SeneGence was founded on the idea to offer superior products and an opportunity for women to be independent and successful in business, regardless of age, background, or education.
Joni Rogers-Kante, CEO and Founder of SeneGence International, had a vision of a company with products that really work and a career that really works, long before discovering its premier product. Once she discovered a long-lasting liquid lip color unlike anything she had seen before, she knew it needed to be shared with the world.

In 1999, SeneGence exploded into the marketplace with the launch of patented LipSense® color technology, and SeneGence quickly rose in popularity as the creator of the original long-lasting lip color.

This was only the beginning of an entire line of long-lasting cosmetics and revolutionary anti-aging skin care products. Over the years, SeneGence has grown to support thousands of successful careers and to satify customers around the world by remaining steadfast in its commitment to use only the most advanced technologies to make skin more beautiful.

*I stand behind our products 100% and guarantee your skin will look more beautiful in 30 days, when using our 24-hour anti-aging skin care and long-lasting color systems.*
As a result, SeneGence has positively affected the lives of thousands of women and their families worldwide, and it all begins with our products...
SeneGence has developed highly advanced anti-aging skin care and cosmetics systems that help make every skin type more beautiful and radiant.

In the Vanuatu string of islands in the South Pacific, Joni worked with scientists and discovered naturally reoccurring resources proven to be beneficial to the skin.

Today, SeneGence products can be found in over 13 countries around the world, helping to make skin healthier and more beautiful. Joni ventures to international destinations regularly and enjoys sharing SeneGence with everyone she meets while guiding them to be their most confident self with products that really work.

The distinctive ingredients incorporated into SeneDerm® SkinCare systems, SenseCosmetics® beauty items, and the SeneDerm Solutions line, resulting in dramatic improvements to the skin. They also help to provide crucial sun protection without the use of unnecessary chemicals.
THE SCIENCE OF SENEDERM® & SENEPLEX COMPLEX®

All SeneDerm, SeneDerm Solutions, and creamy SenseCosmetics contain SenePlex Complex, a kinetic enzyme that affects the way cells grow from the bottom layers of the skin to the top. SenePlex fights the signs of aging by renewing your skin cells an average of 23.3% more rapidly.

Four to Eight Weeks to Revolutionary Results

23.3% INCREASE IN CELLULAR RENEWAL

Verified by an independent lab, clinical testing confirmed products with SenePlex Complex are highly effective in increasing cellular renewal, and regular use results in remarkable improvements to skin, including: Skin smoothness increased by 45%. Almost 33% more individuals with sensitive skin were able to use SeneDerm SkinCare without irritation.
The active enzymes in the advanced anti-aging delivery systems of SenePlex Complex work to eliminate dead skin and produce healthier, plumper cells as they move to the surface of skin. That, in turn:

**INCREASES MOISTURE + HYDRATION BY** 54.2%

**INCREASES COLLAGEN SYNTHESIS BY** 168%

**INCREASES SKIN FIRMNESS + ELASTICITY BY** 51.9%

**DECREASES SKIN SAGGING BY** 25%

**INCREASES SKIN LUMINOSITY BY** 48.7%

**REDUCES FINE LINES + WRINKLES BY** 55.7%
SeneDerm: A 24-hour, anti-aging skin care system made for all skin types.
FIND YOUR SKIN TYPE

3-in-1 Cleanser $30
4 oz / 118 mL
This triple-action cleanser works to cleanse, tone, and hydrate while helping to maintain skin's moisture. Each formula is detergent-free and works to restore pH while effectively removing dirt, oil, and bacteria.

DayTime Moisturizer $50
1.66 oz / 50 mL
These lightweight, daily moisturizers deliver anti-aging advantages and botanicals that work to balance moisture and naturally hydrate skin. They work to protect skin from oxidation and the environment with a mechanical shield.

Evening Moisturizer $60
1.66 oz / 50 mL
Highly concentrated with additional SenePlex Complex for extra protection from free radicals during sleep. These thick, rich skin creams are a luxurious combination of ingredients that aid in increased cell production and regeneration.

DRY
No oiliness, can feel tight and itchy, noticeable fine lines, may have red or rough patches, small pores, visible flaking

Sponge-like Pillows
- exfoliate flakes
Algae Extract
- hydrates and softens skin
Humectants
- bind moisture to the skin
Moringa Oil
- smooths, de-puffs and moisturizes
Almond Oil
- leaves skin silky but non-greasy
Jojoba
- promotes soothing and healing
Amino Acids
- to build healthy cells
Vitamin E
- essential antioxidant for maintaining healthy cells
Ginger Root
- anti-inflammatory
NORMAL to DRY
No oil in “T” zone, generally healthy appearance, clear with even texture, may have occasional tightness or flaking, small to medium size pores

Aloe Leaf Juice
- soothes skin
Avocado Oil
- very rich moisturizer
Lavender Oil
- soothes with anti-bacterial benefits

NORMAL to OILY
Oily “T” zone, generally healthy appearance with occasional breakouts or blemishes, pores are medium to large, skin appears shiny and can feel oily

Vanuatu Volcanic Ash
- exfoliates dead cells
Orchid Flower Extract
- antioxidant and moisturizer
Lavender Oil
- regulates sebum production

OILY to ACNE
All-over shiny appearance and oily feeling, blemish and acne-prone, visible discoloration, whiteheads and blackheads, pores enlarged

Salicylic Acid
- helps reduce pore blockage
Arginine
- antioxidant that assists in wound repair
Sodium Hyaluronate
- restores damaged cell walls

1.7 oz / 50 mL

Vitamin B
- helps new cells form
Sodium Hyaluronate
- for binding moisture
Aloe Leaf
- helps to improve firmness

Jojoba
- promotes soothing and healing
Squalene
- absorbs fat-soluble toxins
Allantoin
- stimulates new healthy tissue

1 oz / 30 mL

Avocado Oil
- very rich moisturizer
Vitamin E
- essential antioxidant for maintaining healthy cells

Borago Seed Oil
- powerful anti-inflammatory that reduces redness
Vitamin E
- essential antioxidant for maintaining healthy cells

1 oz / 30 mL

Salicylic Acid
- helps reduce pore blockage
Willow Bark
- helps control oil and sebum production
Hydromanil Complex
- hydrating blend from the seed of the tara tree
Highly advanced, anti-aging skin care products that help correct and prevent the signs of aging.

**Climate Control** $60
2.3 oz / 68 mL
Hydration in the purest form. This ‘miracle in a bottle’ helps even the driest, most damaged skin regain its healthy glow and moisture content. Its unique delivery system keeps key ingredients separated until shaken, combined, and activated.

- **SelPlex Complex** - herbal oil extracts and vitamins that increase moisture
- **Sodium Hyaluronate** - restores damaged cellular walls
- **Glucosamine HCl** - natural anti-inflammatory that helps maintain more elasticity

**SeneSerum-C** $65
.5 oz / 15 mL
A 100% natural blend of the most advanced anti-aging ingredients known today. This ‘urbanization’ defense formula is made for all skin types and works to repair damaged skin cells while helping to prevent further damage and create healthier, firmer, and younger looking skin. So light, it can be used day and night under moisturizers.

- **Stabilized Vitamin C** - for collagen production and to help reverse cell damage
- **SeneShield** - helps protect cells from immediate free radical damage
EyeCrème  $50

.44 oz / 13 mL

A rich blend of oils and vitamins that protect while working to diminish fine lines and wrinkles on the sensitive area around the eyes. This nourishing formula melts and emulsifies at skin temperature and creates a silk-like coating that reduces drag while applying cosmetics.

Soybean Oil - improves skin hydration and smoothness
Kukui Seed Oil - soothes skin
Vitamin A - helps increase elasticity

EyeLuminator  $55

.44 oz / 13 mL

The perfect blend of SeneDerm EyeCrème and MakeSense Foundation Pearlizer, to help make your skin more beautiful around the eye area. It brightens and highlights while moisturizing upon application. Perks up tired eyes in the afternoon too!

Kukui Seed Oil - soothes skin
Vitamin A - helps increase elasticity
Almond Oil - leaves skin silky, non-greasy

Collagen Night Pak

With Brush  $85

1 oz / 30 mL

A breakthrough anti-aging sleep treatment that harnesses the power of natural ingredients and the latest in skin care technology to seal in moisture while you sleep. As the final step in your evening skin care routine, Collagen Night Pak creates a protective veil to help prevent drying and damage that may occur overnight and lead to unwanted signs of aging.

Plant-based Marine Collagen - restores and rebuilds collagen
Caffeine - rejuvenates and revitalizes skin
Copper & Zinc - for antioxidant protection
Anti-Wrinkle Treatment $65

.5 oz / 15 mL

Clinically proven to visibly reduce the depth and shadows of light and medium size wrinkles, making skin’s texture smoother and younger-looking. Contains an advanced formulation, including natural ingredients proven to relax wrinkles, stimulate cell production, and restore proper moisture content with regular use.

- Anti-Wrinkle Complex
  - calms nerves and relaxes muscles
- Green Tea Leaf Extract
  - protects from collagen breakdown
- Jojoba Seed Oil
  - helps to improve skin’s elasticity

Anti-Wrinkle depth shown in dark blue. The difference between the measurement of the depth (and therefore shadowing) of the wrinkle taken within 28 days of use is clearly visible.

Anti-Wrinkle Treatment works to reduce light to medium wrinkle depth by an average of 34% to 63%.

Spot-On $50

.5 oz / 15 mL

The effective solution to help reduce the appearance of blemish and acne spots on skin. Formulated with a powerful anti-acne agent, this targeted “spot remover” works directly on unsightly blemishes to clear them up quick.

- Benzoyl Peroxide
  - works to kill bacteria
- Allantoin
  - anti-irritant
- Aloe Leaf Juice
  - moisturizes and soothes inflammation

Spot-On contains approximately 10% Benzoyl Peroxide for a powerful acne treatment.
Facial Resurfacer $50
2 oz / 59 mL
Achieve a glowing, smooth skin surface with SeneDerm Solutions Facial Resurfacer, containing larger grains of Vanuatu Ash for a powerful buffer. A little goes a long way to rid skin of impurities and reveal soft, revitalized skin.

- **Vanuatu Volcanic Ash** - exfoliates dead cells and polishes skin
- **Nangai Oil** - deeply hydrates and soothes skin with moisture-enhancing triglycerides
- **Walnut Shell** - helps reduce skin inflammation

Polishing Exfoliator $50
2 oz / 59 mL
Polish away rough, dry skin and impurities with this unique formula, containing naturally exfoliating Vanuatu Volcanic Ash. A little goes a long way to gently but effectively buff skin to a luminous glow.

- **Vanuatu Volcanic Ash** - exfoliates dead cells and polishes skin
- **Nangai Oil** - deeply hydrates and soothes skin with moisture-enhancing triglycerides

Facial Resurfacer contains volcanic ash with 70% titanium & 30% iron for effective exfoliation without irritation.

Polishing Exfoliator helps rough, dead skin appear smooth and vibrant after ONLY three consecutive applications.
Dark Circle Under Eye Treatment  $50

.5 oz / 15 mL

Excessive under eye darkening and visible bagging prematurely age the eyes. Correct it with this effective blend of ingredients, formulated to help reduce the appearance of darkening and to tighten loose skin in the sensitive area under the eyes.

Suma Root Extract
Potency Wood Extract
Madonna Lily Flower Extract - all work to reduce under-eye darkening

Works to reduce dark circles up to 122%

Nangai Oil  $45

.5 oz / 15 mL

Intensely moisturize and soothe dry skin with this luxurious, natural blend of exotic Nangai Oil and anti-aging ingredients. Found on the tropical island nation of Vanuatu, Nangai Oil provides skin with anti-inflammatory and deeply hydrating benefits.

Triglycerides - essential fatty acids that help enhance your skin’s ability to retain precious moisture
SenePlex Complex - for increased cellular renewal

Contains 94-97% natural triglycerides

NailExtend  $45

.25 oz / 7.39 mL

Keep your nails in top condition and help repair damage with NailExtend. The unique delivery system utilizes effective ingredients to strengthen nails and stimulate growth. Continued use will help to guard nails from splitting and cracking and promote natural, healthy new nails. Use as a daily cuticle treatment on polished or natural nails.

Myristoyl Pentapeptide-17 - stimulates keratin production and nail growth
Vitamin B5 - moisturizes and helps maintain flexibility of nail bed
Glycerin - strengthens nail and increases water content

BEFORE
AFTER
Twice-daily use over an 8-week period
SeneDerm SOLUTIONS

The majority of test volunteers experienced at least a 10% increase in lip volume while those with the thinnest lips experienced up to a remarkable 20% lip volume increase.

Visibly increases lip volume
+ fullness up to 20%
+ moisture up to 50%

LipVolumizer

$50
.20 oz / 5.9 mL

Get lasting results of full, pouty lips without the use of irritants. This proprietary formula is based on the most advanced and natural technologies, plumping lips from the inside out. Lips will become noticeably smoother and fuller, and feathering and cracked lips will be eliminated with continued use.

**Volumizing Complex** - proprietary blend of peptides and botanicals
**Kiss-Me-Quick Plant** - helps boost collagen production and increase moisture

LashExtend

Clear $50 Colored $55
.125 oz / 3.7 mL

Say goodbye to false eyelashes and expensive extensions by naturally and safely enhancing your gorgeous gaze with this non-drug lash lengthener. Results rival prescription treatments that cost over twice as much! Choose clear treatment for twice-daily use or water-resistant black or brown liquid liner for brilliantly lined eyes and luscious lashes in one easy step.

**SenePeptide** - stimulates hair growth
**Chamomile Extract** - anti-irritant with soothing properties
**White Tea Extract** - powerful antioxidant

Lashes appear 25% longer and fuller in only weeks.

SeneGence.com
When used together, SeneDerm SkinCare and SenseCosmetics provide 24 hours of skin protection that can make every face look more beautiful, and keep it that way! Having a clear and radiant complexion is the first step to creating your own beautiful and balanced makeup look. Achieve this with the use of our simple skin care process, followed by application of our versatile anti-aging color cosmetics.
MakeSense
Silk Pore & Wrinkle Minimizer $60
.5 oz / 15 mL
The perfect base for a flawless face, MakeSense Silk minimizes pores, fills wrinkles, and offers anti-aging protection. Use alone for naturally beautiful skin, or use as primer before MakeSense Foundation for a perfect finish.

MakeSense
Color Correcting Tinted Moisturizer $45
1 oz / 30 mL
Enjoy sheer coverage, color correction benefits, and skin protection in one easy step. Swipe on this smooth cream with light to medium color coverage over moisturizer or under foundation, if more coverage is desired. It works to counteract redness and decrease sun and age spots.

MakeSense
Pearlizer $50
1 oz / 30 mL
Add a luminous and radiant glowing finish. Mix with your favorite MakeSense Foundation shade or lightly layer with a brush after makeup application.

MakeSense
Advanced Anti-Aging Pearlizer $60
1 oz / 30 mL
The luminous finish of original Pearlizer in the Advanced Anti-Aging formula, which includes sophisticated moisturizers, minerals, and vitamins.

How to find your undertone...

Are your veins blue or purple?
If so, then you are cool, and will look good in MakeSense shades with pink or red undertones.

Are your veins green or olive?
If yes, you are warm, and will look great in MakeSense shades with yellow undertones.

Can’t tell? Then you are neutral.
C = cool    W = warm    N = neutral

Take a close look at the veins on the underside of your wrist.
Our skin is exposed to daily hazards, like toxic pollution and UV rays, that can cause long-term damage. SeneShield’s proprietary blend of powerful ingredients work to keep skin soft, supple and healthy and can actually help to reverse damage previously caused by exposure to daily toxins. Protect your face every day by including SenseCosmetics and SeneDerm SkinCare with SeneShield products in your beauty routine.

SENESHIELD™

MakeSense

Original Foundation $50
1 oz / 30 mL
This oil-free, water-resistant, and long-lasting liquid foundation can be used on any skin type and provides a mechanical shield equivalent to an SPF 30 when applied after SeneDerm DayTime Moisturizer. Each shade can be used on a multitude of skin tones as it adapts to your skin pigmentation.

MakeSense

Advanced Anti-Aging Foundation $60
1 oz / 30 mL
This powerful, creamy foundation is full of protective ingredients that help prevent damage to skin and work to shield from environmental hazards. Blended with moisturizers, vitamins, and minerals, this water-resistant skin care must-have includes long-lasting color pigments that adjust to a wide range of skin tones to keep you looking beautiful and staying that way.

A portion of the proceeds from the sale of each MakeSense Foundation cosmetic product benefits the non profit, The Make Sense Foundation. SEE PG 46 FOR MORE INFO
Corrective Color Concealer | Blender $25

.20 oz / 5.6 g

Color correction and advanced skin care combine into this effective concealer that can be used to even skin tone, blur imperfections, or highlight your best features. Your skin will immediately appear fresh and radiant, while being hydrated.

WHITE
Highlights or blends to achieve your perfect shade
GREEN
Evens redness
LIGHT
Corrects imperfections
MEDIUM
Corrects imperfections
DEEP
Corrects imperfections

Cream Blush $30

.20 oz / 5.6 g

This makeup must-have delivers the perfect touch of natural looking, long-lasting color blended with beneficial and nourishing ingredients. A little goes a long way with this color-concentrated formula that can be used to highlight, define, or contour.

CHERRY
YELLOW-BASED
BLUE-BASED

Translucid Powder & Bronzer in Dispensing Brush $50

.2 oz / 6 g

Beauty on-the-go meets effortless application. This light powder blots shine, and absorbs oil and perspiration without drying skin. The breathable finish protects your skin throughout the day. The Natural shade features a technology that color-matches to a variety of complexions.

Acetyl Hexapeptide 3 - plant derived amino acid and anti-wrinkle ingredient
Allantoin - stimulates healthy tissue formation
Talc - absorbs oil
Fooops® Dual Phase Color Remover  $20
1.7 oz / 50 mL

Remove long-lasting SenseCosmetics quickly and easily with this unique, easy-to-use formula that activates when shaken. It gently whisks away all makeup, including waterproof LashSense Mascara, while conditioning and refreshing the skin. Ideal for all skin types, it leaves the face and eyes feeling cool and relaxed without an oily residue. Safe for contact wearers.

SenePlex Complex – increased cellular renewal
Arnica Flower – helps to restore suppleness
Spirulina – protects from bacteria growth that can contribute to breakouts

Brush Cleaner  $20
6 oz / 180 mL

Cleaning your application brushes weekly will protect your beautiful skin from contamination and preserve your artistry tools. This unique brush cleaner contains a mix of scientific and naturally-cleansing ingredients to thoroughly clean your brushes.

SAFE TO USE ON SYNTHETIC OR NATURAL HAIR BRISTLE BRUSHES.

Ask your SeneGence Distributor about the professional SenseCosmetics Brush Collection!
**ShadowSense Matte Eyeshadow** $22

.20 oz / 5.9 mL

Experience the long-lasting, anti-aging, and velvety matte finish of these crème to powder eyeshadows. The versatile formula can be worn separately, blended with additional colors, or used as a soft eyeliner to create stunning eye looks.

**GRAY**
- Snow
- Granite
- Onyx

**PURPLE/BLUE**
- Silver Violet
- Amethyst
- Denim

**MAUVE**
- Pink Frost
- Mulberry
- Garnet

**BROWN**
- Candlelight
- Moca Java
- Smoked Topaz

**PINK**
- Whisper Pink
- Sandstone Pearl
- Pink Posey

Colors shown in order of use:

**BASE**

**BLEND**

**ACCENT**

---

**ShadowSense Shimmer Eyeshadow** $22

.20 oz / 5.9 mL

Add the perfect touch of luster to your lids with long-lasting luminous color. Shimmer shades perfectly coordinate with the ShadowSense matte collection.

**SHIMMER SHADES:**
- Copper Rose Shimmer
- Smoked Topaz Shimmer
- Sandstone Pearl Shimmer
- Moca Java Shimmer
- Pink Opal Shimmer
- Silver Shimmer
**Liquid Eyeliner** $25  
.125 oz / 3.7 mL  
Transform your eye makeup looks by effortlessly creating crisp, flawless eyeliner shapes. This revolutionary liquid liner is waterproof, smear-proof, and budge-proof.

**Lash Builder and Mascara** $20  
.25 oz / 7.4 mL  
It’s LashSense mascara and UnderSense, a lash moisturizing lengthener and builder in one convenient, double-ended tube. Apply UnderSense first, then follow with LashSense mascara.

**Liquid Brow Color** $20  
.125 oz / 3.7 mL  
Perfect the shape of your brows with this unique waterproof liquid brow color. The two-step delivery system creates gorgeous, natural-looking, and youthful brows that last all day.

**UnderSense Lash Builder** $20  
.20 oz / 5.9 mL  
Before LashSense, coat your lashes with this effective lengthener and builder that also delivers deep hydration to damaged lashes. UnderSense helps you build the longest, fullest lashes you’ve ever had.

**Waterproof Mascara** $25  
.20 oz / 5.9 mL  
Brush on this richly pigmented mascara, and be amazed as lashes are evenly coated, separated, volumized, and shaped. The waterproof formula also provides lashes with much-needed moisture to prevent brittleness.
**LipSense Lip Color**  
$25  
.25 oz / 7.4 mL  

LipSense is the premier product of SeneGence and is unlike any conventional lipstick, stain, or color. As the original, patented, long-lasting lip color, it is waterproof, does not kiss-off, smear-off, or budge-off.

**Peony Root Extract**  
- natural calming flower herb  

**St. John’s Wort Extract**  
- natural herb with antibacterial and skin healing properties  

**Linden Flower Extract**  
- powerful antioxidant

**YELLOW-BASED/WARM**

<table>
<thead>
<tr>
<th>Color</th>
<th>Name</th>
<th>Texture</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>Fire Opal</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>Heartbreaker</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Beige Champagne</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>Summer Sunset</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>S</td>
<td>Bombshell</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>Dawn Rising</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>S</td>
<td>Cappuccino</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>Precious Topaz</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>Persimmon</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Nutmeg</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>S</td>
<td>Apple Cider</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Honey Rose</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>S</td>
<td>Kiss Me Katie</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Plum Pretty</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Luv It*</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>S</td>
<td>Caramel Latte</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>Samon</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Fly Girl</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>Persimmon</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Nutmeg</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>S</td>
<td>Cocoa</td>
<td>S</td>
<td></td>
</tr>
</tbody>
</table>

Available in a variety of textures:  
**F - FROST**  
**M - MATTE**  
**S - SHIMMER**
NEUTRAL

M Nude
M First Love
M Hazelnut
M Bella

BLUE-BASED/COOL

F Pink Champagne
F Goddess
F Sassy Z
F Praline Rose
F Mauve Ice
F Violette
F Aussie Rose

S Fleur De Lisa
S Caramel Apple
F Fire ‘n Ice
F Plumeria
S Razzberry
S Kiss For A Cause*
S Strawberry Shortcake

S Pomegranate
M Blu-Red
M Dark Pink
M Roseberry
M B. Ruby
S Lexie Bear-y*
S Purple Reign
S Blackberry

*A portion of the proceeds from the sale of select LipSense shades benefits the non profit, The Make Sense Foundation. SEE PAGE 48 FOR MORE INFORMATION
LinerSense

Lip Liner $22
.125 oz / 3.7 mL

Line your lips with precision as the long-lasting color technology blends, complements, and defines as the first step to creating the perfect pout.

YELLOW-BASED
- Persimmon
- Terra Cotta
- Cocoa

BLUE-BASED
- Neutral
- Berry
- Blu-Red

LipSense

Moisturizing Gloss $20
.25 oz / 7.4 mL

Dehydrated and damaged lips are no match for the moisturizing ability of Shea Butter, a natural ingredient used as the base for the many textures of LipSense Glosses. Moisturizing glosses improve the longevity of LipSense Liquid Lip Color, while covering and protecting naked lips.

Shea Butter - softens and protects skin
Vitamin E - helps to repair dry lips

HOW TO APPLY: Apply to clean, dry lips. For a defined look, line with LinerSense first. With lips parted, apply LipSense in one direction, beginning with outside corner of the mouth. Spread color in a fluid, sweeping motion across lips to opposite corner (do not move applicator back and forth). Apply three layers for long-lasting results, letting color dry in between each layer. Finish with LipSense Gloss to maintain lasting color and moist lips.
Moisturizing Lip Balm $20

.25 oz / 7.4 mL

Smooth on this long-lasting, nourishing balm with moisture-rich botanicals to help bind hydration to lips. The addition of SenePlex Complex provides anti-aging and restorative benefits. This lightweight formula is fragrance-free with a matte finish: perfect for everyone.

Coconut Oil - provides nourishing moisture to heal dry, cracked skin
Cocoa & Shea Butters - soften the skin and protect from environmental influences
Orchid Flower Extract - powerful antioxidant with free-radical protection and moisture

Ooops! Remover $10

.25 oz / 7.4 mL

A simple swipe of this non-drying remover will erase LipSense mistakes, “lift” your long-lasting lip color so you can change your shade with your outfit, or remove LipSense at the end of the day.

Vitamins A, B, C & E - condition, moisturize and protect lips

FIRST TIME USERS:

For proper use, purchase your LipSense in a collection which includes a Color, Gloss, and Ooops! Remover.
Pamper & protect the skin on your body with rich, anti-aging emollients

**Moisturizing Body Wash** $20
8 oz / 236 mL
A rich, foaming gel that gently cleanses without stripping skin of essential oils. While traditional soaps can dry and crack the skin, SeneDerm Body Wash contains aloe to soothe and condition while restoring pH balance and moisture. It can also be used as a shave cream or bubble bath.

- Aloe Leaf Juice - soothes skin
- Orchid Flower Extract - antioxidant and moisturizer

**Advanced Hydration Body Lotion** $45
6 oz / 180 mL
Pamper your skin all over with rich, luxurious moisture and anti-aging protection. This rich cream intensely quenches skin and increases its ability to retain water, helping to correct and prevent signs of aging.

- Sodium Hyaluronate - restores damaged cellular walls
- French Plum Oil - natural, non-greasy hydrating oil featuring a light, luxurious scent
- SenePlex+ - for extremely advanced cellular renewal

**Smoothing Body Scrub** $20
4 oz / 118 mL
Exfoliate away impurities and dry skin with this gentle, yet effective all-over body scrub. Volcanic ash will buff your body's skin to a smooth, healthy glow and allow for better moisture absorption.

- Vanuatu Volcanic Ash - exfoliates dead cells
- Aloe Leaf Juice - soothes skin

ANTI-AGING PROTECTION is just as important for the skin on your body as it is for the skin on your face. Daily stresses such as sun exposure and pollution cause premature signs of aging to hands, legs and arms.
and effective exfoliants to enjoy smooth, radiant skin from head-to-toe.

**Hand Cream with Shea Butter**  $20
2.66 oz / 80 mL
Extra care for hands to balance, maintain, and seal in moisture, leaving no greasy feeling behind. A little goes a long way as it reactivates with water and rubbing throughout the day.

- **Shea Butter** - rich moisturizer
- **Cucumber** - soothes and hydrates

**Shea Butter Body Cream**  $30
4 oz / 118 mL
Pamper your skin with rich emollient moisture. Experience immediate dry skin relief and diminish visible signs of aging. Great for use on cracked heels, elbows, and other excessively dry areas.

- **Shea Butter** - helps skin retain moisture and can aid in reducing scars

**Detoxifying & Moisturizing Mask**  $50
4 oz / 113g
This creamy, non-drying natural mineral and botanical-based treatment mask gently removes impurities from pores to reveal smoother-looking skin. It helps to eliminate dead cells and works to soothe and diminish redness. Suitable for all skin types, including acne-prone.

- **Green Tea & Arnica flower** - soothe and counteract redness
- **Kaolin Clay** - absorbs toxins
- **Volcanic Ash** - gentle exfoliator

**ALL BODYCARE PRODUCTS ARE FORMULATED WITH SENEPLEX COMPLEX** to renew the skin on your body more rapidly, helping to correct and prevent signs of aging.
Self-Tanning Bronzing Coconut Milk  $50
4 fl oz/ 120 mL
Get a gorgeous, natural-looking golden glow without compromising the health of your skin with this unique self-tanner that is long-lasting, water-resistant, and provides an even, streak-free application. It is blended with advanced moisturizers and SenePlex Complex+ for anti-aging protection.

DHA (Dihydroxyacetone) - derived from environmentally-friendly plant sources, provides a water-resistant, long-lasting tan

Coconut Milk Blend - with coconut water and olive seed oil for non-sticky hydration

Erythrulose - provides a natural-looking sunless tan

SeneSun SPF 30 SunScreen  $45
4 fl oz/ 120 mL
Help protect your skin from the harmful rays of the sun with this light, SPF 30 sunscreen. SeneSun SunScreen is barely noticeable when applied as it does not feel thick, sticky, or oily. Mist on to defend your skin from UV rays while giving it the benefit of advanced anti-aging moisturizers and SenePlex Complex+. Formula is water-resistant up to 40 minutes.

Octisalate - organic compound from willow bark that absorbs ultraviolet rays

Aloe Leaf Juice - promotes moisturizing soothing and helps accelerate cellular growth

Homosalate - organic compound that helps protect skin from sun damage

Long-exposure to the sun’s harmful UV is a leading contributor to unwanted signs of aging, and can also lead to serious skin health issues. Protect your skin from the sun, and get a natural-looking glow and anti-aging protection.
Luxuriate in beautiful fragrance blended with anti-aging ingredients.

**Abundance Fresh Parfum** $70
1 oz / 30 mL
Features clean and refreshing green scent notes that draw inspiration from aquatic botanicals, soft florals, and crisp hints of citrus.

- **Mandarin and Lemon** - add an energizing and sparkling touch
- **Driftwood** - brings in an earthy edge
- **Dewy Freesia** - for a soft, floral note

**Abundance Lush Parfum** $70
1 oz / 30 mL
Features sensual, lush fruit notes of velvety coconut milk, and light tropical florals for a warm but refreshing scent.

- **Passionfruit** - lends a vibrant, fruity note
- **Vanilla Orchid** - for a warm, floral bouquet
- **Pikake Jasmine** - adds a tropical, floral touch

**Abundance Bloom Parfum** $70
1 oz / 30 mL
Features gorgeous, fragrant floral notes, lighter-than-air musk, and soft spice for a sophisticated scent with a contemporary twist.

- **Lush Pear** - adds brightness and light sweetness
- **Rose Bloom** - for an enveloping floral aroma
- **Glowing Amber** - lends a warm, luxurious scent

**Abundance Travel Trio** $70
3 vials 0.17 oz / 5 mL each
Enjoy all three Abundance Parfums with this set of three rollerball vials in a custom velvet pouch, perfect for gorgeous scent on-the-go.

Abundance by SeneGence® fragrances are created with the finest quality parfum oils, blended with SenePlex® Complex+, for luxurious, long-lasting scent and skin care in one.
**SeneDerm SkinCare Collection**
*DRY / NORMAL TO DRY / NORMAL TO OILY*
- 3-in-1 Cleanser
- DayTime Moisturizer
- Evening Moisturizer
- EyeCrème

**SeneDerm Oily to Acne Collection**
- 3-in-1 Cleanser
- DayTime Moisturizer
- Evening Moisturizer
- Spot-On

**SeneDerm Advanced Anti-Aging Collection**
- Climate Control
- SeneSerum-C
- Collagen Night Pak with brush

**SeneDerm Solutions Enhancement Collection**
- LashExtend Clear
- LipVolumizer Clear
- Polishing Exfoliator

$190  $190  $210  $150
SeneGence COLLECTIONS

MakeSense
Original Collection
- Foundation Shade
- Pearlizer
- Fooops! Color Remover

MakeSense
Advanced Anti-Aging Collection
- Foundation Shade
- Pearlizer
- Fooops! Color Remover

SeneDerm
Powder Collection
- Natural Translucent Powder
- Bronze Dust Powder
- Silver Rose Translucent Powder

LipSense
Lip Collection
- LipSense Shade
- Glossy Gloss
- Ooops! Remover

$120
$140
$150
$55
SeneDerm  
**BodyCare Collection**
- Body Wash
- Body Scrub
- Advanced Hydration Body Lotion
- Hand Cream
- Body Poof

SeneDerm  
**SunCare Collection**
- SeneSun SPF SunScreen
- Self-Tanning Bronzing Coconut Milk

Abundance  
**Travel Trio**
- Abundance Fresh Rollerball
- Abundance Lush Rollerball
- Abundance Bloom Rollerball

$105  $95  $70
We are proud of our diverse family of Distributors. JOIN US!!!
Become a Customer or Hostess, & Experience our Fabulous Products

For Hosting a Glamour Demo, hostesses will receive a discount on their Personal Product Order based on the demonstration retail sales and future New Bookings from the demonstration.

<table>
<thead>
<tr>
<th>TOTAL DEMO SALES less hostess personal order</th>
<th>DISCOUNT OFF hostess personal order</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 to $300</td>
<td>10%</td>
</tr>
<tr>
<td>$301 to $600</td>
<td>20%</td>
</tr>
<tr>
<td>$601 + HIGHER</td>
<td>30%</td>
</tr>
</tbody>
</table>

+ Hostesses earn an additional 5% off their personal order for each new booking! Also every Hostess can qualify to receive a “Thank You” Gift for hosting a Glamour Demo of $300 or more. Ask your Distributor for details and gift choices.
Book a SeneBlends Makeover

You will be impressed with how your face will look and feel with SenseCosmetics color products that stay on until you take them off! Schedule your SeneBlends Makeover with your SeneGence Distributor.
Earn Back in Profits

Earn a portion of your order total back in profits plus earn free products! Ask your SeneGence Distributor about sharing our revolutionary long-lasting and anti-aging skin care and cosmetic products with others. You will find it easy to take orders from those who are wowed by the results.
A new chance to win each week!

Submit cards from every Glamour Demo with at least three guests in attendance. **WINNING DISTRIBUTOR RECEIVES 100 SENEBUCKS!**

Please complete all information for entry to be considered valid.

**DISTRIBUTOR** Name______________________________Distributor ID #________________________

**HOSTESS** Name______________________________Phone Number _________________________

Address________________________________________________________Email Address ________________

City________________________________State / Province________________Zip________________________

HOSTESS PRIZE - if selected in weekly drawing:
SeneGence product prize* valued up to $150 USD

**GUEST** Name______________________________Phone Number _________________________

Address________________________________________________________Email Address ________________

City________________________________State / Province________________Zip________________________

GUEST PRIZE - if selected in weekly drawing:
SeneGence product prize* valued up to $55 USD

Limit one entry per person. Must be 18 or older to enter. Open to residents of US, Canada, and Australia. Official rules available at www.senegence.com.

Send completed entry cards to SeneGence International 19651 Alter, Foothill Ranch, CA 92610. Product prizes will be shipped to winners at address provided.

By submitting my email address, I agree to receive communications from SeneGence International.

*SeneGence product prize to be selected by SeneGence staff from available inventory.
Become a Distributor

Have a career that really pays on your terms! Purchase products at wholesale and resell for profits. **We guarantee your satisfaction when you begin a new career with us, or we will refund your application fee.**

### Discounts & Potential Retail Earnings

<table>
<thead>
<tr>
<th>SUGGESTED RETAIL TOTAL AMOUNT</th>
<th>PERSONAL DISCOUNT off suggested retail</th>
<th>POTENTIAL EARNING Percentage</th>
<th>POTENTIAL EARNING Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $199</td>
<td>20%</td>
<td>25%</td>
<td>$0 - $40</td>
</tr>
<tr>
<td>$200 - $599</td>
<td>30%</td>
<td>43%</td>
<td>$60 - $180</td>
</tr>
<tr>
<td>$600 - $1,499</td>
<td>40%</td>
<td>67%</td>
<td>$240 - $600</td>
</tr>
<tr>
<td>$1,500 - HIGHER</td>
<td>50%</td>
<td>100%</td>
<td>$750 - UNLIMITED</td>
</tr>
</tbody>
</table>

This example is not a guarantee or representation that you will experience these exact earnings. Rather, it is intended as a guidance tool to show you how a Distributor’s potential profit margin increases as their discount level increases.

**New Distributor Kit (NDK) $55** includes Application Fee
Demonstration Kit Option

LIPS Kit  $75  (over $200 value)

Designed for one-on-one presentations, this kit includes a selection of our most popular LipSense shades, applicators, gloss samples, and business materials*.

* Included products subject to change.

Contact your Distributor for current kit availability.
SeneSite

Customized website and 24 hour e-commerce tool for online sales. This affordable tool allows you to be open for business 24/7, and list the unique web address on your business cards, Beauty Books, your vehicle and more to drive traffic to the site.

Customer Direct Order (CDO) Program

Customers order online and receive product directly from SeneGence, and payment goes directly to the selling Distributor. No cost to sign up, and all Distributors have the option to participate.

Demo Drop Ship

Allows Glamour Demo Hostesses or Customers to have their orders shipped directly to them so the Distributor does not have to stock the desired product inventory.

SeneSharing

Place at least one 300PV order in your first 30 days, and recruit a new Distributor who does the same to receive exclusive recognition, including this glamorous pin.

$ignificant $ene$eller

SeneGence honors Distributors who consistently build a Customer base and sell $1,500 USD/750PV or more in SenseCosmetics and SeneDerm SkinCare month after month of the Seminar Year. $ignificant $ene$eller Distributors receive:

- New product launch shipments at no cost
- Front of the line filling and shipping
- Special recognition on their SeneSite
SeneSential Training Packages

**RUBY**
FREE includes weekly online & Glamour trainings

- Automatically available to all Distributors.

**SAPPHIRE**
$325 includes weekly online & Glamour trainings plus
($520 VALUE)

- SeneSite Trial
- Seminar registration
- SeneU registration
- SeneMedia collection
- MSF donation
- SeneLibrary training materials

**EMERALD**
$550 includes weekly online & Glamour trainings plus
($1,500 VALUE)

- SeneSite annual fee
- Seminar registration
- SeneU registration
- SeneMedia collection
- MSF donation
- Launch Demo
- PIT Stop registration
- SeneLibrary training materials

Visit SeneGence.com to view more Training Package options.
Get a JUMP START!
Contact your Distributor for current program availability.

IN YOUR FIRST 30 DAYS IN BUSINESS

You are eligible to receive a 50% discount on all personal product orders of 300 PV ($600 retail) or more, for 30 days, starting on the day you join SeneGence.

SeneCars

SeneGence gives you the opportunity to ride in style and luxury by earning a monthly car allowance on a new, blue car of your choice. Make your SeneCar a statement of you!
Our SeneStar and LIPS Trip achievers enjoy traveling the country and the world as a way of doing business by earning various levels of growth and sales. Both new and seasoned Distributors can see the world by earning, learning, and succeeding!
Join us in making a difference by giving back

The Make Sense Foundation® (MSF) is the SeneGence nonprofit organization created by Joni Rogers-Kante as part of the overall plan to give back to the community. The MSF is based on the fundamental mission to help women and children in crisis and thrives on donating directly to deserving organizations.

SeneGence offers its Distributors opportunities to donate a portion of their product sales to their local charities or nominate charities to receive financial support. A portion of the sales from select SeneGence products and business tools is donated directly to the MSF as well as a contribution made for every new Distributor that joins.

Visit MakeSenseFoundation.org
We’re in the business of being social! Stay in the loop of everything happening at SeneGence by connecting with us on our social media channels. Find out about new products and promotions, gain access to valuable business tools, participate in fun contests, and interact with us - we’d love to hear from you!

@SeneGenceInternational  @SeneGence_Intl

SeneGence International

senegencebyjoni.com
### SeneDerm SKINCARE

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-in-1 Cleanser</td>
<td>$30</td>
<td>Dry</td>
</tr>
<tr>
<td>DayTime Moisturizer</td>
<td>$50</td>
<td>Dry</td>
</tr>
<tr>
<td>Evening Moisturizer</td>
<td>$60</td>
<td>Dry</td>
</tr>
<tr>
<td>Advanced Anti-Aging treatment</td>
<td>$60</td>
<td></td>
</tr>
</tbody>
</table>

### Sense COSMETICS

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silk Pore &amp; Wrinkle Minimizer</td>
<td>$60</td>
<td></td>
</tr>
<tr>
<td>Color Correcting Tinted Moisturizer</td>
<td>$45</td>
<td>Light</td>
</tr>
<tr>
<td>Advanced Anti-Aging Pearlizer</td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td>Original Foundation</td>
<td>$60</td>
<td></td>
</tr>
<tr>
<td>Brush Blush</td>
<td>$25</td>
<td></td>
</tr>
<tr>
<td>Cream Blush</td>
<td>$30</td>
<td></td>
</tr>
<tr>
<td>Powder Brush</td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td>Removers</td>
<td>$20</td>
<td></td>
</tr>
<tr>
<td>Translucent</td>
<td>$10</td>
<td></td>
</tr>
<tr>
<td>Makeup Removers</td>
<td>$20</td>
<td></td>
</tr>
<tr>
<td>Matte Eyeshadow</td>
<td>$22</td>
<td></td>
</tr>
</tbody>
</table>

### SeneDerm SOLUTIONS

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anti-Wrinkle Treatment</td>
<td>$65</td>
<td></td>
</tr>
<tr>
<td>Facial Resurfacer</td>
<td>$45</td>
<td></td>
</tr>
<tr>
<td>NailExtend</td>
<td>$45</td>
<td></td>
</tr>
<tr>
<td>Nangai Oil</td>
<td>$55</td>
<td></td>
</tr>
<tr>
<td>Polishing Exfoliator</td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td>Dark Circle Under Eye</td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td>LashExtend Clear</td>
<td>$55</td>
<td></td>
</tr>
<tr>
<td>LashExtend Black</td>
<td>$55</td>
<td></td>
</tr>
<tr>
<td>LashExtend Brown</td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td>LipVolumizer</td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td>Spot-On</td>
<td>$50</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SeneGence WISH LIST</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SeneDerm SKINCARE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sense COSMETICS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SeneDerm SOLUTIONS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
LashSense COSMETICS

- $20
  - LashSense w/ UnderSense
    - Black
    - Brown

- $22
  - Lip Liner
    - Berry
    - Blu-Red
    - Cocoa
    - Neutral
    - Persimmon
    - Terra Cotta
  - Moisturizing Lip Balm
  - Gloss
    - Bougainvillea
    - Glossy
    - Gold Glitter
    - Matte
    - Opal
    - Orchid
    - Pearl
    - Pink Glitter
    - Rose
    - Sand
    - Silver Glitter

LipSense COSMETICS

- $25
  - Lip Color
    - Apple Cider
    - Aussie Rose
    - B. Ruby
    - Beige Champagne
    - Bella
    - Blackberry
    - Blu-Red
    - Bombshell
    - Cappuccino
    - Caramel Apple
    - Caramel Latte
    - Cocoa
    - Dark Pink
    - Dawn Rising
    - Fire 'n Ice
    - Fire Opal
    - First Love
    - Fleur De Lisa
    - Fly Girl
    - Goddess
    - Hazelnut
    - Heartbreaker
    - Honey Rose
    - Kiss For a Cause
    - Kiss Me Katie
    - Lexie Bear-y
    - Luv it
    - Mauve Ice
    - Mulled Wine
    - Napa
    - Nude
    - Nutmeg
    - Persimmon
    - Pink Champagne
    - Plum
    - Plum Pretty
    - Plumeria
    - Pomegranate
    - Praline Rose
    - Precious Topaz
    - Purple Reign
    - Razzberry
    - Roseberry
    - Samon
    - Sassy Z
    - Sheer Berry
    - Strawberry Shortcake
    - Summer Sunset
    - Violet Volt
    - Violette

COLLECTIONS

- $190
  - SkinCare Collection
    - Dry
    - Normal to Dry
    - Normal to Oily
    - Oily to Acne

- $210
  - Advanced Anti-Aging Collection

- $150
  - Solutions Enhancement Collection

- $120
  - Original Collection

- $140
  - Advanced Anti-Aging Collection

- $150
  - Powder Collection

- $55
  - Lip Collection

- $105
  - BodyCare Collection

- $95
  - SunCare Collection

- $70
  - Abundance PARFUMS
    - Abundance Fresh
    - Abundance Lush
    - Abundance Bloom

- $70
  - Rollerball Travel Trio

Abundance PARFUMS

- $50
  - Self-Tanning Bronzing
    - Coconut Milk

- $45
  - SeneSun SPF 30 SunScreen
What’s in the name SeneGence®?

**SENESCENCE**  
Process of aging

**INTELLIGENCE**  
The capacity to acquire and apply knowledge

**SYNERGY**  
The working together of two things to produce an effect greater than the sum of their individual effects

**SENEGENCE**  
Long-lasting and anti-aging products that really work!