



Media Contact:  
Taylor King  
SeneGence  
tking@senegence.com  
949-939-2567

**DSA Member Company SeneGence® Meets with Members of U.S. Congress  
to Urge Lawmakers to Protect Their Independent Work Status  
as Part of Direct Selling Day on Capitol Hill**

**(WASHINGTON – Sept. 18, 2019)** – SeneGence will participate in the Sept. 18 Direct Selling Day on Capitol Hill, hosted by the [Direct Selling Association](#) (DSA), the national trade association for direct selling companies. SeneGence will join 18 other direct selling companies, bringing together more than 125 direct selling distributors and executives to urge nearly 100 members of Congress to consider the implications and importance of maintaining the independent contractor status for all direct sellers.

Direct Selling Day on Capitol Hill is part of the DSA's broader efforts to urge passage of H.R. 3522, the Preserving the Direct Seller Independence Act, which is intended to modernize independent work laws to keep pace with updates in the economy and with the nature of labor.

"Maintaining an independent contractor status reflects the multitude of responsibilities that direct sellers must juggle. It is an honor to speak with lawmakers about the importance and impact of maintaining this status. I am so eager to continue to advocate for the success of direct sellers as they work for themselves and their families," said Joni Rogers-Kante, CEO and founder of SeneGence.

"We are pleased to have direct sellers and executives from SeneGence take an active role in the Direct Selling Day on Capitol Hill Day this year," said Joseph N. Mariano, president and chief executive officer for the Direct Selling Association. "As we see more people choosing independent work in today's economy, it's important that we recognize that all independent work is not the same. Choice is a critical distinction to make, and H.R. 3522 preserves direct sellers' ability to choose the products they want to sell, the customers they engage with, and the hours they will work – and make those decisions based on their own needs, responsibilities, and aspirations."

As part of the events, the attendees will hear from members of the Direct Selling Caucus about their support of the direct selling business. Speakers are:

- Rep. Richard Hudson (R-NC)

- Rep. Debbie Lesko (R-AZ)
- Rep Tim Walberg (R-MI)
- Rep. Josh Gottheimer (D-NJ)

### **ABOUT THE DIRECT SELLING ASSOCIATION**

The Direct Selling Association (DSA) is the national trade association for companies that offer entrepreneurial opportunities to independent sellers to market and sell products and services, typically outside of a fixed retail establishment. In 2018, direct selling took place across the U.S., generating \$35.4 billion in retail sales. More than 6 million entrepreneurs in the U.S. are selling products or services through the direct selling channel, providing a personalized buying experience for more than 36.6 million customers.

### **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. and formulated without lead or animal testing. To find a Distributor near you or to get more information about SeneGence products and business opportunities, please visit [www.SeneGence.com](http://www.SeneGence.com).

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