

# Beauty BOOK





## **SENEGENCE**

was founded on the idea to offer superior products and an opportunity for women to be independent and successful in business, regardless of age, background, or education.

Joni Rogers-Kante, CEO and Founder of SeneGence International®, had a vision of a company with products that really work and a career that really works, long before discovering its premier product. Once she discovered a long-lasting liquid lip colour unlike anything she had seen before, she knew it needed to be shared with the world.

In 1999, SeneGence exploded into the marketplace with the launch of patented LipSense® colour technology, and SeneGence quickly rose in popularity as the creator of the original long-lasting lip colour.

This was only the beginning of an entire line of long-lasting cosmetics and revolutionary anti-ageing skin care products. Over the years, SeneGence has grown to support thousands of successful careers and to satisfy customers around the world by remaining steadfast in its commitment to use only the most advanced technologies to make skin more beautiful.

*I stand behind our products 100% and guarantee your skin will look more beautiful in 30 days, when using our 24-hour anti-ageing skin care and long-lasting colour systems.*



Joni Rogers-Kante  
FOUNDER & CEO











## **SENEGENCE**

has positively affected the lives of hundreds of thousands of women and their families worldwide, and it all begins with our products.

SeneGence has developed highly advanced anti-ageing skin care and cosmetics systems that help make every skin type more beautiful and radiant.



Joni collecting samples from Mount Yasur, Vanuatu

In the Vanuatu string of islands in the South Pacific, Joni worked with scientists and discovered naturally reoccurring resources proven to be beneficial to the skin.

Today, SeneGence products can be found in numerous countries around the world, helping to make skin healthier and more beautiful. Joni ventures to international destinations regularly and enjoys sharing SeneGence with everyone she meets while guiding them to be their most confident self with products that really work.

The distinctive ingredients are incorporated into SeneDerm® SkinCare systems, SenseCosmetics® beauty items, and the SeneDerm Solutions line, helping to result in dramatic improvements to the skin. They also help to provide crucial sun protection without the use of unnecessary chemicals.



Made in the United States with global materials



No animal testing and no animal by-products (we use alternative sources)



Made in cGMP manufacturing facilities



Formulated without drying waxes and harmful lead



Use of gluten free ingredients



## THE SCIENCE OF SENEDERM® & SENEPLEX+ COMPLEX

All SeneDerm, SeneDerm Solutions, and creamy SenseCosmetics contain SenePlex+ Complex, a kinetic enzyme that works to affect the way cells grow from the bottom layers of the skin to the top. SenePlex+ fights the signs of ageing by supporting renewal of your skin cells an average of 23.3% more rapidly.

### Four to Eight Weeks to Revolutionary Results

Independent clinical test results of 8 weeks of treatment with our proprietary formula, SenePlex+ Complex.

**23.3%** Increase in  
Cellular Renewal

Verified by an independent lab, clinical testing confirmed products with SenePlex+ Complex are highly effective in increasing skin renewal, and regular use results in remarkable improvements to skin, including: **Skin smoothness increased by 45%.** **Almost 33% more individuals with sensitive skin were able to use SeneDerm SkinCare without irritation.**

WEEK 0



WEEK 2



WEEK 4



WEEK 8







# SeneDerm

SkinCare with SenePlex+

A 24-hour, anti-ageing skin care system made for all skin types.

SeneDerm Anti-Ageing SkinCare Systems are the most effective anti-ageing treatments known in today's personal care and cosmetics industries, consisting of products that help, rather than harm your skin. Formulated with powerful, anti-ageing SenePlex+ Complex, these products help to dramatically improve skin over time.



## FIND YOUR SKIN TYPE:

### **NORMAL TO DRY**

No oil in "T" zone, generally healthy appearance, clear with even texture, may have occasional tightness or flaking, small to medium size pores.

### **DRY**

No oiliness, can feel tight and itchy, noticeable fine lines, may have red or rough patches, small pores, visible flaking.

### **NORMAL TO OILY**

Oily "T" zone, generally healthy appearance with occasional breakouts or blemishes, pores are medium to large, skin appears shiny and can feel oily.

### **3 in 1 Cleanser \$240**

4 fl oz / 118 mL

This triple-action cleanser works to cleanse, tone and hydrate while helping to maintain skin's moisture. Each formula works to restore pH while effectively removing dirt, oil, and bacteria.

### **DayTime Moisturizer \$400**

1.66 fl oz / 50 mL

These lightweight, daily moisturisers deliver anti-ageing advantages and botanicals that work to balance moisture and naturally hydrate skin. They work to protect skin from the ravages of the environment with a mechanical shield.

### **Evening Moisturizer \$480**

1.66 fl oz / 50 mL

Highly concentrated with additional SenePlex+ Complex for extra protection from free radicals during sleep. These thick, rich skin creams are a luxurious combination of ingredients that hydrate, protect, and promote vibrant healthy skin.

*NORMAL TO DRY*



**ALOE LEAF JUICE**  
Calms and soothes skin.  
**AVOCADO OIL**  
Very rich moisturiser.  
**LAVENDER OIL**  
Soothes and protects.

*DRY*



**SPONGE-LIKE PILLOWS**  
Exfoliate skin.  
**ALGAE EXTRACT**  
Hydrates and softens skin.  
**HUMECTANTS**  
Bind moisture to the skin.

*NORMAL TO OILY*



**VANUATU VOLCANIC ASH**  
Exfoliates dead skin cells.  
**ORCHID FLOWER EXTRACT**  
Antioxidant and moisturiser.



**VITAMIN B**  
Hydrates and promotes healthy skin.  
**SODIUM HYALURONATE**  
Protects against moisture loss.  
**ALOE LEAF JUICE**  
Calms and soothes skin.



**MORINGA OIL**  
Smooths, de-puffs and moisturises.  
**ALMOND OIL**  
Leaves skin silky but non-greasy.  
**JOJOBA**  
Promotes soothing and calming.



**JOJOBA**  
Promotes soothing and calming.  
**SQUALENE**  
Natural moisturiser.  
**ALLANTOIN**  
Promotes healthy skin.



**AVOCADO OIL**  
Very rich moisturiser.  
**VITAMIN E**  
Essential antioxidant for maintaining healthy skin.



**AMINO ACIDS**  
To build healthy skin.  
**VITAMIN E**  
Essential antioxidant for maintaining healthy skin.  
**GINGER ROOT**  
Protects skin.



**BORAGO SEED OIL**  
Helps even skin tone.  
**VITAMIN E**  
Essential antioxidant for maintaining healthy skin.

SeneDerm

**ADVANCED ANTI-AGEING SKINCARE**

with SenePlex+

Highly advanced, anti-ageing skin care products that help correct and prevent the signs of ageing.



**Climate Control \$480**

2.3 fl oz / 68 mL

Hydration in the purest form. This "miracle in a bottle" helps even the driest, most damaged skin regain its healthy glow and moisture content. Its unique delivery system keeps key ingredients separated until shaken, combined, and activated.

**SelPlex Complex:** Herbal oil extracts and vitamins that increase moisture.

**Sodium Hyaluronate:** Protects against moisture loss.

**Glucosamine HCl:** Helps maintain elasticity.



**SeneSerum-C \$520**

0.5 fl oz / 15 mL

A 100% natural blend of the most advanced anti-ageing ingredients known today. This pollution defense formula is made for all skin types and works to repair damaged skin while helping to create healthier, firmer, and younger-looking skin. So light, it can be used day and night under moisturisers.

**Stabilized Vitamin C:** Increases collagen production and firms.

**SeneShield:** Helps protect skin from immediate free radical damage.





### EyeCrème \$400

0.44 fl oz / 13 mL

A rich blend of oils and vitamins that protect while working to diminish fine lines and wrinkles around the eyes. This nourishing formula melts and emulsifies at skin temperature and creates a silk-like coating that reduces drag while applying cosmetics.

**Soybean Oil:** Improves skin hydration and smoothness.

**Kukui Seed Oil:** Soothes skin.

**Vitamin A:** Helps increase elasticity.



### Hydrating Facial Serum Mist \$320

2.9 fl oz / 86 mL

Instantly refresh and re-energise your skin anytime with this lightweight, oil-free, alcohol-free quick drying mist, while simultaneously treating your complexion to long-term anti-ageing benefits. Can be spritzed under or over your makeup.

**Hydromanil Complex:** Helps to pull moisture into skin and lock it in for lasting skin benefits.

**Apple Fruit Extract:** Gently exfoliates skin for a glowing effect and instant moisturization.

**Kale Extract:** Rich in vitamins C, A, and E to help tighten pores and prevent free radical damage.

## Specialized treatment products for targeted skin and personal care needs.



Stabilized Ascorbic Acid (**pure stabilised Vitamin C**) decreases melanin production by **42.66%**

*Results obtained in a 16 day in vivo test of Ascorbic Acid.*

### **Brightening Multi-Vitamin Treatment \$600**

0.5 fl oz / 15 mL

This powerful treatment targets dark spots and discolouration caused by hyperpigmentation, acne, ageing and sun damage to reveal brighter, firmer, and more even skin tone over time.

**2 Forms of Stabilized Vitamin C:** Help brighten and even skin tone.

**Vitamins A, B3 & E:** Help to firm, even skin tone, protect from free radicals, and moisturise.

**Palmitoyl Tripeptide-1 & Tripeptide-7:** Peptides that help increase skin elasticity and decrease wrinkle depth.



**Anti-Wrinkle Treatment** contains ingredients that work to reduce light to medium wrinkle depth by an average of **34% TO 63%**

### **Anti-Wrinkle Treatment \$520**

0.51 fl oz / 15 mL

Clinically proven ingredients that visibly reduce the depth and shadows of light and medium size wrinkles, making skin's texture smoother and younger-looking. Contains an advanced formulation, including natural ingredients proven to improve skin texture and restore proper moisture content with regular use.

**Anti-Wrinkle Complex:** Firms and smoothes skin.

**Green Tea Leaf Extract:** Protects skin with antioxidant properties.

**Jobaba Seed Oil:** Helps to improve skin's elasticity.



### Dark Circle Under Eye Treatment \$400

0.51 fl oz / 15 mL

Excessive under eye darkening and visible bagging prematurely age the eyes. Correct it with this effective blend of ingredients, formulated to help reduce the appearance of darkening and to help reduce the appearance of loose skin under the eyes.

**Blend of Suma Root Extract, Potency Wood Extract & Madonna Lily Flower Extract:** Works to help reduce under eye darkening.

Contains ingredients that work to reduce dark circles up to

**122%**



### Nangai Oil \$360

0.5 fl oz / 15 mL

Intensely moisturize and soothe dry skin with this luxurious, natural blend of exotic Nangai Oil and anti-ageing ingredients. Found on the tropical island nation of Vanuatu, Nangai Oil provides skin with anti-inflammatory and deeply hydrating benefits.

**Triglycerides:** Essential fatty acids that help enhance your skin's ability to retain precious moisture.

**SenePlex Complex:** For increased cellular renewal.

Nangai Oil contains  
**94-97%**  
natural triglycerides.



# SeneDerm Daily Regimen **AM**

## **CLEANSE** (select one)



- 3 in 1 Cleanser

## **ADVANCED ANTI-AGEING** (select yours)



- Climate Control
- SeneSerum-C

## **TREAT** (optional)



- Anti-Wrinkle
- Dark Circle
- Brightening Multi-Vitamin



- Nangai Oil



- DayTime Moisturizer



- Hydrating Facial Serum Mist
- Lip Balm

## **TREAT**

## **MOISTURISE** (select one)

## **MOISTURISE & PROTECT**

# SeneDerm Daily Regimen **PM**

SeneDerm  
**SKINCARE**  
with SenePlex+

## REMOVE



- Foops! Liquid
- Oops!

## CLEANSE (select one)



- 3 in 1 Cleanser

## ADVANCED ANTI-AGEING (optional)



- Climate Control
- SeneSerum-C

## TREAT (select yours)



- Anti-Wrinkle
- Dark Circle
- Brightening Multi-Vitamin



- Nangai Oil

## TREAT



- Evening Moisturizer
- EyeCrème

## MOISTURISE & PROTECT (select one)



- LipSmooth Conditioning Polish
- Lip Balm

## TREAT (select one)

# Long-lasting lip colour stays on for up to 18 hours.



LipSense

**Lip Colour \$200**

0.25 fl oz / 7.39 mL



LipSense is the premier product of SeneGence and is unlike any conventional lipstick, stain, or colour. As the original, patented, long-lasting lip color, it is waterproof, does not kiss-off, smear-off, or budge-off.

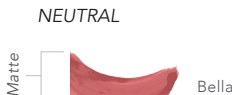
**Peony Root Extract:** Natural calming flower herb.

**St. John's Wort Extract:** Natural herb with skin protective properties.

**Linden Flower Extract:** Powerful antioxidant.



## YELLOW BASED/WARM



## BLUE BASED/COOL



LIP LINER



LIP COLOUR - LAYER 1



LIP COLOUR - LAYER 2



LIP COLOUR - LAYER 3



MOISTURIZING GLOSS



LONG-LASTING LOOK

☺ For proper use, purchase your LipSense in a collection which includes a colour, Gloss, and Oops! Remover.

#### HOW TO APPLY:

Apply to clean, dry lips. For a defined look, line with LinerSense first. With lips parted, apply LipSense in one direction, beginning with outside corner of the mouth. Spread colour in a fluid, sweeping motion across lips to opposite corner (do not move applicator back and forth). Apply three layers for long-lasting results, letting colour dry in between each layer. Finish with LipSense Gloss to maintain lasting colour and moist lips.



LipSense

**Lip Liner \$176**

0.125 fl oz / 3.69 mL

Line your lips with precision as the long-lasting colour technology blends, complements, and defines as the first step to creating the perfect pout.

YELLOW-BASED



Persimmon



Terra Cotta

BLUE-BASED



Neutral



Berry



Blu-Red



LipSense

**Moisturizing Gloss \$160**

0.25 fl oz / 7.5 mL

Dehydrated and damaged lips are no match for the moisturizing ability of Shea Butter, a natural ingredient used as the base for the many textures of LipSense Glosses. Moisturizing glosses improve the longevity of LipSense Liquid Lip Colour, while covering and protecting naked lips.

**Shea Butter:** Softens and protects skin.

**Vitamin E:** Helps to repair dry lips.

YELLOW-BASED



Gold Glitter

NEUTRAL



Glossy

BLUE-BASED



Rose



Matte



Pearl



**LipSmooth™**  
**Conditioning Polish \$200**

0.5 fl oz / 15 mL

Helps dry, damaged lips feel renewed, re-moisturised, and conditioned. Formulated with nonabrasive natural exfoliators, SenePlex+ and natural oils to accelerate the exfoliation process and reveal smooth, beautiful lips.

**Bamboo & Ivory Seed Powder:** Gentle, non-abrasive exfoliators.

**Nangai Oil:** Deeply hydrates and soothes skin with moisture-enhancing triglycerides.

**Shea Butter:** Softens and protects skin.



LipSense  
**Moisturizing Lip Balm \$160**

0.25 fl oz / 7.3 mL

Smooth on this long-lasting, nourishing balm with moisture-rich botanicals to help bind hydration to lips. The addition of SenePlex+ Complex provides anti-ageing and restorative benefits. This lightweight formula is fragrance-free with a matte finish: perfect for everyone.

**Coconut Oil:** Provides nourishing moisture to improve dry, cracked skin.

**Cocoa & Shea Butters:** Soften the skin and protect from environmental influences.

**Orchid Flower Extract:** Powerful antioxidant with free-radical protection and moisture.





LipSense

### **Oops! Remover \$80**

0.25 fl oz / 7.39 mL

A simple swipe of this non-drying remover will erase LipSense mistakes, “lift” your long-lasting lip colour so you can change your shade with your outfit, or remove LipSense at the end of the day.

**Vitamins A, B, C & E:** Condition, moisturise, and protect lips.



### **Fooops!® Dual Phase Colour Remover \$160**

1.7 fl oz / 50 mL

Remove long-lasting SenseCosmetics quickly and easily with this unique, easy-to-use formula that activates when shaken. It gently whisks away all makeup, including waterproof LashSense Mascara, while conditioning and refreshing the skin. Ideal for all skin types, it leaves the face and eyes feeling cool and relaxed without an oily residue. Safe for contact wearers.

**Green Tea Extract:** Protects against collagen breakdown.

**Arnica Flower:** Helps to restore suppleness.

**Spirulina:** Promotes clean, clear complexion.

SeneDerm  
**BODYCARE**  
with SenePlex+



**Detoxifying  
& Moisturizing Mask \$400**

4 oz / 113g

This creamy, non-drying natural mineral and botanical-based treatment mask gently removes impurities from pores to reveal smoother-looking skin. It helps to eliminate dead skin and works to soothe and protect. Suitable for all skin types, including acne-prone.

**Green Tea & Arnica Flower:** Soothe and counter-act redness.

**Kaolin Clay:** Absorbs impurities.

**Volcanic Ash:** Gentle exfoliator.





## SeneGence WISH LIST

### SENERM SKINCARE

\$2403 in 1 Cleanser

- Dry
- Normal to Dry
- Normal to Oily

\$400 DayTime Moisturizer

- Dry
- Normal to Dry
- Normal to Oily

\$480 Evening Moisturizer

- Dry
- Normal to Dry
- Normal to Oily

Advanced Anti-Ageing

- \$480  Climate Control
- \$400  EyeCreme
- \$320  Hydrating Facial Serum Mist
- \$520  SeneSerum-C

### SENERM SOLUTIONS

- \$520  Anti-Wrinkle Treatment
- \$600  Brightening Multi-Vitamin Treatment
- \$400  Dark Circle Under Eye
- \$360  Nangai Oil

### LIPSENSE COSMETICS

- \$200 Lip Colour
  - Beige Champagne
  - Bella
  - Caramel Apple
  - Fly Girl

- Goddess
- Honey Rose
- Napa
- Pink Champagne
- Plumeria
- Praline Rose

\$176 LinerSense Lip Liner

- Berry
- Blu-Red
- Neutral
- Persimmon
- Terra Cotta

\$160  Moisturizing Lip Balm

\$200  LipSmooth Conditioning Polish

\$160 Gloss

- Glossy
- Gold Glitter
- Matte
- Pearl
- Rose

### SENSECOSMETICS

Removers

- \$160  Fooops! Liquid Remover
- \$80  Ooops! Remover

### SENERM BODYCARE

\$400  Detoxifying Mask





To Purchase Products or Become a Distributor, contact:

## WHAT'S IN THE NAME SENEENCE?

### SENESCENCE

Process of ageing



### INTELLIGENCE

The capacity to acquire and apply knowledge



### SYNERGY

The working together of two things to produce an effect greater than the sum of their individual effects



### SENEENCE

Long-lasting and anti-ageing products that really work!



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