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**FOR IMMEDIATE RELEASE**

## SeneGence International® Adds New Chief Sales and Development Officer

**IRVINE, CALIF. (March 1, 2017)** SeneGence International- creator of patented LipSense® long-lasting lip color, SenseCosmetics™ and SeneDerm® Anti-Aging SkinCare, has hired Christopher Simonian as SeneGence Chief Sales and Development Officer.

“We are so thrilled to have Chris join our Executive team,” said SeneGence Founder and CEO Joni Rogers-Kante. “Chris brings the rare and unique talent of not only being a top Distributor in this industry, but also a proven Executive who has a history of success from the corporate side. His role will be vital in supporting the rapidly growing Distributor base and helping to support our growing needs for the future of SeneGence.”

Simonian brings extensive experience in innovative sales and marketing strategies. He worked with the late Mark Hughes at Herbalife early in his career to expand their product line and enhance their compensation plan, resulting in exponential growth. In 2006, he teamed up with Beachbody where he was the Founder and President of Team Beachbody, the networking arm of Beachbody. During his 30 year career, he has built successful sales organizations worldwide through the collaborative development of unique products and services combined with the implementation of highly effective sales, recruiting and training methods. He has built teams, created compensation plans, and built training and support materials that increased company revenue in the hundreds of millions in sales.

He also holds patents on inventions which have won him a number of awards around the world. Chris holds an MBA and MIM from Thunderbird School of Global Management, and International Marketing.

### **About SeneGence International**

SeneGence’s full line of long-lasting cosmetics and anti-aging skin care is sold through a network of Independent Distributors around the world. SeneGence proudly distributes products that are made in the U.S.A. and formulated without lead or animal testing. To get more information please visit [www.SeneGence.com](http://www.SeneGence.com) or contact Taylor King at 949.521.6161 Ext. 1022, or [tking@senegence.com](mailto:tking@senegence.com).

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