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**FOR IMMEDIATE RELEASE**

## SeneGence International® Welcomes New President

**IRVINE, CALIF. (May 1, 2017)** SeneGence International- creator of patented LipSense® long-lasting lip color, SenseCosmetics™ and SeneDerm® Anti-Aging SkinCare, has hired Philippe Guerreau as President. Philippe has been a member of the SeneGence Supervisory Board for over four years.

Philippe has proven lasting beauty industry success, has the executive ability to develop, implement and influence best practices in the discipline of sales dynamic, marketing creativity, corporate budgeting, purchasing, forecasting, supply chain management, and inventory management.

“We are so excited to have Philippe lead our executive team,” said SeneGence Founder and CEO Joni Rogers-Kante. “Philippe brings expansive industry knowledge to SeneGence. With our booming growth he will play a key role in guiding the company into what is sure to be a bright future.”

Philippe was previously a VP at L’Oréal USA, and was in charge of finance for North American manufacturing operations, as well as plant expansions and manufacturing cost optimization projects. He has held a number of strategic positions within the L’Oréal management team over the years, including stock strategy, and long term supply of finished goods. His specialties include team leadership, organizational development, financial planning and analysis, budget development staff, management, change management, and process improvement.

He has worked with global companies present in nearly 35 countries with employees across six continents. He held CFO, business development, and President and CEO roles in various industries. He has been part of forward-thinking industrial solutions that anticipate client needs in terms of profitability, safety and compliance with environmental standards.

Philippe has a Master’s degree in Management from the Ecole Superieure de Commerce de Paris (ESCP) and a BSBA in International Economics from the University of Arkansas. He takes pride in spending time with his son Patrick and daughter Isabelle.

### **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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