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FROM THE PUBLISHERS OF SUCCESS MAGAZINE

SENEGENCE

SENEGENCE BREAKS GROUND ON
NEW **OPPORTUNITIES**

The New BEAUTY LAND

LOOK GORGEOUS ALL DAY WITH LONG-LASTING COSMETICS
+ JONI'S VISION CHANGES EVERYTHING

2017-2018

**A COSMETICS LINE
LIKE NO OTHER**

SenseCosmetics®

Tired of makeup that fades, runs and smudges? Wax-free, lead-free SenseCosmetics last all day and are healthy for the skin. Show off your unique style by blending products and shades together to create a number of effects and custom hues.



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The success or failure of each individual is dependent on their own efforts. SeneGence International, Inc. has generally expected results which can be obtained by visiting www.SeneGence.com

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ON THE COVER

SeneGence recently broke ground on a 225-acre corporate campus in Sapulpa, Oklahoma, to meet the increased demand for its exclusive long-lasting cosmetics and anti-aging skin care products.



Every new year is always exciting in the direct selling world, as people experience renewed energy and a fresh vision for their business. But few companies have the momentum of SeneGence International, which is poised to continue its skyward trajectory toward the top of the beauty industry. After three consecutive years of more than 100 percent sales growth year-over-year, SeneGence recently broke ground on a 225-acre corporate campus in Sapulpa, Oklahoma, to meet the increased demand for its exclusive cosmetics and skin care products. The event was attended by a who's who of state and local dignitaries, including Lt. Gov. Todd Lamb, and garnered widespread media attention.

Moving the company's international headquarters to founder **Joni Rogers-Kante's hometown** along the Route 66 corridor not only makes sense logistically, but also aligns with its mission of giving back. SeneGence is creating hundreds of new jobs in the tightly knit community, and supporting future economic development. Meanwhile, thousands of beautiful SeneGence Distributors are setting new milestones for their business in 2017, as they empower other women across the globe. Their efforts, combined with the strategy and vision of the company's leadership, have SeneGence well on its way to surpassing its goal of \$1 billion in global annual sales in the next year. We share their excitement, and look forward to celebrating what lies ahead!

The Editorial Staff

THERE'S *NO PLACE* LIKE *home*

THE FOUNDER AND CEO OF SENEENCE REVISITS HER
OKLAHOMA ROOTS AS HER COMPANY EXPANDS GLOBALLY.

BY LESLIE J. THOMPSON



SeneGence Distributors
break ground at the
future headquarters



Sapulpa, OK, future
home of SeneGence

Joni Rogers-Kante stands beaming in the early autumn sunshine as she looks out over a sprawling tract of land at the intersection of Highway 33 and I-44 in northern Oklahoma.

A caravan of white coach buses has just rolled in off the access road, parking in a neat row on the grass a hundred yards away. Suddenly, an azure wave emerges along the horizon, as more than 300 women wearing royal blue dresses make their way toward an outdoor stage set up in the middle of the field. They chat excitedly, waving and laughing as they spot their mentor up ahead. Several are wearing glistening tiaras, representing their rank as the top earning Distributors at SeneGence, one of the foremost beauty companies in the direct sales industry. They have come to the crossroads of America to attend the company's annual leadership conference—but first, there will be a celebration.

BREAKING NEW GROUND

The date is October 7, 2016, and the founder and CEO of SeneGence is accompanied by other members of her executive team, hundreds of Distributors, and a cadre of local and state government leaders for a special groundbreaking ceremony at the 225-acre property on the edge of Sapulpa, a town of 20,000 just south of



SeneGence Distributors pose at the new Midwest Training & Call Center

Tulsa. Lieutenant Governor Todd Lamb takes the podium to thank SeneGence for investing in Oklahoma, while Representative Mark McCullough, Mayor Reg Green, police chief Mike Haefner, and members of the city council look on from the crowd. A classic story of a small-town girl who made it big unfolds, as Joni announces that the place where she grew up will be the site of the company's new Midwest distribution center, and ultimately, its future headquarters.

"It's a really huge thing for our community and the area," says Sapulpa Economic Development Director and former Senator Ted Fisher. "We had great cooperation. It was a wonderful effort." The event is followed by a ribbon cutting ceremony and festive hoedown at SeneGence's new Midwest Training & Call Center, housed in a hundred-year-old building downtown on Main Street. The one-time feed store underwent a \$1.5 million renovation to maintain the integrity of



The Kante family and SeneGence staff join Oklahoma State Leader and Sapphire Queen Dawn Christian for the ribbon-cutting ceremony

“Choose to Live
Life in Love and
Abundance... and
then work for it!”

— Joni Rogers-Kante



SeneGence
Headquarters
Master Plan

the brick façade while completely modernizing the interior with a crisp white lobby, office and meeting spaces, brightly lit makeup stations, and a state-of-the-art call center.

“The town hasn’t changed at all. I loved restoring these gorgeous old buildings, bringing in more jobs to the community,” says Joni. Nestled between Oklahoma City and Tulsa along the Route 66 corridor, Sapulpa offers the perfect location for the company’s Midwest operation, which has already created more than 100 new jobs for the area. Joni’s vision to revitalize the historic township also aligns perfectly with that of City Manager Joan Riley, who hopes to bring in more retailers and restaurants to make Sapulpa a destination for shopping and entertainment. “We now have that opportunity. We can be ready for businesses when they call,” Joan says.

CROSSROADS TO THE FUTURE

Since starting her direct sales beauty company in 1999 with six shades of LipSense® lip color, Joni has grown the business into an international empire, with more than 300 products and Distributors in 13 countries across the globe. In December 2016, SeneGence moved its West Coast headquarters, pick-and-pack, warehouse and manufacturing operations into a new 50,000-square-foot space in Foothills, California. With a goal of expanding to 20 countries and reaching \$5 billion in annual sales in the next five years, the company now plans to build a new campus in Sapulpa and ultimately relocate its headquarters to the Midwest by 2018.

“We’re going to have suites for out-of-town guests, a convention center, our headquarters, manufacturing, distribution and a training area,” Joni says proudly. But her true mission is to continue empowering women worldwide, both through the opportunity with SeneGence and through its philanthropic arm, **The Make Sense Foundation®**.

Breaking ground on the company’s future headquarters is just one more step toward accomplishing this goal while also giving back to the community that remains dear to her heart.

“Joni started here in Oklahoma as a young girl and always had a vision to come back and support this area,” says Jeri Taylor-Swade, Ruby Queen and International Trainer, who has been a SeneGence Distributor for 17 years. “Now she’s able to not only help women all over the world, but also help bring finances, vision and excitement to the people of Sapulpa and Oklahoma,” she says.

The entire community also rallied around the effort to bring SeneGence to the bantam township outside of Tulsa, notes Chief Strategy Officer Ben Kante, who is Joni Rogers-Kante’s husband. State and local leaders banded together with city and county officials and helped the project move forward in a very short time frame, he says, adding, “It’s amazing what this small town has done. It’s truly a village helping us grow. And we love to give back.” ■



PROTECT
your
skin



MakeSense®
by SeneGence®

ADVANCED ANTI-AGING FOUNDATION

Formulated with SenePlex® Complex+ and SeneShield™, two of the most advanced anti-aging and skin protective technologies known today. This blend of ingredients helps to minimize damage previously caused by exposure to daily toxins, and stays on all day with long-lasting color technology.



HOME Enid, Oklahoma
RANK Amethyst Empress

What makes you feel beautiful?

Empowering women... and the amazing condition my skin is in!

What's the SeneGence product you can't leave home without?

That's almost impossible! If I could have only one, it would have to be the **MakeSense Color Correcting Tinted Moisturizer**.

What's your favorite thing about SeneGence?

The freedom it has provided my family.



glass half full

BY BRITTANY FINCH

We could all learn a lesson from Casey Rubly. In fact, many have.

“Before joining SeneGence, I was a second-grade teacher,” she says. “I’ve continued that career throughout my SeneGence journey so far. This week, amazingly enough, is my last! I’m now going to work from home and do SeneGence full time!”

Always on the lookout for a good opportunity, she immediately saw possibilities with SeneGence. “As a teacher, I was looking for ways to earn extra income,” Casey explains. “When I saw how quickly people were interested in the product, I knew I had to give the business side a try. I thank God every day that I did!”

After signing up as a Distributor, Casey set her sights high. “At Seminar, I set a goal with Joni to achieve the rank of Empress. The goal was a bit overwhelming and seemed almost impossible,” she says.

Casey’s boldness paid off. With her optimistic outlook and daily experience overcoming obstacles as a teacher, she embraced the challenge she set for herself. “Positivity is contagious and I am a true believer in it,” Casey says. “I’m a glass-half-full kind of girl. I know that without being flexible and easygoing you can drive yourself crazy!”

Casey met the goal she set for herself, and shares much of the credit with her team: “I have the best team. We hit the ground running and were able to meet our goal with three months still to go! We never give up!”

This promises to be only the beginning of Casey’s exciting journey. “Now that I’m able to focus all of my time and energy into my business, I’m really excited to see what is possible,” she says. “I want to keep empowering women to become as financially free as I have become.”

“Positivity is contagious and I am a true believer in it.”

PHOTOGRAPHS BY MARK PERLSTEIN.

Casey
RUBLY's

positive outlook has yet
to meet its match.





smooth
SKIN *with*

Facial Resurfacer

Achieve glowing, smooth skin with Facial Resurfacer containing grains of Vanuatu Volcanic Ash. This powerful buffer helps to rid skin of impurities and reveals soft, revitalized skin.

SeneDerm
Solutions





*An increasing
number of
people explore
Direct Selling
as a path to
SUCCESS.*

your
bright
future

BY LESLIE J. THOMPSON

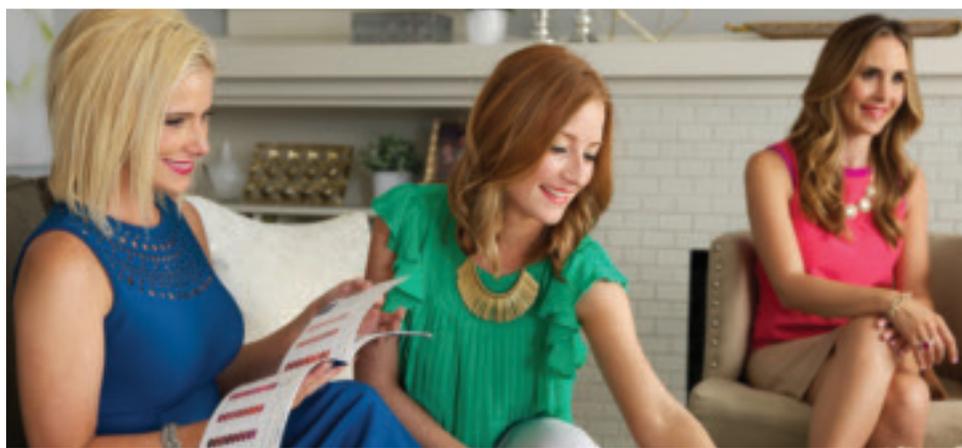
Freedom. The word carries powerful weight and triggers deep-seated desires. We dream of being free to make our own decisions, free from financial lack, free to travel the globe, spend time with our families, or pursue a new hobby.

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 from anywhere**, opening new avenues of opportunity for those with an entrepreneurial mindset. From sharing services, like Uber and Airbnb, to virtual storefronts on Etsy and eBay, technology-driven business models have disrupted the status quo and leveled the playing field for people who want control of their earning potential. Perhaps nowhere is this shift more evident than in the direct selling industry, which today provides a pathway for more than 100 million people around the globe to achieve the financial independence, time freedom and sense of purpose they truly desire.

77%

of individuals involved in Direct Selling are *highly satisfied* with their work.

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 direct selling centers on sharing information in a casual setting, which is something we do every day. Work doesn't feel like work at all when it's simply telling someone about a great product or business opportunity, or posting pictures of happy customers on social media. While millions of workers are forced to adhere to a set schedule from their



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, like cars and trips, by building their own business selling products or services that they use and love. Top companies have created proven, step-by-step systems to help distributors sell, while a culture of community provides distributors with recognition-based support that so many workers desire.

employers, independent distributors are empowered to fit their business around their lifestyle, giving them more time to spend with their family or pursue activities they enjoy.

Direct selling ticks 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. People involved in relationship marketing also have a higher percentage of annual incomes over \$50,000, the Direct Selling Association reports, and many are earning a six-figure income or higher, based on the time and effort they dedicate to the business.

**THE DIRECT
SELLING
BUSINESS
MODEL GIVES
DISTRIBUTORS
the autonomy
TO WORK
ON THEIR
OWN TERMS.**

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 life. More than three out of four independent distributors are women, who range in age from millennials to baby boomers. For stay-at-home moms, direct selling gives the opportunity to earn an income while managing responsibilities as a parent and safeguarding valuable family time. Retirees and younger women who are just entering the workforce often are attracted by the social aspect of relationship marketing, which provides opportunities to **build lasting friendships** with customers and other direct sellers.

The biggest categories in relationship marketing also appeal strongly to women, with beauty being the second-largest category in the industry. Cosmetics accounted for nearly a third of annual revenues in 2015, and the United States represents the largest cosmetics market in the world, exceeding \$62 billion in sales for 2016. Experts predict the growing trend toward digital promotion, including selfies, video tutorials, 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 experiences with others.

TIME TO TAKE **Control**

Making the leap into entrepreneurship can be frightening, 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. Through direct selling, millions of people are leaving behind the daily grind and embracing the autonomy they desire, achieving a **healthier work-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. ■

READY TO FIND YOUR PERFECT *Direct Selling* COMPANY?

THE DIRECT SELLING INDUSTRY offers an exciting avenue to become your own boss, but not all direct selling companies are equal. Before you get started, consider these three factors:

A GOOD *Comp Plan*

- 1 Choose a company with a good comp plan and incentives. SeneGence offers one of the most generous compensation plans in the direct sales industry, plus opportunities to earn exotic trips and lease payments on a new car.

Structured TRAINING

- 2 Find a company that has an extensive plan to support you. With SeneGence, everything you need to run your business is at your fingertips, including back office and training material.

MARKETING *Support*

- 3 Look for marketing materials that are simple and carry the company's message clearly. At SeneGence, powerful marketing tools are as purposeful and elegant as they are powerful and effective.





HOME Oklahoma City, Oklahoma
RANK Monarch

What makes you feel beautiful?

Growing to love myself on the inside makes me feel beautiful on the outside.

What's the SeneGence product you can't leave home without?

If I had to pick just one, it would be **Nangai Oil**.

What's your favorite thing about SeneGence?

The opportunity for not only financial gain, but also personal growth that happens as a Distributor.



nailed it

BY BRITTANY FINCH

I did nails from my house while keeping my two small kids with me,” says Karleigh Crouch. “One of my nail clients came in for her appointment and was raving about this lip color that doesn’t rub off. All she had to do was rub her lip and show that it didn’t budge, and I knew I had to have every color. I bought two and instantly started to feel pretty again when using them. I knew I had to share this with other women like me!” Karleigh was onto something, she thought, and she decided to share SeneGence with those closest to her. “Seeing the reaction from my friends and family when sharing these amazing products showed me that I had a responsibility to also share these life-changing products with others,” she says.

Beyond the products, Karleigh sees even more that sets SeneGence apart. “I believe that Joni is the humble foundation that keeps this company so beautiful. Not to mention the amazing staff,” she says.

“God definitely has his hand on this company and is blessing so many people. Being a part of SeneGence is like gaining a bonus family.”

The products and culture have been a powerful combination for Karleigh. “Everything has changed,” she says. “My self-esteem and my family’s future are better. I gained a new purpose in life as well, reigniting passions and dreams I hadn’t thought about in a long time. I now have the confidence to become a better version of me, a better mom and a better leader. I cannot imagine my life without SeneGence.”

Perhaps the key ingredient in her success, however, has been herself. “The most important thing I’ve learned is that there is no perfect way to do this. In other words, you don’t have to have it all together to have it all.”

“You don’t have to have it all together to have it all.”

PHOTOGRAPHS BY MARK PERLSTEIN.

Karleigh
CROUCH

found something in
SeneGence she hadn't
found elsewhere.





*Expand
with*

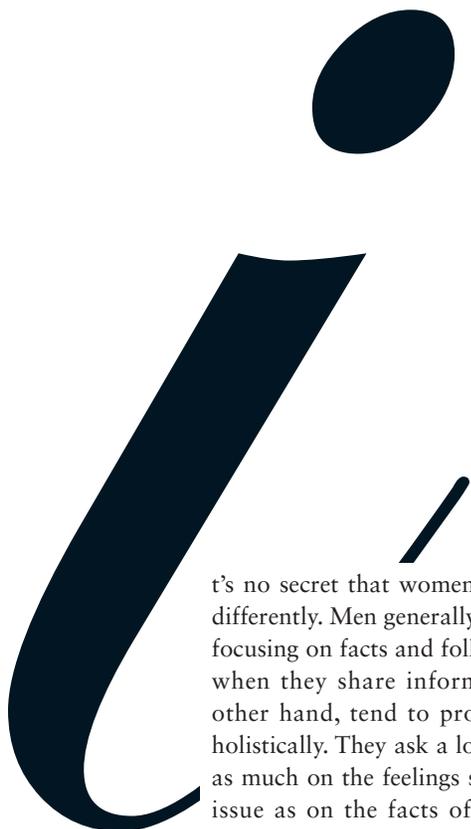


glam

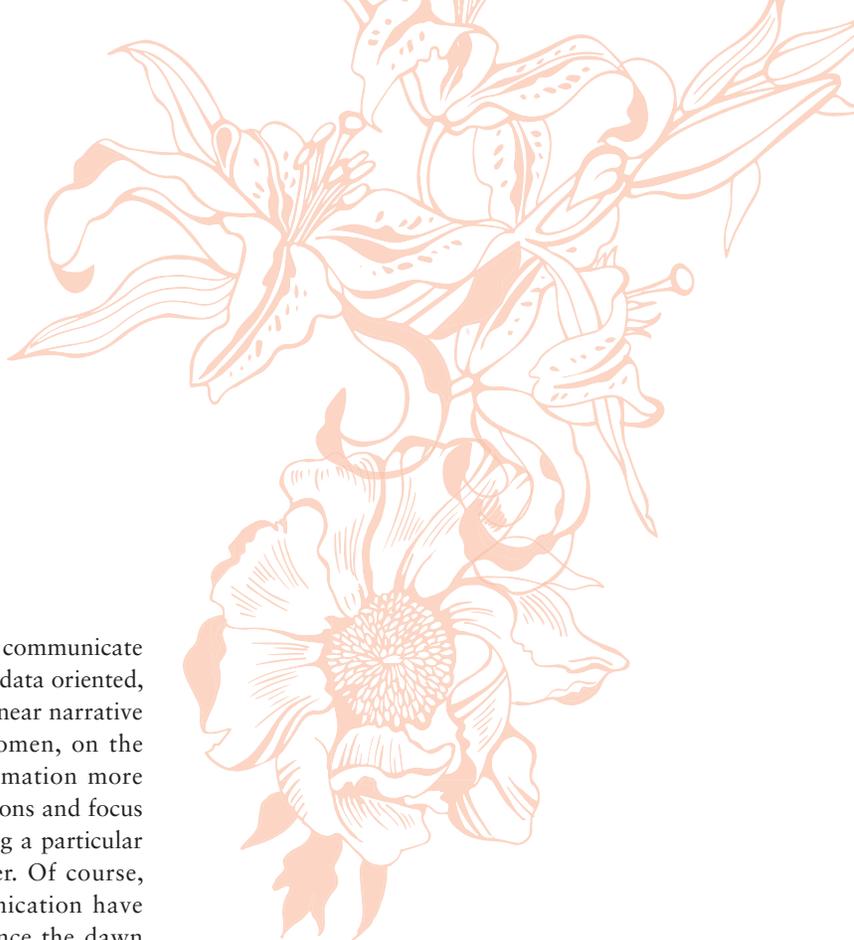
SENEGENCE CREATES
beautiful OPPORTUNITIES.



BY LESLIE J. THOMPSON



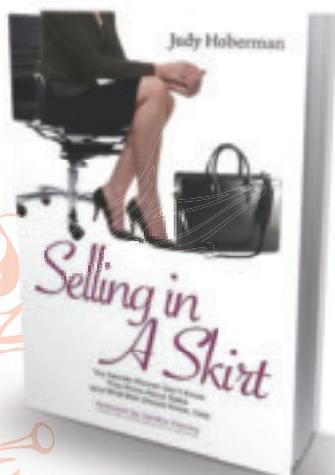
It's no secret that women and men communicate differently. Men generally are more data oriented, focusing on facts and following a linear narrative when they share information. Women, on the other hand, tend to process information more holistically. They ask a lot of questions and focus as much on the feelings surrounding a particular issue as on the facts of the matter. Of course, the gender differences in communication have provided fodder for comedians since the dawn of time, and led to infinite misunderstandings between couples and co-workers. But for any woman considering a new career path, leveraging her natural communication style can open exciting new doors of opportunity.



In her popular **BOOK** *Selling in a Skirt: The Secrets Women Don't Know They Know About Sales (and What Men Should Know, Too)*, author and gender expert **JUDY HOBEBMAN** explains women's relational style of communicating gives them an advantage when it comes to the sales process.

"Men and women simply employ differing techniques to share and process information, based on innate as well as learned communication strategies," Judy writes, noting that these differences shape how women and men form opinions and make decisions. She adds, "Embracing these differences can facilitate the sales process and bolster customer retention, because a happy customer is a loyal customer."

Since women are naturally gifted at connecting on a personal level, more and more women are joining the direct selling industry to earn a part-time or full-time income. In the process, they are discovering the joy of being their own boss, and the fulfillment of helping other women succeed. In fact, more than three-quarters of direct sellers in the U.S. are women—and in an industry that reached \$184 billion in sales worldwide in 2015, success can mean big bucks.



JUDY HOBEBMAN explains that women's relational style of communicating gives them an advantage when it comes to the sales process.



DIRECT SELLING LETS WOMEN

EARN AN INCOME doing what comes naturally—telling others about products they love, and empowering them to pursue their passion.

SHARING YOUR EXCITEMENT

Direct selling, or relationship marketing, is especially appealing to women because they can make money doing what comes naturally—telling others about products they love, and empowering them to pursue their passion. They can enjoy the flexibility of working where and when it's convenient for them, while still taking care of things at home and enjoying time with family and friends. Since women frequently recommend their favorite products or companies during everyday conversations, their business can integrate seamlessly with daily activities. Every person they meet represents an opportunity to tell someone new about products they are sure to love, or invite them to make extra money through the business and achieve their financial goals.

“Our Distributors enjoy a career opportunity that not only provides the ability to earn valuable income, but also provides the freedom and flexibility to do it in their own way, on their own schedule and at their own pace,” says Michael Moad, Chief Legal Officer for SeneGence.

The desire to understand and uplift others also makes the direct selling industry an excellent career choice for women. As mothers, sisters, friends and wives, women experience joy and satisfaction by offering support to people they care about, and helping where they can. They value and nurture relationships—a quality that is at the core of the best direct selling companies.





LEVELING THE PLAYING FIELD

At the same time, direct selling speaks to a woman's heart by providing rewards and incentives that celebrate her own success, as well as personal-development resources that can help her feel confident and inspired. Joni Rogers-Kante had this in mind when she founded SeneGence, the fast-growing direct selling company that has taken the beauty industry by storm. More than just a cosmetics company, SeneGence teaches women how to succeed. In fact, the company's mission is to empower women around the world with a career that really works, using products that really work.

"For 17 years and counting, I have been privileged to witness SeneGence make a positive difference in the lives of thousands of women and families all over the world," Michael says. "Joni's vision of offering Distributors a unique and first-class product and a rewarding discount and compensation structure, superior to other plans available in the direct selling industry, has been the guiding light."

MORE THAN THREE-QUARTERS OF DIRECT SELLERS IN THE U.S. ARE WOMEN—and in an industry that reached **\$184 BILLION** in sales worldwide in 2015, success can mean big bucks.



SeneGence presents an optimal prospect for women to earn a part-time or full-time income, because the direct selling industry offers a level playing field on which to build a career. The opportunity to become an independent Distributor is available to women of all ages, regardless of their education, economic background or previous work experience. SeneGence has also developed a comprehensive training program that offers step-by-step guidance to help Distributors build their business.

"At the core of our business is the concept of mentorship and development of our Distributors," says SeneGence Chief Information Officer Thomas Doria. He adds, "Every element of the business has been designed to help women entrepreneurs be successful."

SeneGence Distributors can decide for themselves how little or how much time they want to devote to their business, and they have the flexibility to work from home. The company also provides its enterprising entrepreneurs with a range of useful marketing tools to promote their business, from pre-designed marketing materials to a customized website, and even a New Distributor Kit with materials they need to start their new venture. Equally important, Distributors benefit from the experience and guidance of leaders in their group, as well as the executives and support team at the corporate headquarters, who are available to answer questions and provide encouragement every step of the way. "Distributors own their own business and develop their business through the continued support of SeneGence," notes SeneGence President Philippe Guerreau.

In keeping with its mission of empowering women, SeneGence is also committed to giving back to the communities that have supported those who have embarked on a career as an independent Distributor. The Make Sense Foundation® is a 501(c)(3) nonprofit organization created by Joni to let

SeneGence Distributors share their collective success by helping women and children in need. They can recommend nonprofits to support and often have the privilege of presenting checks from the foundation to their favorite organizations. To date, The Make Sense Foundation has donated to dozens of charities from coast to coast and will continue to uplift others as SeneGence continues to grow.

“Our goal is to become a global entity in the world of philanthropy,” Joni says. “We feel that giving back to the community and others in need is the only option.”

LOOKING TO THE FUTURE

For any career decision, finding a company that has a strong track record and positive outlook for future growth is key. Since its debut in 1999 with a small range of LipSense products, SeneGence has continued to expand its line of cosmetics and skin care products while increasing its footprint in the marketplace. The company opened the Canadian market in 2001 and launched in Australia two years later. Today, SeneGence has more than 300 products and accessory items and does business in 13 countries worldwide. “We are investing in state of the art filling equipment, expanding our vendor partner relationships for additional capacity and reinforcing our supply chain team with talented, passionate employees to help serve our Distributors’ businesses on a consistent and ever-expanding basis,” says Chief Operating Officer Steve Jarvi.

The beauty industry juggernaut also recently broke ground on a 225-acre property in Sapulpa, Oklahoma, to build a new corporate headquarters that can accommodate the need for larger manufacturing facilities, additional warehousing and distribution capabilities, and a state-of-the-art training facility.

Says Chief Financial Officer Jerome Kaiser, “2017 will be a year for the record books for SeneGence. We continue to see incredible sales growth across all markets, and with that come opportunities to enhance our business with new tools for Distributors.”

“We are keenly focused on our new, state of the art distribution facilities, in multiple locations,” says Chief Strategy Officer Ben Kante. He adds, “We have recently completed production of custom high-speed filling machines to fulfill our inventory needs like never before. Yet with all the physical expansion and new equipment, we are dedicated to never losing



Today, **SENEGENCE**
HAS MORE THAN 300
PRODUCTS and accessory
items and does business in
13 countries worldwide.

the human touch we deeply value having with our Distributors and customers.”

Equally important to the company’s financial success are the countless new relationships that are born out of its continued growth. Across the U.S. and around the world, tens of thousands of women have discovered an enhanced quality of life by joining the “SeneSisterhood” of independent Distributors. Their experiences and the sense of family at every SeneGence event is testament to the company’s commitment to putting people before profit.

“Many companies speak to the concept of treating their employees like family, however, few actually walk the talk. SeneGence represents that unique exception to the rule where employees are actually embraced as family at all levels of the organization,” says Thomas.

“SeneGence is different. So many companies focus on the product alone or the customer alone. Rarely does a company look at the well-being of its employees, its Distributors, and its end customers alike,” agrees Philippe.

Regardless of their career path, women want to be a part of something greater than themselves, and SeneGence offers this opportunity like few other direct selling companies do. The independent Distributors who make up the SeneSisterhood around the globe are not only earning great financial rewards and enjoying a flexible work schedule, but also lifting up other women and showing them a pathway to a life that is personally and professionally fulfilling.

“Our SeneSisterhood is a positive support system for all Distributors to participate in a caring family business,” says Christopher Simonian, SeneGence Sales Development Officer. “No matter how big we become, we will never lose the personal touch. It’s all about relationships!” ■



SeneGence is also
**COMMITTED TO
GIVING BACK TO
THE COMMUNITIES**
that have supported
those who have
embarked on a career
as an independent
Distributor.



HOME Columbus, Nebraska
RANK Amethyst Monarch

What makes you feel beautiful?

Being a mom and seeing the ways my boys look at me.

What's the SeneGence product you can't leave home without?

MakeSense Advanced Anti-Aging Foundation, because of the beautiful coverage and the SeneShield!

What's your favorite thing about SeneGence?

The mission behind SeneGence to allow others the opportunity to live life in abundance.



time for memories

BY BRITTANY FINCH

Jenna Clark had just one goal. “I desperately wanted to take our boys to Disney World before they got much older.” 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 since 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,” she explains. More than that, her work required a lot from her personally, too. “My job was to work with students and families in crisis. I was often the first stop for someone who was hurting. I loved everything about working with the kids, but it was a highly stressful and emotionally draining job that often left me without the energy and grace needed for my own children.”

Fortunately, Jenna heard about SeneGence through a friend. “As soon as I tried the product, I knew that I had a ‘winning ticket’! Once

I realized that none of my friends, family or co-workers had heard of SeneGence, I put my business hat on and got to work!” She jumped in with both feet and her success has been staggering. This, of course, includes her becoming Empress, and reaching even higher ranks since. “We achieved this goal by hard work and a vision to grow. I know that sounds cliché, but that is really what it took. I put my business cap on and asked my girls to do the same. Did I mention that I have the best team ever?” 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. I am able to pick my boys up from school, volunteer more in the community, and as a family, we are able to tithe more and we have greater freedom to financially support causes that are important to us. And the list keeps growing!” she exclaims. “Oh yeah, and we totally went to Disney and loved every minute of it!”

“As soon as I tried the product, I knew that I had a ‘winning ticket’!”

PHOTOGRAPHS BY REED HOFFMAN.

Jenna
CLARK

wants to give even more
to those she loves.



MAKING *your* BEAUTY MARK

SeneGence beauty products blend **anti-aging skin care with patented long-lasting color technologies.**

by LESLIE J. THOMPSON



As little girls, we thrill at the chance to try on our mother's lipstick, or have her apply blush to our delicate cheeks. In adulthood, we delight in discovering how makeup can make us feel more glamorous, reveal facets of our personality, and lift our mood. We marvel at the transformative nature of anti-aging skin care products as

we explore ways to maintain a youthful glow.

Women the world over use cosmetics as an outlet for fun, as a fashion statement, and as a confidence booster. Globally, the cosmetics market saw \$460 billion in sales in 2014, according to MarketResearch.com, with skin care accounting for more than 35 percent of revenues. The beauty industry is booming and annual sales are estimated to reach \$675 billion by 2020.



LipSense[®]

*patented color
technology gained
immediate interest
because of its
long-lasting and
smudge-proof
qualities.*



O

ne progressive company is capitalizing on the growing trend with a proprietary line of cosmetics using beneficial ingredients sourced from Mother Nature combined with scientific formulations. SeneGence International burst on the beauty scene in 1999 with the launch of LipSense® patented color technology, which gained immediate interest because of its long-lasting and smudge-proof qualities. Since that time, the company has added more than 300 products and accessory items to its line, as women around the globe discover how SeneGence can make them look and feel more beautiful.

“We offer products that really work and live up to their claims,” says company Founder and President Joni Rogers-Kante. “That commitment is even part of our mission statement, ‘To empower women around the world with a career that really works using products that really work.’ ”

A LOOK THAT LASTS

All creamy SenseCosmetics® combine anti-aging skin care with patented long-lasting color technologies, so women look as stunning at day’s end as they did when they put their makeup on hours before. By combining beneficial botanicals with SenePlex® Complex, which is formulated to renew skin cells more rapidly and fight the signs of aging, SenseCosmetics double as skin care and makeup. The cosmetic line also is designed to let women blend multiple color products and create custom looks that suit their skin tone and personal style.

“All of our makeup products are customizable, so you can mix different colors to create a unique combination that works for you,” Joni says. “Every woman is beautiful in her own distinctive way. Beauty is about expressing your personality, the essence of who you are, and SenseCosmetics let you do that.”

The long-lasting LipSense liquid lip colors have become the trademark of SeneGence, with independent Distributors proudly wearing different shades on their hands to demonstrate the lip color’s staying power. In addition to letting the wearer look and feel more beautiful, the LipSense line offers protective and restorative benefits. The proprietary formulations and color pigments in LipSense not only create a non-wax shield that stays put for hours and won’t smudge, but also helps to protect the lips from natural elements. These qualities are enhanced by the LipSense moisturizing



*“Beauty is
about expressing
your personality,
the essence of
who you are, and
SenseCosmetics let
you do that.”*

—Joni Rogers-Kante,
Founder and CEO, SeneGence

glosses, which are formulated with shea butter to keep lips moist and plump.

THE FIRST LINE OF DEFENSE

Following the early success of LipSense, Joni set out to find the most unique and beneficial ingredients to match with the proprietary formulas of SeneGence products. Her travels led her to the Vanuatu islands in the South Pacific, where she worked with scientists to find anti-aging ingredients that protect and nurture the skin. They developed formulations using unique elements derived from Vanuatu’s rich bounty of plants, flowers and minerals to create the SeneDerm® line of anti-aging skin care products. The scientific ingredients blended with rich botanicals and beneficial minerals create a revolutionary skin care system, with solutions for every skin type. When used together, the SeneDerm SkinCare and SenseCosmetics products protect skin around the clock, working synergistically to promote increased cellular renewal and create a vibrant, healthy complexion.

Improving the rate at which skin cells renew themselves is key to achieving a clear, radiant complexion, which is the first step to creating a beautiful makeup look, Joni explains. “Increased cellular production diminishes fine lines and wrinkles and makes the skin more luminous,” she says. By promoting cellular renewal, the skin maintains its elasticity and a more even tone, making the complexion look smoother.

All SeneDerm, SeneDerm Solutions, and creamy SenseCosmetics contain SenePlex Complex, which contains active enzymes that work to eliminate dead skin and produce healthier, plumper cells as they move



Women of EVERY STRIPE

What better way to showcase the staying power of LipSense than by wearing it in a unique way? SeneGence Distributors love to flaunt stripes of LipSense liquid lip color on their dominant hand to show that it won't come off or smudge, even after hours of wear and multiple washings. The proprietary formulations and color pigments protect lips and keep the wearer looking great all day long, no touch-ups needed!



to the skin's surface. Clinical tests at an independent laboratory show that **SenePlex Complex** renews the skin from the inside out an average of 23.3 percent more rapidly, creates a 45 percent increase in skin smoothness, and eliminates fine lines and wrinkles by 55.7 percent in just four to eight weeks. Women of all ages and with all skin types can realize these remarkable improvements by using SeneGence's proprietary cleansers and moisturizers in their daily skin care regimen.

PROTECTION AGAINST URBANIZATION

Some SenseCosmetics and SeneDerm products also contain **SeneShield™**, an exclusive, proprietary blend of ingredients that forms a barrier against air pollutants, UV rays and free radicals. SeneShield includes a natural plant sorbitol and yeast extract, creating a non-clogging, transparent shield to protect skin against the effects of urbanization and help to reduce signs of aging. Coupled with SenePlex Complex+, SeneGence products containing SeneShield represent the most advanced anti-aging technology known today.

Women across the globe feel more confident when they look their best. They count on makeup to help them achieve a flawless appearance and anti-aging technologies to maintain a youthful glow. SeneGence empowers women to put their best face forward, blending scientific

ingredients with beneficial botanicals to formulate a full range of products that keep skin healthy and let women create a makeup look that is uniquely their own.

"I want women everywhere to know they are valued, to feel comfortable in their own skin, and for others to see just how remarkable they are," Joni says. ■



COUPLED with **SenePlex Complex+**, SeneGence products containing **SeneShield** represent the most advanced anti-aging technology known today.



HOME Washington, Utah
RANK Emerald Empress

What makes you feel beautiful?

When I feel happy and confident.

What's the SeneGence product you can't leave home without?

I cannot leave home without **LipSense® Gloss!**

What's your favorite thing about SeneGence?

I love seeing so many lives changed, including my own.



best of all

BY BRITTANY FINCH

Tauni Alexander heard about SeneGence from her best friend. Neither women had tried SeneGence products, but Tauni's friend just had to tell her about this amazing smudge-proof lip color she had heard of. After going home and actually trying LipSense, her best friend called her immediately. "She told me, 'If you haven't heard of anyone in your area selling SeneGence, you have to sell it!' She saw the opportunity for me," Tauni explains. With a little extra encouragement from her husband, she ordered her first LIPS Kit. "I was ready to change our family's life, and I haven't looked back since."

Tauni continues, "I can't even begin to explain what SeneGence has

done for me. I am now living the life of my dreams! I have always wanted to show my children what hard work looked like. But it was even more important to be able to be at home with them every day. I feel like I have the best of both worlds! This level of success has also taken stress off of my husband. The financial burden is off of him and he can enjoy our children's childhood, which goes by so fast! I love that he will be able to be home more during the most crucial time in their lives."

Tauni now shares SeneGence all the time. "There is no better feeling than to see women try on a bright LipSense shade, and gain so much confidence! I love that lip color can change a woman's whole look! I definitely believe in the saying, 'Women in lipstick can change the world!' It just gives women confidence, and there is nothing better than that!"

"I am now living the life of my dreams!"

PHOTOGRAPHS BY CHRIS BARR.

Tanni
ALEXANDER's

journey with
SeneGence started with
a call from a friend.

the **POWER**
YES *of* **YES**

3 *WOMEN*
discover the
POWER
that lies in a
NEW PATH



BY DEANA NALL

As the creator of *Grey's Anatomy* and *Scandal*, as well as the executive producer of *How to Get Away with Murder* and *The Catch*, Shonda Rhimes knows success. In her book *Year of Yes* Shonda describes how she has become a truer, more powerful version of herself and encourages others to step outside of their comfort zone.

Ashley Cogburn, Jennifer Stitt & Chantelle Patu, know what that leap of faith feels like. And, because of the SeneGence opportunity that came into their lives, these three women also know the power that comes from saying "yes."

"IT'S HARD WORK THAT MAKES THINGS HAPPEN. IT'S HARD WORK THAT CREATES CHANGE."

-Shonda Rhimes



ASHLEY *Cogburn*

Elk City, Oklahoma

In 2015, the Cogburns were living paycheck to paycheck, and finances were constantly a source of stress. Then in May of that year, Ashley logged onto Facebook. Something popped up on her news feed that would change her life.

"I saw videos of this lipstick that doesn't move," says Ashley, who was not in the habit of wearing makeup, but found herself intrigued by the videos. She decided to buy SeneGence products from a friend and loved the product so much that she joined the company. "I signed up that night and never looked back," she says. "I'm so thankful that I just jumped in with both feet."

The added income has been life-changing for Ashley's family. After years at a variety of jobs, Ashley decided to work her SeneGence business full time.

"I had been working 23 years," she says. "I had always answered to somebody else, and never worked on my own terms."

With the support of her husband Leroy, Ashley now leads her team by mentoring them at monthly training meetings, all while getting to spend more time with their two young children.

While she loves SeneGence products, Ashley thrives on the company's culture. "It's really about the sisterhood," she says. "I've met many women who are dear to my heart through SeneGence."



“WE DIDN'T
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WAS GOING TO
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SO WE JUST
STEPPED OUT
IN FAITH.”

-Jennifer Stitt

JENNIFER *Stitt*

Colleyville, Texas

For Jennifer Stitt, the first step in saying “yes” to SeneGence was saying “no,” surprisingly.

Jennifer had been in the world of direct sales before and did not want to return. When she was offered the SeneGence opportunity in January 2016, Jennifer initially turned it down. When her maternity leave was almost over, Jennifer and her husband Trevor decided she would not go back to work. “He had started his own company,” Jennifer says. “We didn’t know where the financial provision was going to come from, so we just stepped out in faith.”

Jennifer knew the SeneGence product was amazing, and she realized the Dallas-Fort Worth area, where she lives, is a largely untapped market. After attending a corporate training, Jennifer knew a career with SeneGence could become something phenomenal for her and her family.



And she was right. Jennifer joined SeneGence in February and hit the ground running. In April, she qualified for a car. In August, she had earned a trip to the Bahamas before making Crown Princess at the \$1 million sales mark in September. As her success with SeneGence continued to skyrocket, Jennifer quadrupled her previous nursing income in December and hit the \$3 million mark in January 2017—just less than a year after joining the company. And one more thing: She did all of this while pregnant with their fourth child.

While the financial rewards have been great, saying “yes” to SeneGence has brought Jennifer and her family much more than that.

“It has been nothing but a positive experience,” she says. “I feel like I’m an overall happier person. Before I felt like my goals were to be a wife and mom, but now it’s more than that.”

For Stitt, saying “yes” has meant renewed purpose. “This is truly what the power of yes can do for you. It changes people’s lives. I have no special tricks or secrets. And I found out I was pregnant with our fourth a week before I said yes! Our kids are 6 and under, so if I can do this while juggling crazy family life, anyone can do this!”



CHANTELLE

Patu

Perth, Western Australia

On the surface, Chantelle Patu seemed to be living the good life.

With three children, Chantelle was able to work as a nail technician from home. But in reality, things were stressful. Her husband Phillip worked on offshore drilling rigs and was gone four weeks at a time. “He was missing first birthdays, first Christmases, special occasions and sickness,” Chantelle says.

“SENEGENCE SAVED MY FAMILY.”

-Chantelle Patu

Phillip’s job was also extremely dangerous, which left Chantelle in a constant state of worry over potential threats. The couple thought about Phillip changing jobs, but Chantelle didn’t know how she could compensate for the income loss. Then one day, like Ashley Cogburn, Chantelle saw an ad on Facebook for SeneGence and decided to try the product. She bought several different colors, and after falling in love with the product, Chantelle joined SeneGence in September 2015.

“By accepting the path SeneGence was offering me, I was opening myself up to earn more, enjoy more, love more, live more, explore more, and grow more—to become a much better version of myself,” Chantelle says. Within a just few months of Chantelle joining SeneGence, Phillip was able to relocate his work. Now, he drives only 7 miles to work. Their kids love the new time spent with their dad. “SeneGence saved my family,” Chantelle says. “That’s huge.”

The confidence that Chantelle has gained from mentoring her team of more than 660 women has helped transform

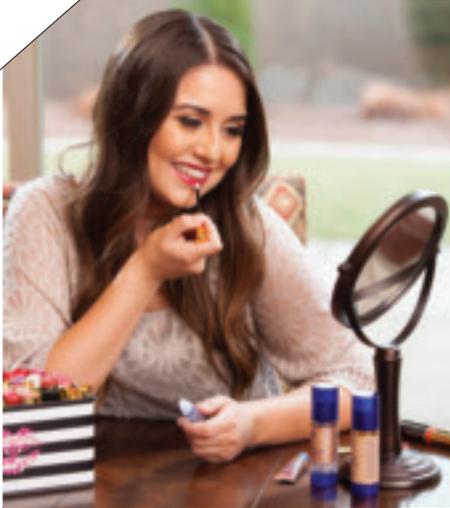
her on a personal level. And because SeneGence is developing in Australia, Chantelle has been able to blaze trails for women who will come after her. “It’s an absolute honor and privilege to know we are helping make SeneGence an incredible part of Australian history,” she says.

When Chantelle said “yes” to SeneGence, she allowed an opportunity into her life that will continue to transform her as she and her business grow. “It’s given me job satisfaction, and I haven’t had that in a very long time,” she says. “I’m less stressed and therefore more positive. This has completely changed every aspect of our lives.” ■



Chantelle is mentoring a team in Australia of more than 660 women.





HOME St. George, Utah
RANK Sapphire Ruler

What makes you feel beautiful?

We're changing women's lives every day, and that makes us all beautiful.

What's the SeneGence product you can't leave home without?

Whether I'm wearing a color or not, I'm always wearing a **LipSense® Gloss**.

What's your favorite thing about SeneGence?

I like that incentives are so attainable in our business.



lip color to leadership

BY BRITTANY FINCH

Chelsea Nielsen's success with SeneGence has been extraordinary, but she got her start in a way similar to many other Distributors. She was with her friends at a local fair, and was interested in sampling a lipstick she'd heard about that wouldn't smudge. "After trying the product and loving it, a few of us were talking about signing up. I figured the startup fee was affordable and if nothing else, I was able to get my products at a discount. I was also excited to work with some of my best friends."

From there, Chelsea set out to build her team. This required her to get creative. "If you don't have a large group of people to recruit from, you have to think outside the box. You have to utilize social media in a whole new way." Her creativity paid off. Not only was she able to build an outstanding team but, together, they have achieved some very significant milestones with Chelsea as their leader. This, of course, includes her reaching the level of Empress.

"Being the first Distributor to hit Empress, aside from Joni, was my biggest accomplishment. My mind was blown. I was absolutely in shock and so incredibly proud of my amazing Lipstick Guru team. These girls work extremely hard, support each other, and clearly it's showing. I couldn't be there without my team." Since reaching Empress, Chelsea has gone on to achieve even higher Royal Ranks.

This elevated level of achievement is the result of Chelsea's leadership style. Her effectiveness as a leader was recognized when she was voted Miss SeneSynergy. "You wonder if you're doing an OK job at being a leader and then you get voted for this amazing SeneGence award, and it fills your heart with love. I hope my team knows just how grateful I am for them. They believed in me at a time I couldn't believe in myself. It taught me to do the same in return. You never know whose life you could impact by simply believing in them. SeneGence has changed my life and I thank God every day for the opportunity I've been blessed with."

“SeneGence has changed my life and I thank God every day for the opportunity I've been blessed with.”

PHOTOGRAPHS BY CHRIS BARR.

A close-up portrait of a woman with long, wavy brown hair, smiling warmly. She is wearing a white lace top and has her hand resting on her chin. On her wrist, there are three vertical stripes of pink, red, and orange paint. The background is softly blurred, suggesting an indoor setting with natural light.

Chelsea
NIELSEN

has built a remarkable team
that has rewarded her with
remarkable success.



Q&A

JONI'S



VISION

BY BRITTANY FINCH

*As her company, **SeneGence**, reaches
new heights, CEO and Founder
Joni Rogers-Kante reflects on her journey*

“My advice to everyone is to listen. *Learn to listen to your instincts.* If it’s too loud to hear where you are in life, go somewhere silent. Then, and only then, you will find your way to a place of *fulfillment and joy*, the place where you were meant to be.”

—Joni Rogers-Kante



JONI ROGERS-KANTE'S first vision of SeneGence was not a sight at all—it was a calling. Now her vision is a reality on the lips and lashes of thousands of women every day. Joni tells her story to [ACCLAIM](#) magazine.

IN YOUR BOOK, *Million Dollar Lips*, you share a story of a near-death experience as a child that gave you a remarkable sense of purpose at a very young age. What was this purpose you discovered?

J 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 gain 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.

YOU SPEAK ABOUT your grandfather emphasizing fearlessness during the years you spent on your family’s farm. With Grandpa Rogers, you learned most fear is unwarranted if you are prepared. How did this shape your early years and your life since?

J Grandpa taught me that fear is related to the potential for harm. You can protect yourself against just about anything if you understand what the danger may be, anticipate it, and prepare yourself. This lesson helped me handle many challenges and gave me the confidence to tackle obstacles. I understood from a young age that, when confronting any puzzle, I was to learn from it in preparation for the next. I was always to trust my inner voice, which I recognize as the voice of my God, and work toward the solutions needed, regardless of how hard it may seem to be. The confidence that comes from this trust has been one of the many great blessings in my life.



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

—Joni Rogers-Kante



AS A TEEN, time with your stepfather, Jerry Hight, a retail executive, seems to have ignited a love of business and reinforced the value of hard work. What was it like working with him and how has this influenced you as the Founder and CEO of SeneGence?

J My stepfather, whom I refer to as “Dad Jerry,” is one of the great influences regarding the way I view business and life. He was the Senior Vice President of Merchandising at Sav-On, and often allowed me to shadow him, absorbing every bit of information and knowledge I could. Dad taught me the importance of hard work, and that we become what we think. Dad inspired me in so many ways; he taught me early on to direct resources to the benefit of others and success will follow.

YOU MADE THE bold decision to go into direct sales instead of college. How did you know this was the right path for you?

J Knowing what path to follow at a crossroads can be extremely intimidating and even frightening. I found myself at one of those crossroads while trying to gain a college degree. If I had known then what I know now, the decision to leave college would have been much easier. I had wanted a degree, and would have been the first in my immediate family to have earned one. But I felt miserable pursuing it, as if living cloaked in a heavy black veil. I quickly discerned that what I was studying in school were old-fashioned business processes, not nearly as advanced as what I learned from Dad. Luckily, he understood this when I told him. He said life would be tough in the corporate world without a degree, and I would have to make it on my own. In that moment, I felt the spark of an entrepreneurial future.

WHAT ADVICE CAN you give to someone at a pivotal point in their lives who is trying to figure out their next steps?

J My advice to everyone is to listen. Learn to listen to your instincts. If it’s too loud to hear where you are in life, go somewhere silent. Then, and only then, you will find your way to a place of fulfillment and joy, the place where you were meant to be.

WHAT BENEFITS DOES the direct selling industry offer that makes it so compelling?

J Direct sales is the perfect business model for those seeking entrepreneurship. For women in particular, gone are the days when they have to choose between 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, blending family life and work to accommodate her goals, both personal and professional.

“ I know that *SeneGence* is destined for much more than we’ve already achieved.

—Joni Rogers-Kante

”



Joni with her SeneGence Distributors



THE MID TO LATE 1990s were foundational for SeneGence. What were those years like?

Most would describe the early years of SeneGence as tumultuous, a real whirlwind or storm. The multitude of tasks were overwhelming and would take years to accomplish. I held fast to my faith and the direction in which I was pointed. I often thought back on the days working alongside Dad, readying a store for a grand opening. I held strong, knowing if it were meant to be, and it was indeed beneficial to others, individuals who had been chosen would appear to help this movement succeed. Friends and family encouraged me, and helped care for me and my young son, Alan. I traveled around the country and Europe (using a girlfriend's air miles), learning as much as I could and finding the right people who could help implement my business plan. The greatest lesson I learned was that I had to trust the people with whom we do business. Contracts are not enough, and you can't build meaningful relationships with a piece of paper. SeneGence was built upon the old-fashioned concept that a handshake and a person's word are bonds of trust. Those are the people with whom we work long term, making sure all deals are good deals for each party.

IN 2000, SENEGENCE moved from your home into its initial headquarters and held its first seminar with just 65 Distributors. How does it feel to look back at those early days of growth?

It's very emotional for me to reflect upon the past, compare it to today, and envision the future. What began in a

WHAT MOVES YOU about women? Why have they become such a key part of your calling?

What moves me most about women is their strength and versatility. Everyone faces challenges and difficulties in life, but women are expected to face those challenges with grace. Women are dynamic and can often adapt to any situation that comes their way. They raise children while working to provide for them, run households, run businesses, care for all family members, and are the backbone of most families and communities. In short, they deal with a lot, day in and day out, and they do it coming from a bottomless internal well of commitment and love! They are the key part of the calling of SeneGence because they can't afford to waste their time and energy on opportunities that are not built on truth. The SeneGence truth is that our products really work, and so does our career. A woman does not waste her precious life force here. Any woman can learn to build an empire, earn a prosperous and abundant lifestyle for her and her family, and leave a legacy to her children, if so desired.

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.

mobile home has grown into world-class facilities all over the world, and will continue to grow. There was never a question in my mind that SeneGence would be successful. I simply had to stay the course, make the right choices often enough, and find the right people who were meant to be involved. After all, we have products that women all over the world want!

I am extremely emotional when I think of the hundreds of gorgeous Leaders within our SeneGence Sales Force, our Royalty. These women have been called as mentors to thousands of women. They show a way for each they touch to live in love and abundance, then work for it around the world. I marvel at their journeys and am in awe of the skills and talents each bring to the whole. The foundation of our success is our wonderful Distributors. They are dynamic and brilliant, beautiful inside and out, and their friendships make life a joy for me and my family.

FROM THE OUTSIDE, it seems much of your life was preparing you to create and lead SeneGence. Do you feel the same way?

The many lessons I learned as a child and adolescent from my family members and business mentors were certainly preparing me to create and lead SeneGence. From a young age, I learned to think independently. I seek the positive in people and situations, celebrate differences, and treat every opportunity as a chance to learn. I know that SeneGence is destined for much more than we've already achieved as there are still so many women who have yet to hear of SeneGence or LipSense.

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 2001. I want women to know that there exists within them a great strength they may call on, as 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 not-for-profit Make Sense Foundation, and the individuals who distribute these funds, help support women and children in need.

“
Any woman
can learn
to build an
empire.”

—Joni Rogers-Kante

”
IS THERE ANY particular message or advice you'd like to share with those who have joined you on your journey?

To the women who have joined us or are thinking about what's next for them, I encourage you to live every day in a lovely and gracious way. Live with confidence and be full of intent while you work fearlessly toward your dreams. Choose to live life in love and abundance... then work for it! ■



Joni presents a check from The Make Sense Foundation



Sadie and her mother Jannel play with SeneGence products in her kitchen.

HOME St. George, Utah
RANK Monarch

What makes you feel beautiful?

My newfound strength and confidence.

What's the SeneGence product you can't leave home without?

The **LipSense® Moisturizing Lip Balm**. It is literally heaven in a tube.

What's your favorite thing about SeneGence?

The SeneSisterhood and team support.



a simple lesson

BY BRITTANY FINCH

“I decided to take a leap with SeneGence. I was convinced this would just be a side gig until I found a ‘real job,’ ” says Sadie Carter, “but this company has blessed my life more than I could have ever dreamed. It’s now my full-time job.” Far from a simple part-time job, Sadie has found success with SeneGence that was matched by only her imagination. “The freedom and additional income has allowed me to live the life I have always dreamed. I am able to spend more time with my loved ones, travel to places I never thought I would experience in my lifetime, and have become more independent. I have also found myself as a person. I am incredibly proud of where I am today because of this company.”

Sadie has taken on the role of lifting others up alongside her,

too. “I’m helping build an empire of women who are changing lives every day. We are making women feel beautiful, creating financial stability in homes that may not have had it before, and helping women to feel confident in themselves. That is what makes me incredibly proud.” She credits her passion for educating others with her success. “Teaching your team the ways to success will lead you to amazing outcomes!”

In Sadie’s opinion, this is what makes the difference with SeneGence, and her lesson is simple. “No matter what your starting point is, no matter what your bank account looks like, no matter what your background is, you can become successful with SeneGence. You can experience success beyond your wildest dreams if you are willing to put forth the effort, learn, overcome obstacles, set goals and stay positive. This business can change your life!”

“I’m helping build an empire of women who are changing lives every day.”

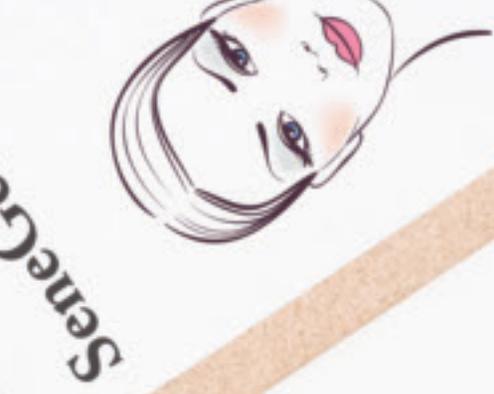


Sadie
CARTER's
passion led to success
with SeneGence.



THE POWER *of* EXCEPTIONAL **SUPPORT**





BY LESLIE J. THOMPSON

*SeneGence
provides
Distributors
with **SUPPORT**
SYSTEMS that are
second to none.*

The direct selling industry provides an exciting opportunity for women to build a career on their own terms, with a flexible schedule and high earning potential. It's also unique in that direct sellers receive personal support as they build their business, an area in which SeneGence truly excels. From the moment a new Distributor joins SeneGence, she has access to a host of marketing and business management tools, inspiring incentives and a supportive team to guide her every step of the way. Critical to that mission are the members of the SeneCare support team, who are on the front lines with Distributors in the field. Their role is to help new Distributors master the fundamentals of their business, and to help more established Distributors achieve their personal and financial goals.

“We really think of ourselves as their partners in business.”

WENDY BENDER
SeneCare Director



TOP-*Quality* TRAINING

Learning **the ropes in the business** starts with comprehensive training, and SeneGence provides its Distributors with training resources that are second to none.



Glamour Demo parties are fun, and the best way to build a SeneGence business.

“Every SeneGence Distributor receives a *New Distributor Kit*. This is a business in a box,” says Sales Development Officer Christopher Simonian. “They also have access to the SeneLibrary—books, magazines, manuals, guides, CDs and DVDs, all designed to provide valuable product knowledge, practices and guidance.”

There is easy access to electronic versions of informative publications, like the SeneGence Beauty Book, SeneGence Product Knowledge Guide, and New Distributor Training Manuals, as well as archived training webinars and Glamour Demo parties.

“In our *Demo training*, we teach Distributors everything from preparation to needed tools and supplies to paperwork, products, scheduling, and so on. It's fun, easy to duplicate, and the best way to build a SeneGence business,” Christopher continues.

FACE-*to*-FACE SUPPORT

Although the digital and printed materials are a wealth of knowledge for Distributors, perhaps few support resources are as popular as **SeneGence's live events**.

“Imagine being in a room with people who are all moving in the same direction as you. And imagine being surrounded by people who have succeeded in something you are trying to achieve. SeneGence events are just that,” Christopher says.

The biggest event is *SeneGence's annual Seminar*, held each April, which features training classes conducted by top leaders from SeneGence and the direct selling industry. Distributors learn firsthand about new products, sales and marketing tools, all while celebrating their collective and individual success in the business. Other large-scale events include the Annual Leaders Conference, which

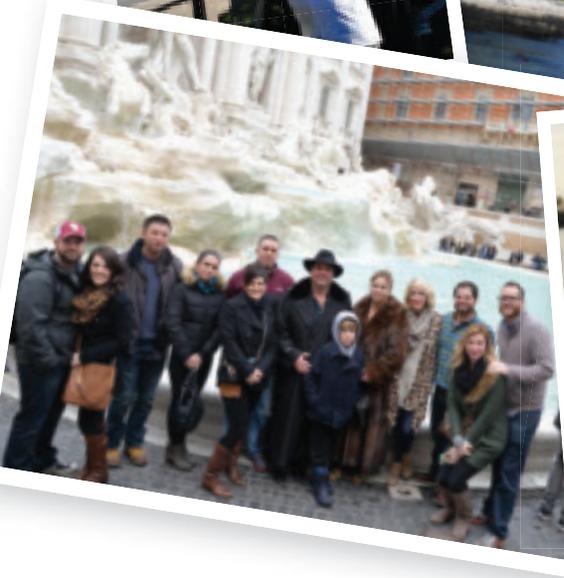
takes place in select cities each October, and the *P.I.T. Stop*: Princess in Training events, a semi-annual program held every January and July to help Distributors learn management and training skills, so they can grow their business on a larger scale.

Adds Christopher, “Our events can enhance your self-esteem and self-worth, and align you with your goals. The benefits are endless.”

Local training events are also key to Distributor success, and SeneGence Field Leaders regularly provide regional area trainings across the U.S. and in countries where SeneGence has a strong presence.



SENEGENCE TRIPS
REACHING CERTAIN
SALES AND SPONSORSHIP
GOALS ALSO QUALIFIES
DISTRIBUTORS FOR EXCITING
GROUP EXCURSIONS.



Remarkable REWARDS

To support Distributors in their career development, SeneGence offers **Rewards and Incentives** at every level.

Whether they are new to the direct selling industry or a rising star at SeneGence, Distributors at every level have access to unmatched training and support, and the opportunity to earn incredible rewards for their efforts. All of the company's resources and incentives are designed to ensure SeneGence Distributors are not only fully equipped for success, but also have the tools to mentor and empower other women along the way.

One of the most popular incentives is the *SeneCar* program. "A new car is visible, tangible, and larger than life, and people take notice," Christopher says. "When people take notice, they ask about it. When they ask about it, Distributors have a chance to strike up a conversation about SeneGence."

Reaching certain sales and sponsorship goals also qualifies Distributors for exciting group excursions. The LIPS (League of Independent Personal Sponsors) Trip travels to an international destination annually, while the *SeneStar Trip* takes Distributors to North American destinations, like the Bahamas, Vancouver, Puerto Rico and Hawaii.

"Everybody likes to be pampered in luxury, and a SeneGence trip is just that," Christopher says. "It's a way for our Distributors to exhale, lean back and just enjoy."

But SeneGence doesn't stop there. Notes Michael Moad, Chief General Counsel, "We are always striving to make our products, systems and services better and more accessible to our Distributors." ■

Feels like FAMILY

IN ADDITION to providing exceptional support, SeneGence actively fosters an environment of collaboration and community among its Distributors—something company leaders call the SeneSisterhood.

This spirit of camaraderie and mutual encouragement sets SeneGence apart from other direct selling companies and continues to drive the individual and collective success of the women who are passionate about the business.

"SeneGence's culture of caring and 'one family' extends to our Distributor community," says Chief Information Officer Thomas Doria.

More than achieving financial rewards and time freedom, being a SeneGence Distributor gives women the opportunity to develop lasting friendships and experience priceless bonding—truly the crowning jewel of the SeneGence experience.

*SeneGence's
culture of caring
and 'one
family' extends
to our Distributor
community."*

THOMAS DORIA
SeneGence Chief
Information Officer



SeneGence

Royalty



*STORIES OF SUCCESS as a SeneGence
Distributor are not hard to come by. Some people
started by simply looking for a good discount on a great
product, while others began building their business
immediately. No matter how each woman started,
though, they all have discovered a newfound personal
confidence and freedom that could only
come from doing what they love—sharing SeneGence.*

BY BRITTANY FINCH

***"I FINALLY HAVE A CAREER** that allows me to walk in my passion of inspiring, motivating and leading women. This opportunity has changed my life."*

KELLI SMOTONE



KELLI SMOTONE

Kelli Smotone is the picture of independence and confidence.

"I am more empowered and secure in myself than ever before. I have so much more confidence and hope for the future. I get to experience time freedom, a dream I thought was decades down the road," she says. Kelli has no plans to stop, either. "I am building a legacy for my future family way sooner than I ever dreamed! For once, I am excited and motivated to 'work' and I finally have a career that allows me to walk in my passion of inspiring, motivating and leading women. This opportunity has changed my life."

KIMMIE MONSON

"You can literally do anything you put your mind to," says Kimmie Monson.

She is confident and has good reason to be. "Me and my team have set goals and crushed them time and time again! Even goals that seemed like long shots! If you aim for the stars, you can reach them! Anything is possible." Getting her first SeneGence LIPS Kit was exciting, but she also got something else that day. "This company has completely changed my outlook on life. I now know what it feels like to be my own boss and I'm never going back!"



JENNY SHARP

For Jenny Sharp, discovering SeneGence marked the end of a journey. "I tried for years to find makeup I could use and feel confident wearing," she says, "After finding SeneGence, I now love putting makeup on and I feel beautiful wearing it!" This marked the beginning of another journey, too. Now Jenny has achieved great success. **"This company has been such a financial blessing to my family and the products are amazing!"** she exclaims. "Honestly, I fell in love with LipSense and initially wanted to sign up for the personal discount!"



ANNA SCHWEITZER

Anna Schweitzer's hard work with SeneGence has given her family freedom. "My husband has been able to start his dream job of owning his own business. **Our schedules are flexible so we can spend more time together as a family!**" she exclaims. Anna is helping others do the same. "I would like to help as many women as I can find freedom through SeneGence. Money isn't everything but it sure makes a difference in what you can do, who you can help, what child you can adopt, what mouths you can feed."



KOURTNEY SPEECE

For Kourtney Speece, there is a lot to love about SeneGence. **"I love that I am able to work my SeneGence business while still pursuing another career I am also passionate about,"** she says. "I love that our products really work! I also love the sisterhood that this company has brought. SeneGence is made up of such incredible women that I am so blessed to have had the chance to get to know and be inspired by. Because of SeneGence I have a newfound confidence and ability to lead and mentor other women. I have freedoms I never dreamed possible."





MEGHAN RAY

Meghan Ray took control of her future with the help of SeneGence. "The additional income from SeneGence contributed to my husband and me being able to build our very first home. We paid off debt and put money into savings." She is able to enjoy the present, too, she explains, by traveling and making memories together as a family. **Now she wants to help others do the same.** "My goal is to help my team grow their teams, and help each of them get where they want to be. Change lives and have fun doing it!"



NICOLE NEELEY

"For me, feeling beautiful is having confidence in yourself," says Nicole Neeley. **The beauty of confidence is something she has seen a lot of with SeneGence.** "My favorite memory so far is watching girls grow more self-assured in themselves right in front of my eyes!" With her success, she is planning ahead. "My husband and I are investing and putting things in place for our future," she says. "It's the best decision I have ever made. I have watched SeneGence change lives. I know it is an incredible opportunity."



AMANDA HERRING

"My life has completely changed thanks to SeneGence. The company has given me more time with my babies, more time with my husband, and additional income we never thought we would have in our lifetime," says Amanda Herring. "Most of all, it's given us new friendships, built up existing relationships and allowed us to travel, which is something we never foresaw being in our budget." Amanda has also made sure to spread the word. "I have women on my team who are able to live the flexible, free life that they want."



NATALIE SHAW

"My favorite thing about SeneGence is the real opportunity it provides to so many women," says Natalie Shaw. She knows a good opportunity when she sees it, and now Natalie has changed her family's life for the better. "My husband has always wanted to start his own business and work from home. It felt too risky to quit and live off savings. Thanks to SeneGence he is now working from home and building his own business. We get to see him all throughout the day and be involved in so many of our daily adventures. We love having him home with us!"



AMY HENDERSON

Amy Henderson's SeneGence journey has changed her perspective. "I have a new self-confidence and self-worth," she explains. This change also came alongside tremendous success. Her confidence and success have carried over to her team, and she couldn't be more excited. "Nothing in this business makes me more proud than the team we've built. We teach, lead and encourage others while meeting our own goals! The more you put others in front of yourself and believe in them, the more success you will have!"



CORRISA HELQUIST

"Since joining SeneGence I have felt more beautiful. I know that comes from the confidence I have gained from accomplishing my goals and getting out of my comfort zone!" says Corrisa Helquist. Her new outlook has paid off. "I love meeting new SeneSisters! I have made lifelong friends through SeneGence." In addition, the supplemental income has been significant. "We are able to start a family stress-free now," she explains. Perhaps more importantly, though, she has gained time with her family.



HOW SHE DOES IT

WHITNEY WHITE

For many wives, mothers and women, work-life balance means a full day of work, with just a few hours in the evenings for life. For **SeneGence Distributors**, though, work and life can harmonize and enrich not just a woman's life, but the life of her whole family. How is this possible? Whitney White shows us how she does it.

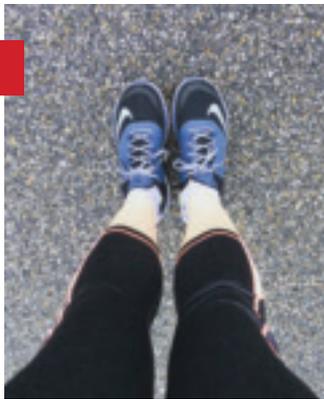


6:00 AM

Time for my *morning run!*

Nothing helps me get started more.

I can plan the day ahead or just enjoy some positive thoughts and alone time.



6:30 AM

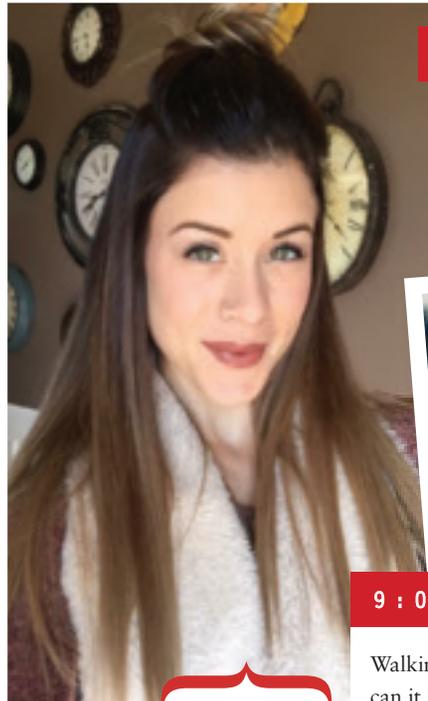
Back home and helping the kids get ready for school. I love having this time to make sure they're *eating healthy*.

Thanks, SeneGence for helping me have time to take care of my babies!



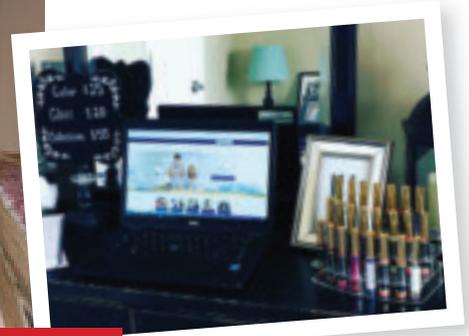
8:30 AM

Getting ready. A full face of SeneGence cosmetics; LipSense is the cherry on top! I love knowing my look will stay put all day.



9:00 AM

Walking down the hall to my home office. How can it be this easy?! This is a dream for a stay at home mom. I can work my own hours and still be available for all my family's needs and activities.



I'M WEARING
LipSense
NUDE

11:10 AM

Baking a cake with your kids at 11am is not explicitly prohibited at most offices, but you can tell they wouldn't like it. Oh, the things you can do with the time freedom.



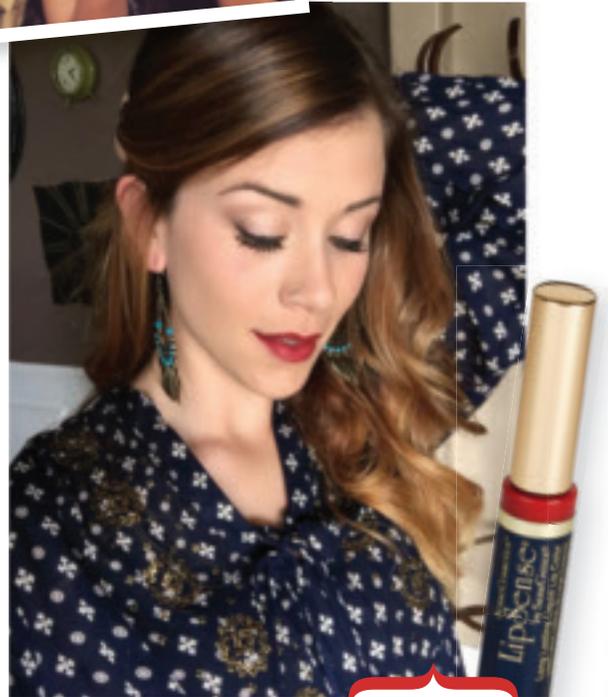
4:00 PM

You never have to miss a thing when you are your own boss! I love seeing every baseball game.



6:30 PM

Rocking our stripes! These girls want to join SeneGence already.



"You never have to miss a thing when you are your own boss!"

WHITNEY WHITE
SeneGence Distributor

I'M WEARING
LipSense
FLY GIRL

9:30 PM

My husband surprised me with *a trip to NYC!* Financial freedom and the ability to get away whenever you want...



1:45 PM

Filming my next **#LIPBOSS** video! Not many jobs can offer the same creative outlets as being a SeneGence Distributor. You can truly make this business whatever you'd like and have so much fun!



**IT'S AN
INCREDIBLE
THING.**



Sene *Sisterhood*

BY BRITTANY FINCH

THESE 12 WOMEN all have their own stories of success, but they also share something in common: sisterhood. Through the support of the SeneGence sisterhood, they are achieving their goals, and focused on helping their teams reach theirs, too. Their dazzling success not only highlights their strengths as individuals, but shows just how much can be accomplished when women work together.





LACY ALLISON

Lacy Allison has achieved something many only dream of: financial freedom. “I have been truly blessed,” she says. “I knew this business was going to be huge before I even bought my first product. I signed up as a Distributor before I owned any SeneGence products.” Her favorite thing, though, is the sisterhood or, as she puts it, “All the wonderful people who have been brought into my life because of SeneGence.” The difference, for Lacy, comes from the top. **“I think Joni and the SeneSisters make SeneGence different than any other company. Everyone supports each other. That is huge!”**

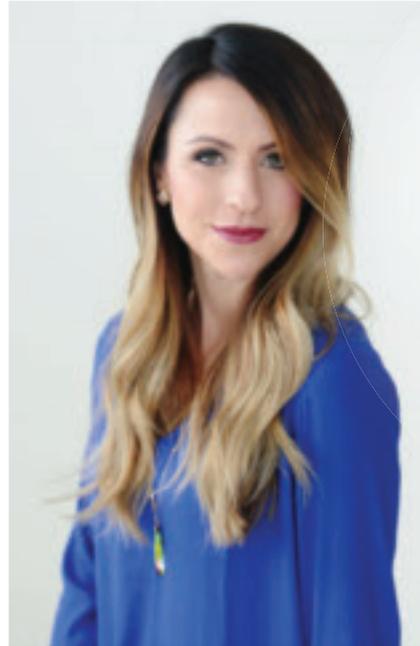


KAITLIN BRISTER

“Nothing else has empowered me like SeneGence. **I love hearing about each other’s lives and helping women achieve their goals,**” says Kaitlin Brister. Her life has changed in many exciting ways since she first started her journey. And now she gets to help so many others achieve the success they want, too. “When my team contacts me and tells me someone’s success story, no matter how big or small, it makes my day. The fact that I am a part of something bigger means the world to me, and it all happened because I said ‘yes’ to SeneGence.”

EMILY ARNOLD

Emily Arnold discovered something in the SeneGence sisterhood she hadn’t found elsewhere. **“The power that women have. We are a force to be reckoned with!”** she says. “A strong, confident woman can do amazing things,” Emily believes, and this illuminates her teamwork. “I have tried to empower my team and in return they empower others.” The women she works with every day have helped her build the career of her dreams. “If I could have imagined my dream job, this would have been it. It was a no-brainer for me,” Emily says. “I love the sisterhood. I feel honored to be surrounded by such amazing women.”



“If I could have imagined my dream job, this would have been it.”
—Emily Arnold



SHALEE DAVIS

“I have learned so much. The most important thing to me is the support of a team and helping each other as much as possible,” says Shalee Davis. Thanks to SeneGence, her life has changed almost indescribably. “This company has changed our little family’s life more than I can ever explain! We have been able to pay off all our debt and give back to others. I will be forever grateful for what SeneGence has done for us.”



LACEY DEMALIS

SeneGence has changed so much for Lacey Demalis and her family. “I was a stay-at-home mom to three children. **SeneGence was the perfect fit for our family and a great segue back into the workforce.**” Having achieved the rank of Crown Princess, Lacey sets her eyes on helping others find success, too. “My personal goal is to share this opportunity with as many women as possible and watch them achieve their dreams. You can grow at your own pace. The sky is the limit!”

CALLIE KEENEY

“The thing that sets SeneGence apart from other companies is our culture: our sisterhood of ambitious, supportive, helpful and inspiring women,” says Callie Keeney. **The sisterhood has changed her life for the better.** “I was able to send my husband, a lifelong Chicago fan, to watch the Cubs play in the World Series. I am taking my boys to Disney World, and I am taking a girls’ trip to Europe next summer.” While Callie enjoys tremendous success, she doesn’t take all the credit. “Joni has shown us what is possible. I never dreamt this life was possible until she encouraged me to believe.”



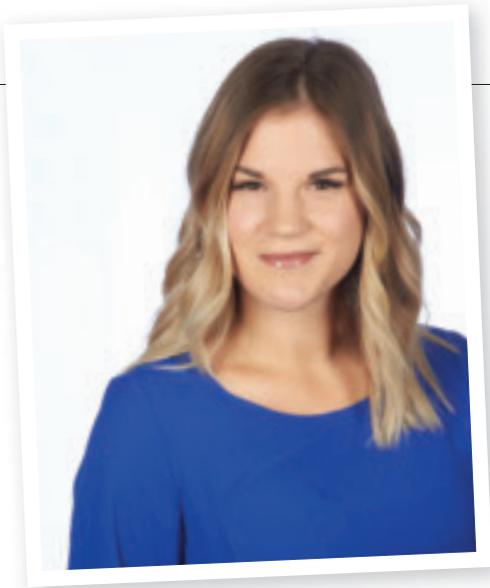
SABRINA LEUTHOLD

Sabrina Leuthold found success helping others. She modestly sums up her SeneGence journey as follows: “I have an incredible team of men and women who are out there trying to make a better life for themselves and their families. Somehow I get rewarded for it.” **A large part of her success, she explains, is helping others be successful.** Her favorite memories of working with SeneGence are all about the sisterhood. “How amazing it is that God has orchestrated all of these women into my life, then gifted me with this opportunity to hang out with them all in one place!”

NICOLE RUSSELL

If you ask Nicole Russell about SeneGence, she’ll tell you, “This company has forever changed my life; it’s not just lipstick or just makeup. **It is a sisterhood of women who encourage, support, and show each other how to live a life of love and abundance.**” In addition to her own success, Nicole has not only taken others with her, but also has shown them how to create leaders themselves. “I have an amazing team of leaders and hustlers.” And best of all, for Nicole it’s just the beginning.





SIERRA UNSICKER

“The sign-up fee was the best money I’ve ever spent in my life,” says Sierra Unsicker, seeing that SeneGence is a company invested in the success of people like her. “They’re all about us, the Distributors. SeneGence understands that we work hard, so they do everything they can to spoil us!” she explains. In addition to financial success, this has also translated into more freedom for her. “I love that I’m able to stay home with my family. Because you can work this business the way you’d like, I’m able to plan most things around my family’s schedules.”

MELANIE MARSHALL

Melanie Marshall decided to give SeneGence a try after putting LipSense to the test. **“Of course, it really was smudge-proof and it lasted the rest of the day.** I actually slept in it just to see if it would still be there when I woke up, and sure enough, it was,” she says. Though she initially saw an opportunity to make more money, she ended up gaining even more. “Getting together with the girls is so much fun. I love that I have reconnected with a really good friend from 20 years ago, and now we are besties again.”



JALYNN SCHROEDER

Jalynn Schroeder’s goals with SeneGence include helping others find the same success she has. “My big goal is to train and help all of my girls to also hit Crown Princess. It has been so rewarding for me. **I want my team to have that life-changing experience and blessing!**” While she’s excited about the future, Jalynn is also enjoying the present. “I can’t think of any other place that has the product that we do, the growth, and the potential to create your own future! ‘Work’ has never been so easy!”

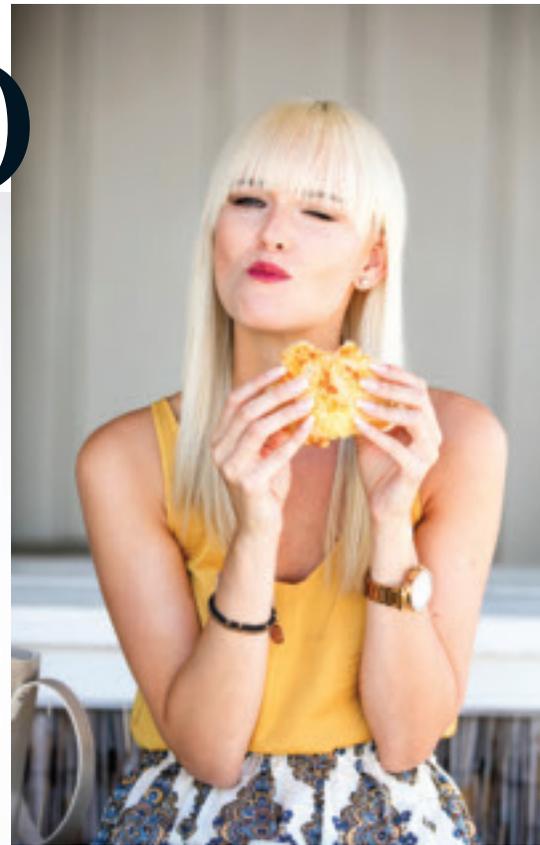
TRACY SHARP

Tracy Sharp has a clear reply when asked for her favorite thing about SeneGence: “The sisterhood! Reconnecting with old friends and making wonderful new friends has totally changed my life!” Not only does she love the sisterhood, but **“I feel like I am a part of something; SeneGence has given me purpose!”** she says. She also gets more time with friends, and has grown in self-confidence. “I now have Tracy time with the best group of girls! I also have the self-confidence to approach anyone and share my journey. I just want to scream it from the mountaintop.”





BUILD
it



BIG

NICKI KEOHOHOU HELPS MAKE
YOUR **DREAMS** COME TRUE.

“
*The truth about
your SUCCESS is
that it is ultimately
up to you,*”

says **NICKI KEOHOHOU**
in her book *Build It Big*.



And she should know. Nicki is a 35-year veteran of the direct selling industry and has held roles not just as a distributor, but as a successful consultant, author, speaker, teacher and executive. She has also received several awards, including National Advocate of the Year for Working Mothers from the Direct Selling Women's Association.

Nicki shares a few of her favorite success tips with *ACCLAIM* magazine. Get ready to build your business—and your life—big.

CONNECT WITH *your WHY*

The first thing to do on your path to success is to get a clear grasp of what inspires you. It could be a new home, paying off debt, adding to your children's college fund or helping others achieve an amazing work-life balance for the first time. Whatever it may be, identify that 'why' and keep it firmly in mind.

Having a clear vision of what you want to achieve sets you up to grasp success quickly. Write it down and keep it in front of you. "Every day, spend time with it, read it, look at the picture, carry it around with you in your mind, and feel it in your body."

FIND *the BENEFIT*

In life, there is often a path to making your dream a reality. In direct selling, however, you can immediately enjoy the benefit of setting your own schedule. Many people have work schedules determined by someone else and, as a result, their lives are built around the hours set by their employer.

With direct selling, you decide for yourself when and where to work based on your own priorities. For many, this means more time with family. "The appeal of direct selling is the value of leveraging time. This incredible opportunity allows us to make money and build a business around our true priorities, one of which is our family," Nicki says.

DEVELOP *a new REALITY*

"It is essential that you learn how to stay more committed to your dream and goals than to your current reality," Nicki says. Faith in yourself is required to effect this change, and is closely tied to your very first steps. "After all is said and done, ask yourself this direct question: 'Which do I want more, my dream or my reality?' If the answer is your dream, prove it. Demonstrate that you are serious about achieving your dream by taking action."

Ultimately, Nicki says it best. "You're smart enough, and you're strong enough to achieve your dreams in this wonderful business called direct selling." ■

“
*You're smart enough, and
you're strong enough to
achieve your dreams
in this wonderful business
called direct selling.*”

NICKI KEOHOHOU

Got the

WORLD





DOWN A String

LOVE FOR SENEENCE
EXPANDS THE GLOBE.

BY BRITTANY FINCH

As advances in **travel** and **communication technologies** chip away at the barriers between people across countries, the opportunity to **expand internationally** becomes more and more within reach. *Senegence* now has Distributors and customers in many countries throughout the world, including **Canada** and **Australia**. Many Distributors have gained striking success by introducing amazing beauty products to their local friends. Senegence continues to experience marvelous **international growth** with the help of these intrepid entrepreneurs, and the path is lit for even more to follow.



Jacqui
BURNS

POINT COOK, VICTORIA

FRIENDS *and* FREEDOM



“SeneGence is founded on the most amazing support network that isn’t comparable to any other company,” says Jacqui Burns.

“The women in this business want everyone to succeed. Everyone shares information, ideas, suggestions, everyone trains and supports. Joni built this business structure to inspire a *positive environment* and she’s absolutely nailed it.”

Jacqui is a woman clearly succeeding. As she puts it, “My life has changed significantly since joining SeneGence. Not only do I have so many new amazing women that I call my friends, but I’ve also found a couple of phenomenal new besties. It’s such an emotional journey to watch others achieve their goals and celebrate their successes like they are your own.”

Her work with SeneGence in *Australia* has changed her family’s life for the better, too. “SeneGence has given my family the financial freedom to spend our lives living incredibly comfortably. Being completely debt free at such a young age is something I never dreamed of when we first drew our mortgage! It’s so overwhelming to think it started with a *LipSense* color.”



While accompanying her daughter to a beauty expo in Sydney, “The only thing I was halfheartedly looking for was a red lipstick that would stay on my lips and not bleed or smudge and need to be reapplied every half an hour,” says Jodie Bray.

While there, she overheard someone extoling the virtues of *LipSense*. “It seemed to do as she said and a little ember of excitement sparked in my brain. I signed up on the spot purely to take advantage of the Distributor discounts offered.”

NEW POSSIBILITIES

In addition to being chosen Ms SeneSynergy, Jodie has since found tremendous success, as well as *new perspectives* on life.

“SeneGence is so much more than long-wearing cosmetics and anti-aging skin care. It has opened my mind to so many new possibilities and has allowed me to uncover my life’s purpose, as well as given me the vehicle to live and achieve it. There is no greater gift than knowing you are fulfilling your purpose, and I owe that entirely to Joni and the opportunity she has given us through her vision that is SeneGence.”



Jodie
BRAY

MOUNTAIN CREEK, QUEENSLAND





Patty WINTER

HALIFAX, NOVA SCOTIA

Patty Winter already had a discerning eye for makeup prior to discovering SeneGence.

“I couldn’t believe a product like *LipSense* existed and I had not heard of it!” she says. She also has an eye for opportunity. “Because no one I knew had heard of this company and its products, I immediately saw the big picture and what this opportunity could mean for so many women.”

PERSONAL GROWTH

Patty was right, and she became the first Crown Princess in *Canada*. “Although I was given the title of Crown Princess, the accomplishment wasn’t mine at all. It belongs to my incredible team who deserve all the credit for that achievement.” Her humility is a fine example of the SeneSisterhood, and mirrors what she loves best in SeneGence. “Joni genuinely cares about her Distributors’ personal growth. She focuses on how to help us become better women, not just in business, but for our families and ourselves. There is no hype. It feels *like a family* and the spirit of the SeneSisterhood was one of the first things I noticed when I started.”

It feels like a family.

Time OPPORTUNITY

“At the start it was the business opportunity that caught my eye,” says Paige O’Byrne. “I didn’t try the product until I had initially placed an order! All I can say is ‘Why didn’t I say yes sooner?’”

The product was not heard of in my area and I was super-excited to spread the word!”

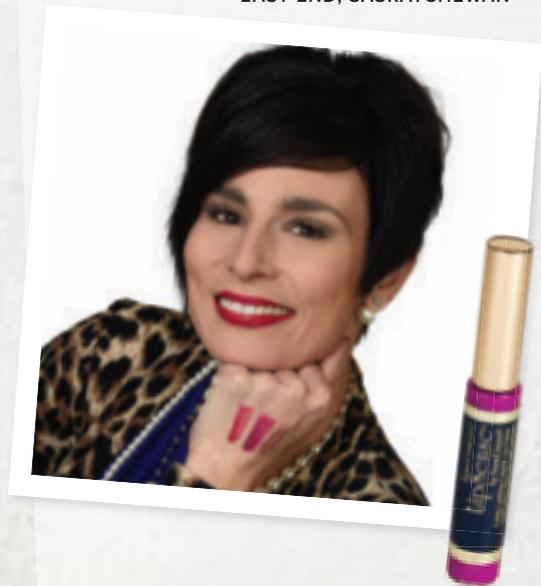
Recognized as a Provincial Founder for SeneGence in *Canada*, it was just the opportunity Paige was looking for. “I wanted to be a full-time stay-at-home mom and never miss practices or games of my children. They are both very involved in a number of sports and music, so I needed to be available to work around their schedule. The SeneGence opportunity was a fit for us.”

It isn’t simply a practical fit for Paige, though. “SeneGence is more than selling product; really, SeneGence is a sisterhood of some amazing, *empowering*, successful like-minded women,” she explains. She also just enjoys sharing the products. “I love to watch the ladies’ faces when they try to smudge the stripes on my hand. They immediately want to try the product!”



Paige O’BYRNE

EAST END, SASKATCHEWAN



SEALED *WITH A KISS* from Joni

SENEGENCE STEADFAST VALUES

1

SENEGYNERGY & ETHICS

We strive always to do the right thing to support our communities of Distributors and empower others to promote success and growth.

2

GROWTH & ENHANCEMENT

We are committed to providing our Distributors and employees equal growth opportunities through positive experiences and relationships.

3

TECHNOLOGY

We believe ongoing product development is a priority. With our exclusive patented and proprietary technologies, Senegen continues to bring revolutionary products to the world.

4

FAMILY

We support and nurture the concept of family, as it is the basic framework of a safe, stable, and prosperous society.

5

LOYALTY

We are all—employees, Distributors, and partners alike—loyal to the company's vision, mission, and beliefs.



HELLO LOVELY,

Whether you have already joined us on this exciting journey, or are thinking about how a Senegen career might work for you and your family, I hope that this beautiful magazine has given insight into our values, history, and exciting goals for the future.

Senegen has recently experienced a record-breaking year, and our message of products and a career that really work has spread farther and wider than ever before. Our products simply work the way we say they do, and so do our career and compensation plan. Thousands of women and men all over the globe have discovered how Senegen can enrich their lives.

At Senegen, we are in the business of helping our Distributors live life more abundantly. This means something different for each of us. For me, it means providing my sons, Alan and William, with what they need to be successful and happy. For you, it may mean sending your children on school trips, being there for the ones you love while providing financial support, traveling the world, or purchasing your dream home. Every day, I am filled with pride and confidence when I hear stories of your success. You are the inspiration and motivation for every member of the Senegen team to improve, innovate, and be the best we can be every day.

This abundance we seek to create in families and communities produces a much bigger effect than you might realize. Our Distributors come

from all over the globe and embody Senegen values, fostering a culture of love, respect, generosity, and friendship wherever they are. And each time our Leader Distributors sponsor someone new into Senegen, these values take firmer hold and grow to the benefit of everyone in their community. With each new Distributor, this positive effect multiplies, and is doing so on a global scale. Clearly, although we love to play makeup, we represent a whole lot more!

Senegen is destined for much more than we've already achieved, as there are still so many women who have yet to hear of Senegen or LipSense. To the women who have joined us, or are considering joining us, I encourage you to live every day in a lovely and gracious way, and to work fearlessly toward your dreams with confidence and purpose. Choose to live life in love and abundance, then work for it!

All my love to you,

Joni Rogers-Kante

gorgeously **GOLDEN**

SeneDerm®

Self-Tanning Bronzing Coconut Milk™

Spritz on your fresh-from-the-beach healthy glow with SeneDerm Self-Tanning Bronzing Coconut Milk. This unique self-tanner contains effective ingredients and moisturizers for a fabulous tan and anti-aging protection in one product.

- No need to lay in the sun and expose your skin to UV rays
- Our blend of natural and scientific ingredients provides moisturization and a long-lasting tan
- Contains SenePlex Complex+ for increased cellular renewal





LipSense®
STAYS with YOU

Patented LONG-LASTING lip color that is unlike any lipstick or stain you have ever tried. LipSense is WATERPROOF, KISS-PROOF and stays exactly in place for up to 18 AMAZING HOURS without drying your lips.