



SHAPE Beauty Awards 2020 Winners Revealed



FOOTHILL RANCH, Calif. – (September 14, 2020) SeneGence Founder & CEO Joni Rogers-Kante announces her premier product, the patented LipSense® color technology, has received the Beauty “ICONS Award” by SHAPE. The winners were selected by editors and The Shape Squad, a group of fitness and beauty-minded staffers, pros, and dermatologists who tested and approved 77 products that not only work, but also enhance your physical and mental states. “SeneGence Blu-Red LipSense keeps its longest-lasting lip reign. It’s magic,” the Squad says.



LipSense is a unique product that is waterproof and does not kiss off, smear off, or rub off. When used properly, it helps to restore the moisture content of your lips. LipSense Liquid Lip Color can last anywhere between 4 and 18 hours and comes in a wide variety of shades and textures. It is initially sold as a set, which includes Liquid Lip Color, a moisturizing Gloss, and an Ooops! Remover.

“As the creator of The Original Long-Lasting Liquid Lip Color®, I am thrilled that LipSense was chosen for this industry recognition,” states Rogers-Kante.

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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.