



SeneGence Celebrates 20 Years of Long-Lasting Beauty at EVOLVE Seminar

FOOTHILL RANCH, Calif. – (April 16, 2019) – Global beauty brand [SeneGence International®](#) along with nearly 6,000 of its independent distributors celebrated the company's 20th Anniversary with simultaneous events in the US and Australia on April 11-14, 2019 at EVOLVE Seminar.

SeneGence attendees from the US and Mexico were welcomed in Tulsa, Okla. at the Cox Convention Center. While down under, at the Brisbane Convention Center, attendees from Australia and New Zealand gathered. Both continents saw SeneGence's largest and most thrilling annual gathering to celebrate collective and individual Distributor successes, launch new products and experience top-notch training.

Seminar would not be complete without the launch of new, exciting products:

SeneGence's [Glitz & Glam 20th Anniversary Celebration Collection](#) adds shimmer and beautiful textures in limited-edition, glittering shades of ShadowSense, LipSense and Gloss. Available for purchase individually or as a collection. When purchased as a collection, customers receive a free, glittering blue SeneGence branded cosmetics bag. The collection includes:

- **Platinum Glitter ShadowSense**, a silver shade with multicolored glitter and shimmer
- **Lapis Glitter ShadowSense**, a deep blue shade with cobalt and teal glitter
- **Golden Orchid LipSense**, a delicate pink shade with bold golden pearl and shimmer
- **Metallic Plum LipSense**, a rich, deep berry with a metallic and glittering finish
- **Ultra Gold Glitter Gloss**, a gold gloss with a bold, semi opaque finish

[Lifting & Firming Neck Cream with SenePlex+](#) is a powerful firming formula that works to restore the suppleness and radiance of the skin around the neck, décolleté and jaw. This sophisticated formula includes SeneGence's proprietary anti-aging complex, in addition to vitamins, natural botanical extracts, and skin boosting peptides that work to plump, hydrate, smooth wrinkles and even skin tone. It provides both immediate and long-term results. Upon immediate application, skin will look and feel plumper, smoother and more hydrated. With use over time, skin around the neck will be noticeably firmer, lifted

and more even in tone for a healthy, youthful look. Lifting & Firming Neck Cream with SenePlex+ has a creamy texture with a very light, lavender-almond scent.

[Nangai Oil](#) has a new look and improved formulation to help retain and deeply moisturize skin with the purest form of natural moisture retention ingredients. The improved, stabilized formula includes additional anti-aging and nourishing ingredients. The oil from the nut of the Nangai tree helps to reduce signs of aging such as fine lines and wrinkles to reveal plumper, smoother skin for a radiant, youthful appearance.

[SeneGence® HairCoverly™ Thickening & Volumizing Holding Spray with SenePlex™ and SenePeptide™](#) contains powerful peptides and nourishing botanicals that work to improve the texture and health of hair. For additional benefits and desired results, use in conjunction with HairCoverly™ line of products to have more volumized, thickened, shiny and moisturized hair.

“I love our Seminars; they’re always so energizing and this one was no exception. It’s wonderful to see and share the success of our distributors, as well as celebrate SeneGence’s 20th Anniversary,” said Joni Rogers-Kante, CEO of SeneGence. “As with any anniversary, gifts are always important so for our distributors we arranged for a private concert with Gwen Stefani! She’s such a gracious lady and exciting performer. I think we’ll be talking about this Seminar for many years.”

SeneGence is known for LipSense®, the long-lasting lip color that provides up to 18 hours of perfectly pigmented color in more than 50 water-proof, smudge-proof, kiss-proof 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. 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.

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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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