



SeneGence International® Welcomes Gregg Beall as Chief Technology Officer

Foothill Ranch, Calif. – (March 22 2018) – Global beauty brand [SeneGence International®](#) has expanded its senior management team with the hiring of Gregg Beall as chief technology officer (CTO). A 17-year industry veteran, Beall is responsible for overseeing all technical aspects of the company and working with the executive team to grow the company’s information technology (IT) resources.

“Gregg is a respected leader and we are thrilled to have him join our team,” said Joni Rogers-Kante, CEO, SeneGence International. “SeneGence is entering a very exciting time in our growth. Gregg’s expertise in the IT sector will help us architect successful projects with enhanced e-commerce including sales and revenue management solutions.”

Beall previously served in senior leadership positions including vice president and senior director of IT at successful companies in entertainment, direct selling, and software sectors, such as Live Nation Entertainment and Arbonne.

SeneGence is best known for its top-selling product, LipSense®, the original long-lasting lip color, which is unlike any conventional lipstick, stain or color. As the original long-lasting lip color, it is water proof, smudge proof, kiss proof and will not budge for up to 18 hours. Beyond its line of color cosmetics, SeneGence International also offers a revolutionary line of skin care products containing a proprietary formulation of ingredients called SenePlex Complex that produces real, visual, and clinically-proven results. It’s based on a kinetic enzyme that fights the signs of aging by more rapidly renewing skin cells and improving the appearance of one’s skin.

SeneGence does not test on animals or use animal by-products, and instead uses naturally occurring ingredients that have been approved by the FDA. All products are made in the United States for stringent quality control. To get in touch with a SeneGence Independent Distributor to try their revolutionary line of skin care and cosmetics, visit [SeneGence.com](#).

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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 find a Distributor near you or to get more information on SeneGence products and business opportunities, please visit www.SeneGence.com.

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