

Trade Your Winter Blues for Blossoming Purples with SeneGence's Limited-Edition Bouquet of Violets



FOOTHILL RANCH, Calif. – (Jan. 2, 2019) – Inspired by the beautiful flower which blooms in late winter, global beauty brand [SeneGence International](https://www.senegence.com)[®] has released its limited edition Bouquet of Violets Collection, which features stunning hues of purple and the return of a highly sought after lip gloss. These brilliant purple shades are exciting choices for makeup enthusiasts, but still approachable for everyday wear.

Violet Volt LipSense – a vibrant, blue-based purple shade with a hint of shimmer – is best-suited for those looking to achieve a bold look. Another cool-tone, **Violette LipSense** is a light magenta-mauve shade with a frost finish that's perfect for everyday wear.

Orchid Gloss is an iridescent, shimmery purple-pink, while returning favorite **Sweet Pea Gloss** is a mauve berry shade with golden shimmer. As with all LipSense Glosses, these two shades are made with shea butter to help keep lips moisturized and soft for hours.

“Whether it’s for the eyes or lips, shades of purple are currently trending in the beauty industry. Also in high demand are shimmering, iridescent and glitter finishes,” said Joni Rogers-Kante, CEO, SeneGence International. “These gorgeous, wearable shades offer the perfect pop of color for any occasion.”

When customers purchase the entire Bouquet of Violets Collection, they’ll receive a free purple mesh bag. Although the Bouquet of Violets is a limited edition offering, Violet Volt LipSense, Violette LipSense and Orchid Gloss are all sold individually as part of SeneGence’s permanent collection.

SeneGence is known for LipSense®, the long-lasting lip color that provides up to 18 hours of perfectly pigmented color in more than 50 shades. As the original long-lasting lip color, it is water-proof, smudge-proof, kiss-proof. LipSense comes in a wide variety of shades and textures for any skin tone, including frosts, mattes and shimmers. Create your own color palette by combining colors from more than 50 shades.

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. SeneGence does not test on animals or use animal by-products, and instead uses naturally occurring ingredients.

To get in touch with a SeneGence Independent Distributor to try LipSense or 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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