top direct selling companies also focus on recognition and personal growth, giving women a unique opportunity to build confidence and experience a sense of accomplishment for their achievements.

The biggest categories in relationship marketing also appeal strongly to women, with beauty being the second-largest category in the industry. And beauty is a big business in the United States—revenue of the U.S.

What to Look for in a *Direct Selling* Company

THE DIRECT SELLING INDUSTRY offers an exciting avenue to become your own boss, but not all direct selling companies are created equal! Before you get started in relationship marketing, consider these three factors to find the best fit:

1 A DYNAMIC COMPENSATION PLAN

Top-ranked direct selling organizations reward Independent Distributors at every level and provide opportunities to earn free products, car bonuses, all-expenses-paid trips, and other exciting incentives.

2 TARGETED TRAINING

The best relationship marketing companies have structured, step-by-step training and coaching that makes it easy for anyone to get started in the business, regardless of their previous work experience.

3 MARKETING SUPPORT

Look for a direct selling firm with comprehensive marketing tools, including an online platform to manage your business, shareable social media content, and mobile apps that let you make a sale anytime, anywhere.





cosmetic industry exceeded \$49 billion in 2019, according to Statista.com.

Experts predict that the growing trend toward digital promotions such as selfies, video tutorials, live broadcasts, social media posts, and makeup blogs will continue to drive the growth of the makeup and cosmetics industry for years to come.

Joining a direct selling company in the beauty and cosmetics niche offers women an easy avenue into entrepreneurship, because they already are passionate about the products they represent and eager to share their recommendations with others.

TIME TO TAKE CONTROL

Making the leap into entrepreneurship can be intimidating, but the direct selling industry provides a proven bridge for people to transition from traditional jobs into a more flexible and satisfying way of working (and living).

Through direct selling, millions of people are leaving behind the daily grind and embracing the autonomy they desire, achieving a healthier work-

JOINING A
DIRECT SELLING
COMPANY IN THE
BEAUTY AND
*cosmetics
niche* OFFERS
WOMEN AN EASY
AVENUE INTO
ENTREPRENEURSHIP.

life balance. They are defining their own schedules and determining their earning potential without relying on an employer to give them a raise.

What's more, they are enjoying new confidence as they build their businesses with passion around products and services they love. Direct selling offers limitless opportunities for career growth, empowering workers everywhere to take control of their future and enjoy the freedom of which so many people only dream. ♦



LAVISH *in Luxury*

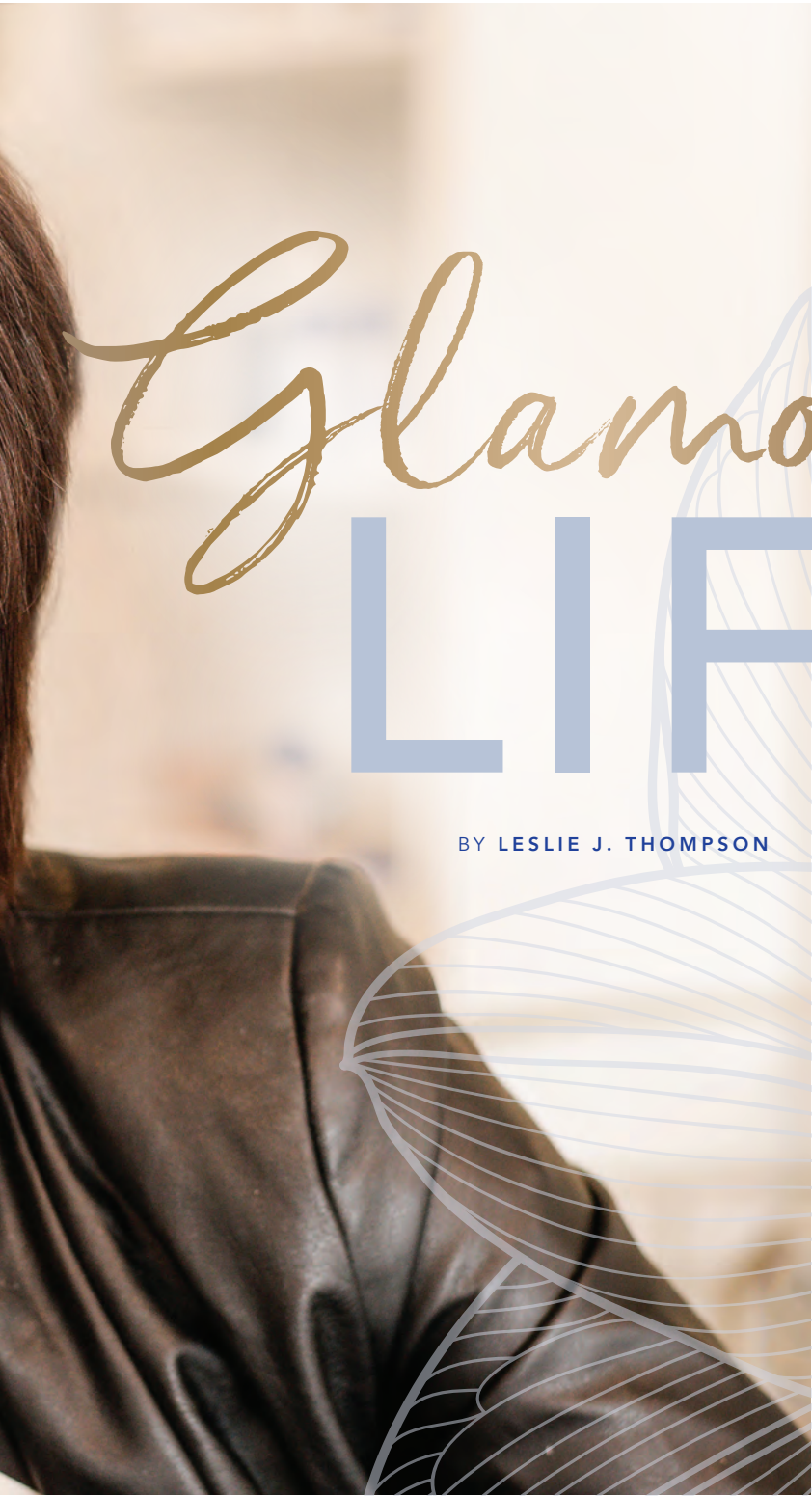


Golden Radiance Peel-Off Mask

softens, moisturizes,
and reveals a more
radiant, younger-looking
complexion with
improved clarity
and texture!



SENEGENCE® OFFERS INDEPENDENT
DISTRIBUTORS A BEAUTIFUL OPPORTUNITY
FOR **FULLFILLMENT** AND **SUCCESS**.



Glamorous LIFE

BY LESLIE J. THOMPSON



*Direct selling
attracts people of
every age, ethnicity,
and educational
background.*

Because it generally takes only a small investment and no special training to get started, direct selling—also known as relationship marketing—attracts people of every age, ethnicity, and educational background.

Even more exciting, the direct selling industry continues to grow, reaching \$180 billion in global sales volume in 2019, according to the World Federation of Direct Selling Associations (WFDSA). Wellness and beauty are the most popular categories, the organization notes, which makes the industry particularly appealing to women.

Direct selling's model also resonates strongly with women, since it focuses on relationships and word of mouth. Direct sellers tell others about the products and services they love and use themselves and share the opportunity to build a business of their own.

Many women in the industry claim that they never feel like they are selling, because they simply want others to experience the same benefits from their favorite products and enjoy the same freedom to work on their own terms. The emphasis on building lasting, trusted relationships and empowering people to achieve their goals is what makes the direct selling industry so special.

Across America and around the world, people wake up every day and go through the motions of life, longing for more freedom, more flexibility, and more security. They dream big and are looking for a way to have it all.

The direct selling industry provides an opportunity to pursue those dreams, offering a proven pathway forward for anyone with an entrepreneurial spirit. As noted by Statista.com, as of 2019, more than 43 million people were involved in direct selling as either Distributors or Customers in the United States alone. And 74 percent of active Distributors in direct selling are women.

The majority of direct sellers are building an independent business part-time as a way to make additional income on the side. Others have made direct selling their full-time career, earning an income that directly reflects the time and energy they invest into their business. They have the freedom to choose when and where they work.



MEETING A NEED

The most successful direct selling companies identify a need in the marketplace and create a product or service to meet consumer demand. In many cases, this process is based on extensive market research and revenue forecasts. For Joni Rogers-Kante, CEO and Founder of SeneGence®, it was more personal.

As a single mother trying to support her family, Joni came up with the idea for long-lasting color cosmetics after her young son kept smudging her makeup. She believed other women had the same issue and was committed to creating a solution.

"Joni wrote the business plan years before the first product was sold," says Ben Kante, Chief Strategy Officer for SeneGence. "She didn't have any money, lived in her friend's apartment, and used a closet as an office."

Joni spent several years searching out both the ingredients and the scientists who could bring her vision to life, using frequent flyer miles donated by friends to travel across the U.S. and overseas. In 1999, she introduced the first six shades of LipSense® Lip Color, and SeneGence was born.

EXPERIENCING GROWTH

Today, the direct sales company is experiencing explosive growth, making it an optimal prospect for women interested in earning an additional income through relationship marketing.

The company recently brought a new manufacturing facility online and expanded its global footprint. In addition to its current operations in the United States, Canada, Mexico, Australia, and New Zealand, SeneGence recently launched in Hong Kong with other international



markets poised to come on board in the coming years.

"The goal is to become the number one direct sales personal care company in the world," says SeneGence® President Philippe Guerreau. "Just a few years ago, people would have thought we were crazy, but now they realize it's possible—and we're just getting started."

This growth is fueled largely by Joni's vision to help women worldwide improve their lives and achieve independence while enjoying time with family and loved ones. Her heart and passion are reflected in the company's culture, where Distributors are more than direct sellers, they are family.

"One of the reasons I came to this company is Joni's philosophy to help and empower women," says Executive Vice President of Global Marketing Kirsten Aguilar. "We have leading Distributors who were jobless and hopeless when they made a choice to join us. We aim to never lose sight of our goal to make a positive impact in the world and support the careers of our independent business owners."

RAISING UP LEADERS

SeneGence provides a comprehensive training program to ensure the success of the entrepreneurs who join as Independent Distributors, offering step-by-step guidance to help them launch and run their business. They learn how to find Customers, host product demonstrations in person and online, order inventory, and share the business opportunity to help other women take control of their future.

The company also offers a wide range of marketing tools to support Distributors, from a customized website to printed brochures and a New Distributor Kit. The unbridled encouragement from group leaders, corporate office staff, and company executives also provides SeneGence Distributors with the motivation and help they need to start and grow their business.



*Regardless
of someone's
background,
SeneGence offers
a level playing
field for success.*

Regardless of someone's background, SeneGence offers a level playing field for success. True to the values of top direct selling companies, the beauty industry trailblazer also places a strong emphasis on personal development, equipping the women in its ranks to become gifted leaders by building their confidence and helping them grow professionally.

In keeping with its culture of generosity and care for others, SeneGence also is committed to giving back to the communities that have supported the women who have embarked on a career as an Independent Distributor.

In 2002, Joni established The Make Sense Foundation®, a non-profit organization dedicated to helping women and children in need. The foundation provides a way for the company and Distributors to share their collective success through community involvement.

In 2018 and 2019 alone, the foundation has been able to provide over \$10 million in grants, while also making charitable donations over the past 18 years.



SHARING ABUNDANCE

The company's compensation plan for its Independent Distributors—affectionally referred to as the SeneSisterhood—is also second to none in the direct selling industry. It was designed so that women could begin earning commissions and income within their first month.

Joni reflected on her own experience as a single mother and wanted to ensure women could start earning right away. "She felt it was important that Distributors would be able to make a profit when they sold the product," Ben says.

As added incentive, Distributors are rewarded for their accomplishments as they reach different milestones in their business, earning extra things to celebrate their success.

"It's not just about the opportunity. It's about the relationships, the achievements, and the recognition," says Joni, explaining what sets SeneGence apart from other direct selling companies.

COMING HOME

As the beauty industry leader continues on the pathway to becoming a household name, SeneGence offers women looking for additional income an open door into the field of direct selling.

"SeneGence lets women from all walks of life discover that their love for cosmetics can translate into an incredible business," explains Joni. "The company offers personal growth, lifelong friendships, challenging milestones, and recognition programs for committed individuals."

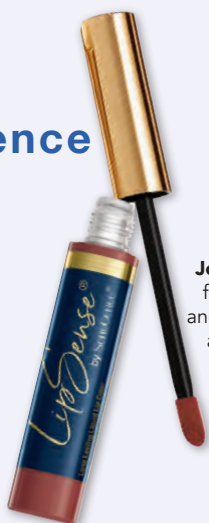
Most importantly, SeneGence gives women the opportunity to share in the lives of others and be a part of a family-focused culture. Perhaps Joni puts it best, "There is no other company like it; no other company with a heart that is actively demonstrated in everything we do." ♦

SIMPLY the Best

CELEBRATING THE
VERY BEST OF SENEENCE

1995

The
SeneGence
story



1995

Joni has the idea
for **SeneGence®**
and puts together
a business plan.



1999



1999 / APRIL
SeneGence introduces
six LipSense® colors.

2000 / APRIL

SeneGence opens a home office in
Newport Beach, CA and expands its
skin care and cosmetics lines.



2001 / FALL
SeneGence launches in **Canada**.

2002

Joni creates **The Make Sense Foundation®**
as a 501(c)(3) non-profit organization.

2012
Joni writes
**Million
Dollar Lips.**



2013
SeneGence
launches in **Poland**
and **Switzerland.**

2014

Fifteenth
anniversary of
SeneGence.



2012

2017
Expansion and growth
of facilities in the
United States, Canada,
and Australia.



2011
SeneGence releases
Solutions line of
treatment products.

2018

2018 / APRIL
SeneGence launches
SeneStyle line of
women's and men's
clothing, accessories,
and activewear.

2018 / OCTOBER
SeneGence introduces
HairCoverly® trio of
hair care products and the
LashSense® mascara line.



2010
SeneGence
launches in
the **United
Kingdom.**

2009

SeneGence celebrates
its **tenth** anniversary.
SeneGence launches
in **Indonesia.**



2009

2008
SeneGence moves its
headquarters to a larger
space in Irvine, CA.



2004

5th anniversary
of SeneGence.



2018 / NOVEMBER
SeneGence launches
in **Mexico.**

2004



2003 / SUMMER
SeneGence launches
in **Australia.**



2019 / JANUARY
SeneGence launches in
New Zealand.

2020

2020
SeneGence launches
in **Hong Kong** and holds its first
virtual events.
SeneGence introduces
dozens of **new skin care and
cosmetics products.**
SeneGence launches **Kiss & Tell
Preferred Customer Program.**



2003

2003 / APRIL
Three Distributors reach
**\$5 million in
team sales** and are
awarded rank of Queen.



SeneGence

NOW'S THE BEST TIME TO

Kiss & Tell

SeneGence's **Preferred Customer Program** offers a whole new way to fall in love with the company.



Some people say it's not polite to kiss and tell, but that's definitely not the case at SeneGence®! The company recently launched a new Preferred Customer Program called Kiss & Tell that offers discounts on product purchases and credits towards future orders.

This innovative program is designed to make it easier for Customers to save money and try more products while also helping Distributors build a more sustainable, larger retail base. Talk about a win-win situation!

THE PERKS OF BEING PREFERRED

It's easy for new or existing Customers to join the program where they will immediately start earning "Kiss Credits" that can be applied to future purchases. With a yearly membership fee of just \$10 USD*, **Preferred Customers receive amazing benefits when they join Kiss & Tell.**



10% OFF

each retail product purchase, starting with their first purchase.



A UNIQUE REFERRAL LINK

to share with friends. Preferred Customers will earn Kiss Credits when those friends become Kiss & Tell members and place qualifying orders within their first month of signing up.



BONUS KISS CREDITS

when ordering consistently for three months in a row.



FREE SHIPPING

on qualifying Preferred Customer orders.

Customers will also love how becoming a part of Kiss & Tell streamlines and simplifies their experience from start to finish. Their contact, payment, and shipping information is safely stored for fast and easy checkout; they receive exclusive promotional offers; SeneGence provides an email template to use when sharing their referral link; membership renewal reminders are automatically generated; and they'll enjoy contactless product delivery but still receive Distributor support as needed.

Kiss Credits expire 90 days from when they are earned, so Customers have extra incentive to order more products more often or even sign up as Distributors themselves.

WHILE PREFERRED CUSTOMERS ENJOY VALUABLE REWARDS THROUGH KISS & TELL, THERE ARE TANGIBLE, IMPORTANT BENEFITS FOR DISTRIBUTORS AS WELL.

BUILDING A BETTER BUSINESS

While Preferred Customers enjoy valuable rewards through Kiss & Tell, there are tangible, important benefits for Distributors, too! Here are the top five ways the Kiss & Tell program can help build a Distributor's business.

Encourages repeat monthly orders from Customers. With their 10% discount and Kiss Credits, Customers will keep coming back for more of their SeneGence favorites—and be willing to try more new additions, too!

Helps build a Customer base and prospect new leads. Preferred Customers have the option of providing a Distributor ID or are randomly assigned to a Distributor based on their location.

Increases commissions and retail profits. Kiss & Tell offers an entirely new platform for sales of SeneGence products. Customers can now purchase anytime, anywhere. Customers who typically avoid direct interaction with Distributors will love the convenience.

Saves time with Customer service and follow-up. With Kiss & Tell, contact with a Distributor isn't required to make a purchase. Returns are handled through SeneCare, the company's customer care team, and orders are filled regardless of whether the Distributor has inventory on hand.

SeneGence manages promotions, direct marketing, and upselling. The company markets directly to Customers and provides Distributors with marketing assets. There are also exclusive promotions through Kiss & Tell for additional savings.

The key to building a bigger, better, more sustainable business is to build a base of loyal, repeat Customers. It's never been easier for SeneGence Distributors to "Kiss & Tell" their way to a bigger retail base! ♦

*Annual cost for joining SeneGence's Kiss & Tell Program is \$10 USD/\$13 CAD/\$15 AUD/\$17 NZD. One Kiss Credit is equal to one retail dollar.



Sisterhood. Solidarity. Support.

Meet these **SeneSisters** who are
finding **success and fulfillment** with SeneGence.

SeneGence® has been creating a culture of love and shared success for women of all ages and lifestyles for over 20 years. In the following pages, you'll meet a collection of confident, captivating women—all living their best lives with SeneGence.

We hope their words of wisdom will inspire others to create their own legacy of love and abundance—for themselves, for their families, and for generations to come.

SeneGence does not guarantee any income from the independent distributor opportunity. As with any business opportunity, each independent distributor's business results will vary. Each independent distributor's success depends on numerous factors, including but not limited to, the independent distributor's own efforts, diligence, skill, geographical location, expertise, quality and depth of your network, leadership and business experience. Persons interested in the SeneGence independent distributor opportunity are strongly urged to do their own investigation and due diligence before making any decision to participate in the opportunity.

Building a Dream

The SeneGence opportunity gives **Jalynn Schroeder** freedom and flexibility.



JALYNN SCHROEDER

RANK: Ruby Majesty

HOME: St. George, Utah

As a fashion blogger, Jalynn Schroeder was used to being asked to try products and endorse them. But she knew right away that she had found something special in SeneGence. She immediately recognized the potential in the products, so Jalynn jumped on the SeneGence opportunity and began building her thriving team. "What sold people on SeneGence is the results they saw my team producing. They watched as SeneGence started changing my life, even early on."

Jalynn worked hard to keep building momentum. "Once my team started growing fast, my husband and I knew we had to really commit to the business," shares Jalynn. "I started traveling frequently. We knew it was going to be a sacrifice initially, but my husband would always encourage me to stay focused."

To say Jalynn kept at it would be an understatement. "I've traveled all over the country to meet and train my amazing leaders. The experiences I have had are remarkable. I feel so blessed that my husband

"I FEEL SO BLESSED!"

encouraged me and saw the benefits of building this amazing team," she says.

Jalynn is filled with gratitude and excited for the future. "SeneGence has done so much for me. Now I want to inspire others to find similar success." ♦

Her Happy Place

Jenna Clark has more quality time for family and for fun—thanks to SeneGence!

Jenna Clark had just one goal. “I wanted to take my boys to Disney World.” She knew getting there would require hard work and the right opportunity since both Jenna and her husband were already working full-time jobs. “My husband is a teacher and coach, and I was working as a social worker. The extra money was a true blessing. We have always had what we needed, but ‘fun’ money was often in short supply.”

Jenna heard about SeneGence® through a friend. “As soon as I tried the product, I knew that I had found a winner!” She jumped in with both feet, and her success has been staggering. “I achieved my goals through hard work and focus. I know that sounds cliché, but that is really what it took.”

This success has changed Jenna’s life for the better. “I am now able to work from home, which allows me much greater flexibility to work around my kids’ schedules.



JENNA CLARK

RANK: Amethyst Ruler

HOME: Columbus, Nebraska

I am able to pick my boys up from school and volunteer more in the community. As a family, we have greater freedom to financially support the causes that are important to us.”

“Oh yeah, and we totally took that trip to Disney!” ♦

“I KNEW THAT I HAD FOUND A WINNER!”

Sparkle and Shine

Shy **Dawn Christian** found confidence and security with SeneGence.



Dawn Christian had always believed that successful direct sellers were charismatic extroverts that could command a room. She assumed that her natural shyness would prevent her from finding success in the industry. Yet, Dawn has found both a career and confidence through SeneGence.

As a young wife and mother, Dawn loved SeneGence products so much that she joined the company primarily as a way to get a discount without truly taking advantage of the opportunity. But when her family relocated to a new town, Dawn was ready to break out of her shell and take on a new challenge. The time was right for Dawn to become a self-sufficient, self-confident entrepreneur.

Dawn's journey began with some hesitation. "I was introverted, scared, and inexperienced at first," she shares. "But I knew I had a strong work ethic and didn't want to fail. I understood that although I am shy, I can still make an impact."

Dawn encourages anyone just starting out on their SeneGence journey to be equally determined—it's wisdom that has



DAWN CHRISTIAN

EMERITUS RANK: Sapphire Queen

HOME: Ada, Oklahoma

***“SHOW UP AND
KEEP MOVING
FORWARD!”***

served her well over the years. Her hard work and personal growth have brought her tremendous satisfaction and success. "Be sure to let yourself grow through the process. Just show up and keep moving forward!" ♦

Poised. Polished. Positive.

SeneGence has given **Chantelle Patu** the confidence to live her best life.

By most measures, Chantelle Patu was living the good life. With three children, Chantelle was able to work at home as a nail technician. But in reality, things were stressful. Her husband's job was dangerous and required him to be gone weeks at a time. Chantelle was looking for a way to earn extra money so they could spend more time together.

Chantelle discovered SeneGence® and was immediately intrigued. She loved the products and because the company was starting to expand into Australia, Chantelle knew she had found a life-changing opportunity that could give her the freedom she longed for.

She's never looked back or regretted the decision. "By accepting the path SeneGence offered me, I opened myself up to earn more, enjoy more, love more, live more, explore more, and grow more—I've become a much better version of myself," Chantelle shares. Best of all, her husband now works close to



CHANTELLE PATU

RANK: Emerald Crown Princess

HOME: Perth, Western Australia

home, and they have much more time together as a family.

SeneGence has given Chantelle the confidence to build a wonderful life and business. "It's given me job satisfaction, and I haven't had that in a very long time," she says. "I'm less stressed and more positive. This has completely changed every aspect of our lives." ♦

*"I'VE BECOME A MUCH BETTER
VERSION OF MYSELF!"*

What Matters Most

Thanks to SeneGence, **Molly Corder** never misses a moment.

P

rior to joining SeneGence, Molly Corder was a teacher looking to make a change. "My children went to daycare because our family relied on my income. Although I was thankful to have summers off, I longed to be home with them full time."

Molly craved flexibility but wasn't sure how her family's situation could change. Then she found SeneGence! "One day, I was scrolling through Instagram when I saw a friend promoting lipstick that didn't come off. It sounded pretty cool, but as someone who never wore much makeup, I wasn't really interested. Then—out of nowhere—I got this itch to join as an Independent Distributor. I went all in!"

From that moment on, there was no looking back! Her home-based business is booming, and Molly credits SeneGence's products with making it all possible. "I'm obsessed with them. I don't know how I lived without them!"

As she reflects on her time with SeneGence, Molly is overwhelmed with gratitude. "SeneGence has changed me as a person. I've been able to increase my income



MOLLY CORDER

RANK: Ruby Crown Princess

HOME: Fort Mill, South Carolina

*"SENEGENCE
HAS CHANGED
ME AS A
PERSON."*

and work from home to raise our six children. Because of how hard I have worked, I'm now able to arrange my schedule around my kids' activities!" ♦

Her Best Life

Tauni Alexander

has less stress and more success with SeneGence!

T

auni Alexander heard about SeneGence® from a friend. “She thought the opportunity would be a great fit for me and encouraged me to take a leap of faith,” Tauni explains. With a little extra encouragement from her husband, Tauni signed up and has never looked back. It’s been a decision that has completely revitalized her life. “I can’t even begin to explain what SeneGence has done for me. I am now living the life of my dreams!”

It’s also helped her show her children the value of hard work and given Tauni the opportunity to be home with them every day. “I feel like I have the best of both worlds,” she says. “This level of success has also taken stress off of my husband. Now we can both enjoy more time with our kids. I love that both of us can be home more during the most crucial time in their lives.”



TAUNI ALEXANDER

RANK: Sapphire Monarch

HOME: Toquerville, Utah

Tauni now shares the SeneGence opportunity with others as a way to pay it forward. As she explains, “There is no better feeling than to see women try on LipSense® and gain so much confidence! A woman in LipSense can change the world, and there is nothing better than that!” ♦

“I AM NOW LIVING THE LIFE OF MY DREAMS!”

A Natural Leader

Patty Winter has been growing and glowing with SeneGence.



Discovering SeneGence has allowed Patty Winter to grow in surprising ways. From the beginning, the idea of starting her own business representing these amazing products was an opportunity Patty simply couldn't pass up.

She was immediately impressed with the company and was eager to start her SeneGence journey. "I'd never seen a lipstick that lasted as long as LipSense," she remembers. "I was ready to tell the world about this opportunity and then help others do the same."

Becoming a leader was a natural transition for Patty who has noticed an important shift in her mindset since joining the company. "I think like a business owner now rather than an employee. I have more control and responsibility which lets me help others succeed."

That has been just one of many lessons Patty has learned along the way. Others include the importance of collaboration and learning to delegate, which allows the women on her team to "step into their own greatness."



PATTY WINTER

RANK: Amethyst Queen

HOME: Nova Scotia, Canada

***"I THINK LIKE
A BUSINESS
OWNER NOW."***

She finds tremendous inspiration and satisfaction at seeing the success of others on her team. When coaching new Independent Distributors, Patty has a few key words of advice. "Don't wait until things are perfect before sharing SeneGence. Just get going!" ♦

Trust & TECHNOLOGY

THE BEST OF BOTH WORLDS

SeneGence's **mobile apps** are creating connection with a few quick clicks.

BY SARAH PAULK



CUSTOMIZED, PERSONAL SERVICE FROM A TRUSTED CONNECTION

is a guiding principle of direct selling, but today's Customer tends to buy and browse online. By integrating trust and technology, SeneGence® offers its Customers and Distributors the best of both worlds.

TAKE A SENELOOK

Knowing which color of eyeshadow accentuates your spunky personality or eye color can sometimes feel like a guessing game. With SeneLook, it doesn't have to be. Using the **SeneLook app**, Customers can receive a virtual

makeover with just a few taps of their smartphone. They can snap a selfie using the SeneCam, or pick a pre-loaded model image to try on bold new colors.

After designing an entirely new look, users can share their creations on social media with friends or spread the word about their new favorite LipSense® shade. If they decide to buy, they can easily locate a Distributor by location, name, or ID and shop through that Distributor's SeneSite.

With SeneLook, Customers can discover their next favorite product, tell their friends about it, and click to buy it anywhere, anytime.

Customers can be confident they've snagged the best deal thanks to SeneGence's **SeneShop app**. This virtual marketplace feature gives Customers



SENEGENCE CREATES OPPORTUNITIES FOR DISTRIBUTORS AND CUSTOMERS TO STRENGTHEN THEIR CONNECTIONS AND GROW THEIR BUSINESSES.

the ability to stay informed about promotions and limited-edition products, so they can scoop them up before they're gone.

While browsing, Customers can swipe through a catalog of long-lasting, anti-aging color cosmetics and skin care products, add their favorites to their shopping cart, and submit orders. Whether they're sitting on the sidelines at their kids' soccer practice or on their comfy couch at home, Distributors can place new inventory orders and Customers can enjoy a cosmetics shopping spree with just a few quick clicks.

TRAINING THROUGH TECH

Starting a new business can be daunting, but SeneGence's **DOTS** bridges the information gap that exists between a new recruit and a seasoned veteran. DOTS, which stands for Distributor Online Training System, is an interactive education platform that answers common questions and



TAPPING INTO TECH // APPS



SeneLook

Customers can receive a virtual makeover with just a few taps of their smartphone.



SeneShop

Virtual marketplace informs Customers about promotions and limited edition products.



SeneGence DOTS

Interactive education platform teaches Distributors how to build a SeneGence business.



SeneBiz

Easily connect with new contacts and interact with your team by sharing exclusive marketing materials like videos, images, and more all at your fingertips!

provides insight into how to build a SeneGence business.

In DOTS, Distributors will find onboarding tutorials, basic Distributor training, product information and details, and important compliance protocols. However, DOTS goes beyond the nuts and bolts of the sales dashboard and inventory how-tos.

Here, Distributors can also learn how to improve their day-to-day experiences through personal development courses, programs, and advanced leadership training modules. As they advance through the training and sales thresholds, DOTS is also where Distributors can learn about the incentives and rewards programs available to them.

By tapping into tech, SeneGence is creating opportunities for Distributors and Customers to strengthen their connections and grow their businesses from the palms of their hands. ♦

Glowing GLOBAL

Women Everywhere Are
Building **Thriving Businesses**
with SeneGence.

IMAGINE STARTING your own beauty business featuring a line of products you truly love. Then, imagine sharing those products with people you know and using it as a springboard to make new friends across town and across the globe.

Next, imagine expanding that business with the encouragement of a sisterhood of like-minded women who value their families and flexibility as much as you do. The beauty of this business? You don't have to imagine it. You can have that and more with SeneGence®.

SeneGence Distributors can operate a global business right from their computer or smartphone. Social media and interactive digital tools allow them to build an international team without ever leaving their home.

Currently, SeneGence is well established in the United States, Canada, Australia, New Zealand and Mexico with an eye for opening new markets around the world. Their latest launch occurred in 2020 in the booming, beautiful, and lucrative market of Hong Kong.





HONG KONG—A RARE OPPORTUNITY

SeneGence chose to open the Hong Kong market because of its thriving start-up community. And while launching a new business abroad may sound daunting, Hong Kong is actually a great place to get started.

The citizens of Hong Kong are known for their entrepreneurial spirit. There's a vibrant expat community as well as many women from around the world who have journeyed to Hong Kong to join their spouses who are working there.

Margaret Ip, SeneGence's Country Manager for Hong Kong is enthusiastic about what the future holds. "Our products are a great fit for this region. The demand for high-quality skin care, body care, and cosmetics is huge, and we are positioned perfectly to capitalize on that enthusiasm."

It's a sentiment shared by SeneGence Founder, CEO and Chairwoman Joni Rogers-Kante. "SeneGence's global expansion is bringing products that really work and a career that really works to millions of women worldwide."

A GLOBAL SISTERHOOD

Women everywhere are looking for products that enhance their beauty and careers that offer time and financial flexibility, and they are finding both with SeneGence. From Joni's start in the United States through the successful launches of Canada, Australia, New Zealand, and Mexico to the untapped opportunity in Hong Kong, SeneGence is poised to transform into a truly global beauty powerhouse.

As President Philippe Guerreau says, "Anywhere you are in the world, you have the opportunity to start a career and grow a network of Customers, peers, and friends with SeneGence."


When SeneGence started over two decades ago, the world felt like a much bigger place. Emails and texts were novelties, and global growth presented daunting challenges for Distributors. But we live in a much smaller world now. We can—and do—connect across borders, languages, and cultures in real time and with real results.

Joni looks forward to offering women of all ages, backgrounds and lifestyles the same opportunity that has been available in the United States from the beginning. She sums it up perfectly, "We want women all over the world to Live a Life in Love and Abundance, then Work for it!" ♦

EMPOWERED


Women

Joni Rogers-Kante shares her thoughts on
SeneGence—past, present and future!



SeneGence® was not a sight at all—it was a sound. Now her vision is a sight to behold on the lips and lashes of thousands of women every day. Joni's tells her story to *Acclaim* magazine.

by CHELSEA HUGHES



*"Choose to Live Life in Love and
Abundance, then Work for It!"*

—JONI ROGERS-KANTE

1 In your book, *Million Dollar Lips*, you share a story of a near-death experience as a young child that gave you a remarkable sense of purpose at a very young age. Once recovered, you described yourself as being fearless, full of purpose and with a fascination for life. What was this vision or life's purpose that opened up at the age of 4?

✿ I was literally told by a voice from above that I had a purpose in life and, however that manifested itself, it would be to the benefit of millions around the world. I started to live intentionally and adopted a sense of fearlessness in everything I set out to accomplish. Achieving my goals became paramount. I knew I could and would achieve the desired results, with the confidence given from my God experience. Failure was not an option, and perhaps not even possible. I would learn and find ways to accomplish the tasks set before me. I had Him guiding me in directions I would never have voluntarily turned in, or even thought of. That sense of purpose and determination has shaped the person I've become, and also the mission of SeneGence: to support women everywhere.

2 What benefits does the direct selling industry offer that make it so compelling for women in particular?

✿ Direct sales is the perfect business model for all those seeking entrepreneurship. For women in particular, gone are the days when they have to choose whether to have a successful, active career or a family. For today's woman, working in direct sales does not limit her goals or force her to choose between one option or the other. A woman can have it all if she combines the right opportunity with something she is passionate about. With direct sales, her life and her business understand each other.

3 What gave you the idea to form SeneGence®?

✿ I found myself at another crossroads in life and another heavy black veil had to be lifted. Divorcing my then-husband meant there was nothing concrete to offer my only son, Alan, at the time. I felt compelled to build a business to leave to him, and I very much longed to provide an opportunity for other women to create their legacy, too. I was dreaming up ideas and thought, "How about developing products that help skin immediately look more beautiful, while nourishing it long term? How about color cosmetics that double as skin care, and stay on all day until removed?" I wanted cosmetics and skin care that enhanced a woman's daily life, regardless of whether she chose to become a Customer or Distributor. I wanted products that improved confidence regardless of how busy a day was. A great Distributor Compensation Plan plus an out-of-this-world product selection is a winning combination.





"My advice to everyone is to listen. Learn to listen to your instincts."

—JONI ROGERS-KANTE

4 When you started SeneGence over 20 years ago, did you ever envision something this meaningful and successful? What have been your biggest learnings?

❖ I originally set out to develop a supportive business culture where women could develop their entrepreneurial skills. I wanted to attract likeminded, strong women who could become part of something larger than themselves. Our SeneGence Distributors brought this dream to life, as they encourage and help instill

confidence in other women with our life-changing products, powerful business opportunity, or both!

It's through my experience with SeneGence that I've learned the importance of living in truth and building on truth. Companies and individuals alike should maintain an overriding commitment to integrity, honesty, and plain, simple truth. Otherwise, success becomes unsustainable. That's why we take the high road on the path of growth at SeneGence. It's an important part of my business plan.

5 It's becoming increasingly common for Distributors to run their business with their families. What do you think is driving this trend and how does it help strengthen familial relationships?

✿ Spouses start helping out where they can, from helping pack inventory and orders into cars to introducing SeneGence to their coworkers, and helping their spouse track inventory. The children can help too, building their work ethic and strengthening the bond between parent and child. It becomes a family business that everyone has a stake in, and when everyone has an attachment, everyone works their hardest. Once everyone in the family begins to see the hard work paying off, whether financially or by allowing mom to spend more time with them, the SeneGence business really becomes a family effort that benefits each individual. The idea of family is paramount to SeneGence, as we were founded as, and remain a family business, and our Distributors are part of the SeneGence family.



6 As SeneGence® has steadily grown throughout the years, its reputation for having a strong, family-like atmosphere has remained. How has SeneGence created an environment that actively fosters this type of community, collaboration, and care?

❖ SeneGence is an environment of teaching and supporting, of lifting up one another and helping everyone to do their best. Our Distributors, who are all part of our SeneSisterhood, are generous and supportive, while always striving not only to improve their lives and the lives of their friends, but also look out more broadly for the betterment of their communities. And, although we have grown significantly larger as a company, we will never lose that personal touch and responsibility we feel towards each individual Distributor. We want our Distributors to feel like a part of our family, and we show them this by truly caring about them. We help solve problems and answer questions through our SeneCare department, support individual needs through our Marketing and Sales teams, and connect personally at events and trips, where Executives really get the time to talk to individuals and find out their dreams and goals. Our Distributors' happiness and success is our first priority, and that will never change.

"A woman can have it all if she combines the right opportunity with something she is passionate about."

—JONI ROGERS-KANTE

7 As you run SeneGence and your philanthropic organization, The Make Sense Foundation, what do you want for women? What message do you find yourself sharing?

❖ The Make Sense Foundation®'s mission is to help women and children in need, and has assisted thousands since its inception in 2002. I want women to know that they are never truly alone. Sometimes, perhaps often, when burdened with today's stresses, a woman simply needs to know another cares and wants to help, lend a hand, or share a kind word of encouragement. I received a little help and a lot of encouragement when I was younger, and wouldn't be where I am today if it weren't for the generosity and kindness of others. It is my hope the funds raised and distributed through The Make Sense Foundation, and the individuals who distribute these funds, help make this type of support possible to those women and children in need.





*"Any woman can learn
to build an empire."*

—JONI ROGERS-KANTE



8 With all you have accomplished with SeneGence over the last two decades, what are you most looking forward to in the future?

✿ We're planning to take SeneGence across the globe! Although we are already operating internationally in Australia, Canada, Mexico, New Zealand, Hong Kong, and others, we have exciting plans for further expansion. In some countries, we operate through independent brokers charged with introducing the product line to consumers. This helps seed the market and pave the way for our Distributors' success. I look forward to sharing our culture, products, and opportunity worldwide.

9 What would you say to someone who's interested in joining SeneGence? Is there anything else you would like them to know?

✿ Our culture is unlike any other out there. There is something special in the aura of a group of SeneGence women. It's a spiritual bond. While there are many opportunities in our industry, when you join us, you gain a family. At this company, we hug. We get to know each other's kids. We care about each other. Without a doubt, we've proven that a culture of likeminded, kind women can make a big difference and are stronger together. ♦

LipSense®

PUCKER UP!

LipSense
Moisturizing
Lip Balm



Say hello to long-lasting lip nourishment and protection! Moisture-rich botanicals help bind hydration to lips while **SenePlex+**® provides anti-aging benefits.

- ✓ Provides anti-aging and restorative benefits to lips
- ✓ Blended with the finest moisturizers and lip conditioners to help alleviate chapping
- ✓ Perfect for all ages and can be used as often as needed
- ✓ Choose clear for a natural look or pick a pop of color with tinted options







A WORK OF Heart

SeneGence is passionate about helping women and children thrive.

SeneGence® Founder and CEO Joni Rogers-Kante knows firsthand the great hardships and struggle to overcome life's trials while navigating single-parenthood. She ultimately overcame those hurdles and made her dream into a reality. However, the adversity she faced left a lasting impression, and she felt a deep desire to help others in difficult circumstances.

In 2002, the Make Sense Foundation® (MSF) was created with a mission to support women and children in need and has been able to provide over \$10 million in grants and charitable donations over the past 18 years.

This global pandemic continues to impact people's lives in unimaginable ways. Supported by SeneGence Independent Distributors, corporate partners, and individuals in communities across the country, the MSF was able to provide much needed help and support to hundreds of thousands of women and children in 2020.



*"Giving is
the key to live,
and to love."*

—JONI ROGERS-KANTE



CHANGING THE LIVES OF WOMEN AND CHILDREN GLOBALLY

The MSF fights hunger, poverty, and homelessness. According to Feeding America, more than 17 million children may have experienced food insecurity in 2020. Last summer, the MSF partnered with Meals on Wheels of Metro Tulsa to deliver food to over 200 homebound clients, with 75 percent of them being women. Additionally, the MSF provided an additional 2,500 meals for Sapulpa residents.

The MSF also supports international efforts. In Canada, one of every seven children are living in a shelter, reports Canada Without Poverty. The MSF provided a grant to Chez Doris, a Women's Shelter Foundation in Canada, to help convert a townhouse into an emergency overnight shelter.

The MSF supports victims of domestic and sexual abuse and provides funding to those rescued from sex trafficking and modern slavery. Global estimates published by the World Health Organization (WHO) indicate that about 35 percent of women have experienced some form of physical and/or sexual violence by their intimate partner. The MSF donated over \$100,000 in 2020 alone to help organizations that provide services to women and teenage girls experiencing intimate partner violence.



The International Labour Office (ILO) found that 71 percent of women and girls accounted for modern slavery victims. The MSF understands the urgent need to fight against human trafficking and slavery and provided over \$50,000 in grants in 2020 to organizations such as EXITUS, Open Gate International, and Safehouse Crisis Center.

The MSF supports education, training, and promotes health and wellness. Women make up half of the total U.S. college-educated workforce, but only 28 percent of the science and engineering workforce, as stated by the National Science Board. The MSF supported organizations such as Black Girls CODE, Dress for Success, and BlackFem this past year by donating over \$100,000 in grants and charitable gifts.

The American Childhood Cancer Organization reports that cancer remains the most common cause of death by disease for children in the United States. Additionally, one out of every eight women

will develop invasive breast cancer over the course of their lifetime, according to BreastCancer.org.

The MSF was proud to donate to charities such as the Toby Keith Foundation—OK Kids Korral to help make life a little easier for children with cancer by providing a safe, convenient, and hopeful place for families. Additionally, the MSF provided a grant to Oklahoma Project Woman that provided the full continuum of breast health care to 70 uninsured women.

A PASSION FOR GIVING. A MISSION THAT MATTERS

Giving back to others is the heart of The Make Sense Foundation. The MSF accomplished a lot in 2020, but there is still much to be done! The goal is to reach even more women and children in need beyond the U.S. borders over the next year.

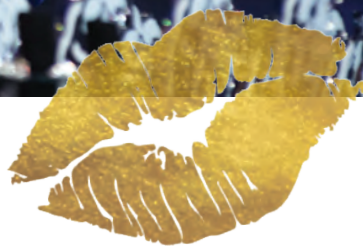
As Joni explains, "Giving is the key to live, and to love." ♦

SEALED WITH A KISS

from Toni



Hello Lovely,



THANK YOU SO MUCH for picking up a copy of *Acclaim* and discovering what SeneGence® has to offer to women around the world. If you want more information about our incredible organization, feel free to reach out to a local Distributor at any time, and they'll be happy to assist you with making The SeneGence Choice—to become a SeneGence Distributor yourself and start a career on your own terms, or to become a SeneGence Customer and experience our innovative, long-lasting cosmetics and skin care.

2020 was an extremely difficult year, but the kindness I saw from our Distributors continues to give me such hope. Some Distributors chose to create care packages full of SeneGence products for frontline workers, while others went out and volunteered in their communities. We as a company knew we also needed to do our part to help. We formulated, manufactured, and donated hand sanitizer to local hospitals and health organizations; distributed hand sanitizer and SeneGence-branded face masks to our corporate employees; and included a bottle of hand sanitizer with each Distributor's order. Giving back to the community is a core value of this company, and it always will be.

Despite the challenges that came with 2020, it proved to be an incredible year of growth for SeneGence. We launched the **Kiss & Tell Preferred Customer Program**; hosted our **first-ever virtual event**; and announced the expansion of operations to Oklahoma. We also launched some revolutionary new products, including **Digital Age Defense Serum**, **Rejuvenating Anti-Wrinkle Serum**, **HairPlenish™** and **HairBalance™ HairCare**, and **Advanced SenePlex+® Renewal Serum with Retinol**, just to name a few! There is so much to be grateful for.

We've been there for our Distributors and Customers during the difficult times, and we'll be there for you, too. For over 20 years, SeneGence has empowered women of all ages, backgrounds, and education levels to Live Life in Love and Abundance—then Work for It. Join us in empowering women across the globe!

All my love to you,

Toni Rogers-Kante

Perfect Palettes

IN A PINCH

Pressed for time or feeling uninspired? No worries! SeneGence® has created perfectly **cohesive palettes for gorgeous looks** you can put together in the blink of an eye.

Berry Sweet

PALETTE

- Desert Rose ShadowSense®
- Pink Berry BlushSense®
- Violette LipSense®



Warm Nudes

PALETTE

- Dusk Shimmer ShadowSense
- Toasted Rose BlushSense
- Nude Honey LipSense



Fireside

PALETTE

- Pink Posey ShadowSense
- Terra Cotta BlushSense
- Creamer LipSense



Cherry Cola

PALETTE

- Candied Cocoa Shimmer ShadowSense
- Cherry BlushSense
- Kiss For A Cause LipSense



LipSense®

The Lips

THAT LAUNCHED
AN EMPIRE



THE LIPSENSE LINE debuted with six shades, some of which are still a part of the permanent collection. Since 1999, LipSense has been available in hundreds of shades, ranging from the deepest black to the sheerest pink. Today, the line features more than 50 confidence-building colors like Fly Girl, Bella, and Nude Pink. The line is designed to capture current beauty trends while still celebrating the classic colors that never go out of style.