



## **Philippe Guerreau joins the Board of Directors of the Direct Selling Association of Canada**

FOOTHILL RANCH, Calif., July 6, 2020 — SeneGence, creator of long-lasting liquid lip color, is proud to announce that SeneGence President, Philippe Guerreau, now sits on the Board of Directors for the Direct Selling Association of Canada. Philippe joins as director for a two-year mandate.

"We are pleased to welcome Philippe to the AVD Board of Directors," said AVD President Peter Maddox. "His strengths in strategy and leadership will be an important asset to the Board. It's exciting to be able to leverage the expertise of Philippe and all of the other members of the board as we focus on planning and implementing an effective strategy to advance the industry."

"I am incredibly honored and excited to join the board of DSA Canada," said Philippe. "As a French-American, Canada and Quebec have a special place in my heart. I look forward to using this role to actively promote direct selling as a great channel of distribution, where Distributors have an opportunity to grow a sustainable, ethical, and profitable business. SeneGence has proudly been present in Canada for 20 years where we embrace the nation's passion and genuineness in their approach to direct sales."

### **About SeneGence**

Founded in 1999 by Joni Rogers-Kante, SeneGence exploded into the marketplace with the launch of LipSense® color technology, and quickly rose in popularity as the creator of The Original Long-Lasting Liquid Lip Color®. Along with its premier product, SeneGence enabled a way for women to be independent and successful in business, regardless of age, background, or education. More than 20 years later, SeneGence has expanded its line of products that really work to include anti-aging skin care, long-lasting cosmetics, new men's line, and has thousands of Distributors in 17 countries across the globe. Even still, the commitment to empowering women has remained the same. SeneGence's nonprofit organization, The Make Sense Foundation®, regularly raises and contributes funds for women and children in need as part of the overall plan to give back to the global community. 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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