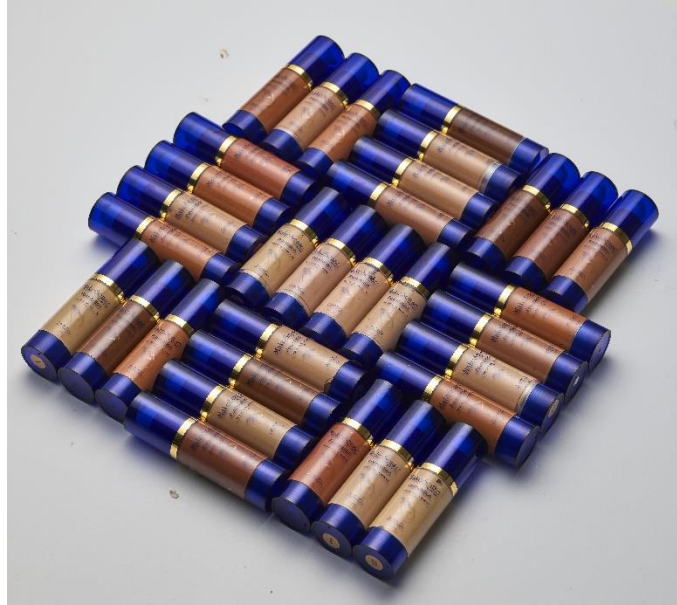




## SeneGence International® Introduces Deeper Shades of its MakeSense® Foundation to Suit More Skin Tones



*\*High resolution images are available upon request*

**FOOTHILL RANCH, Calif.** – (Jan. 14, 2019) – In an effort to better serve its fast-growing customer base, Global beauty brand [SeneGence International®](#) has introduced six new shades to its popular [MakeSense® Original Foundation](#) collection, specifically created and formulated for customers who have darker skin tones.

An oil-free formula that can be used on virtually any skin type, SeneGence’s MakeSense Original Foundation adapts to skin pigmentation, making it even easier for customers to find that perfect match. The foundation is also water-resistant and boasts an impeccably flawless finish. As with all SeneGence products, these six new shades provide non-smearing, long-lasting coverage, with options for warm and cool undertones:

- **Golden Tan** is a tan to deep shade with warm yellow undertones.
- **Adobe** is a deep shade that offers deep red undertones.
- **Deep Caramel** is a deeper shade with deeper warm yellow undertones.

- **Cinnamon** is a deep shade with cool red undertones.
- **Coffee** is a very deep shade with cool red undertones.
- **Truffle** is a very deep shade with warm yellow undertones.

“It’s no secret that many women of color struggle to find foundation shades that match their skin tone. Nobody should have to settle for makeup that doesn’t provide them a perfect match or meet their expectations. SeneGence understands the importance of offering a variety of foundation shades to our customers, as women of every ethnicity deserve to look and feel their best,” said Joni Rogers-Kante, CEO, SeneGence International. “With these six new shades of MakeSense Original Foundation, we’re ensuring everyone can enjoy the benefits of our best-selling foundation line.”

SeneGence 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. All products are made in the United States for stringent quality control.

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

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