**SeneGence International® Launches Volume Building Mascara**

**Foothill Ranch, Calif. –** (Oct. 12, 2018) – Global beauty brand [SeneGence International](https://seneweb.senegence.com/)® launches two new volumizing mascara formulas: LashSense® VolumeIntense™ Mascara and LashSense VolumeIntense Waterproof Mascara.

LashSense VolumeIntense Waterproof Mascara is a highly-pigmented formula that lengthens, curls and defines each lash. It has waterproof and smudge-proof staying power that can withstand swimming activities and lasts all day and night. LashSense VolumeIntense Mascara is a long-lasting, sweat and humidity resistant formula that separates, lifts, coats and curls each lash.

Both mascaras are designed to provide lashes with conditioning moisture, prevent brittleness and drying, and strengthen and thicken lashes. The new formulas include ingredients that help to provide fuller, thicker and healthier lashes, as well as Vitamin E, which helps to repair and condition lashes. A unique brush specifically designed to help optimize the application of each mascara for maximum volume is also included. LashSense VolumeIntense Mascara and LashSense VolumeIntense Waterproof Mascara will replace the previous LashSense product.

“Mascara is one of the most widely-used cosmetic products by women,” said Joni Rogers-Kante, founder and CEO, SeneGence. “We wanted to make sure our mascaras are the most volumizing, durable and stunning formulas we could create. With a waterproof and a non-waterproof option, our beauty clients are able to select the one that is right for them and not worry about smudging or smearing their mascara during their day.”

The new mascaras will come in brand new packaging with a high-end look. They are available in either Black or Black Brown shades, and can be easily removed with Fooops!® Makeup Remover [liquid](https://seneweb.senegence.com/us/products/face/remover/fooops-sensecosmetics-dual-phase-color-remover/) or [wipes](https://seneweb.senegence.com/us/products/face/remover/fooops-wipes-color-removing-wipes/). As permanent beauty collection items, the LashSense Mascaras will be added to the product line in SeneGence’s Beauty Book and on [SeneGence.com](https://seneweb.senegence.com/us).

SeneGence is known for [LipSense](https://seneweb.senegence.com/us/products/lips/lipsense/)®, the original long-lasting lip color that it is water-proof, smudge-proof and kiss-proof. LipSense and LipSense Gloss provide up to 18 hours of perfectly pigmented color with multi-dimensional texture to keep your pout looking perfect. Much more than a lip color company, SeneGence also has a full line of long-lasting, anti-aging cosmetics and skin care products formulated for a variety of skin types. The company recently launched its hair care line, [SeneGence HairCovery](https://seneweb.senegence.com/us/products/hair/)™, which consists of a shampoo, conditioner and serum that are designed to work together to revive dull, lifeless hair.

To get in touch with a SeneGence Independent Distributor to try LipSense or their revolutionary line of skin care and cosmetics, visit [SeneGence.com](https://seneweb.senegence.com/us).

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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](https://seneweb.senegence.com/us).

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