



 SeneGence®

BEAUTY BOOK



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 had a vision of products that really work and a career that really works. Once she discovered a long-lasting liquid lip colour unlike anything she had seen before, she needed to share it with the world.

In 1999, SeneGence exploded into the marketplace with LipSense®, and quickly rose in popularity as the creator of The Original Long-Lasting Lip Color®.

This was the beginning of an entire line of long-lasting cosmetics and revolutionary anti-aging skin care products. SeneGence has now grown to support hundreds of thousands of successful careers and satisfy Customers globally in its commitment to use the most advanced ingredients 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 all-day anti-aging skin care and long-lasting colour systems."

Joni Rogers-Kante
Founder & CEO





Joni collecting samples
from Mount Yasur, Vanuatu

In the Vanuatu string of islands in the South Pacific, Joni worked with scientists and botanists to locate naturally occurring resources that have proven beneficial to the skin.

Today, SeneGence products are formulated with proprietary complexes and formulas that help make skin more beautiful.

These distinctive ingredients are incorporated into both SeneGence SkinCare and Cosmetics, helping to improve skin from head to toe dramatically, 24-hours a day.



Most Formulas made
in the USA with
global materials



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



Formulated without
gluten ingredients



Made in CGMP
manufacturing facilities



Formulated without
drying waxes



The Science of SenePlex+®

All SeneGence SkinCare and Cosmetics contain SenePlex+, a proprietary complex that is clinically proven to help fight signs of aging for a visibly transformed, healthy-looking complexion.

SenePlex+ accelerates skin renewal (turnover) for game-changing results. It works with your body's natural wisdom, supporting and creating an optimal environment for your skin's natural cell renewal process.

Revolutionary Results

Verified by an independent lab, clinical testing performed on 33 female subjects 19-65 years of age proved that Normal to Dry Evening Moisturizer with SenePlex+ and Orchid Stem Cells accelerates cell renewal by 100% in 18 days. *

100% Cell Renewal Achieved in 18 days**

**Based on a 20-Day independent clinical study of thirty-three participants, women ages 19 to 65. Results are measured by expert clinical graded analysis compared to baseline.*

***On average, it takes 28 days for a skin cell to go through its full life cycle from formation to shedding.*



Week 0



Week 2



Week 4

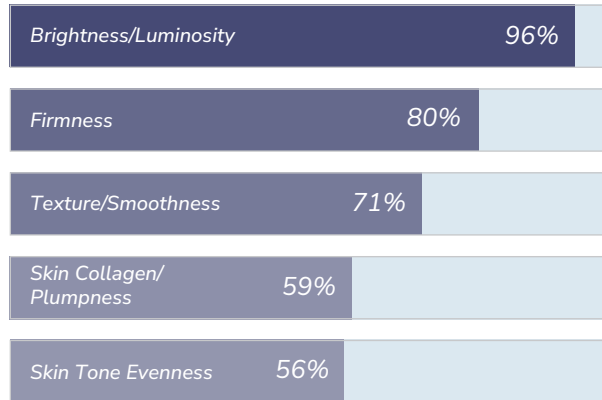
PRODUCTS THAT REALLY WORK — SEE AND BELIEVE!

Faster cell renewal with SenePlex+® improves texture, radiance, and pore size while diminishing the appearance of fine lines and wrinkles. In a clinical study, Normal to Dry SkinCare regimen with SenePlex+ and Orchid Stem Cells.

Instantly raised skin's hydration levels by up to 118% and maintained continuous hydration by up to 105% after 8 Weeks. *

CLINICAL GRADING RESULTS

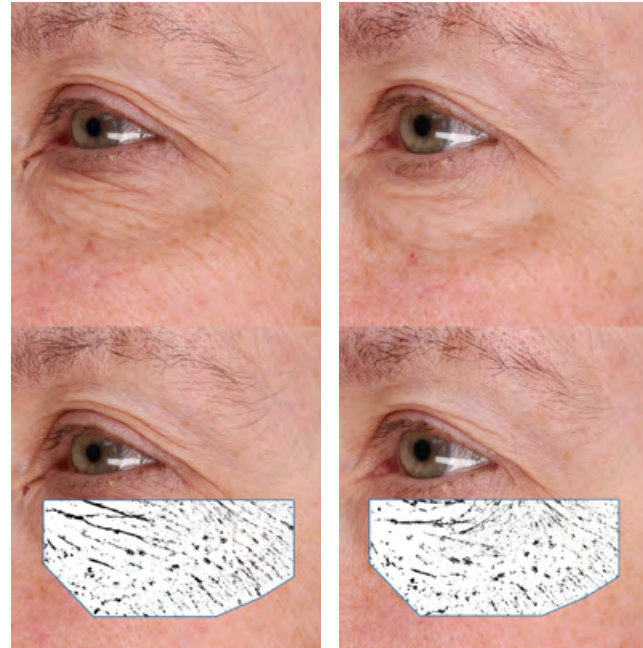
Percent of participants with improvements.*



*Results are measured by expert clinical grading and instrumentation compared to baseline in an eight-week independent clinical study on thirty-two females ages 30 to 70.

REAL RESULTS

24% Improvement in the appearance of Lines + Wrinkles



BEFORE

AFTER 4 WEEKS*

*Unretouched photos. Individual results will vary.

Find Your Skin Type

DRY

Skin feels dry, can be tight and itchy, may have red or rough patches, visible flaking, small pores.

NORMAL TO DRY

No oil in "T" zone, even texture, occasional tightness or flaking, small-to-medium size pores.

NORMAL TO OILY

Oily "T" zone, occasional breakouts/ blemishes, shiny appearance, medium-to-large pores.

DRY



\$48

PAPAIN ENZYME
Exfoliates skin.

YARROW EXTRACT
Helps refine skin texture.

BLUE SEAWEED EXTRACT
Moisturizes and hydrates.



\$78

MYROTHAMNUS EXTRACT
Hydrates and helps protect skin.

COPPER TRIPEPTIDE-1
Supports firmer-looking skin.

GLYCOLIC & LACTIC ACID
Helps even skin tone for a brighter complexion.



\$90

ORCHID STEM CELLS
Helps improve the appearance of sagging.

N. BENTHAMIANA
Helps improve skin texture and radiance.

NIACINAMIDE
Minimizes the appearance of pores.

NORMAL TO DRY



\$48

PRICKLY PEAR FLOWER
Exfoliates skin.

APPLE FRUIT EXTRACT
Hydrates and moisturizes.

GOJI BERRY EXTRACT
Protects against skin-damaging free radicals.



\$78

KNOTGRASS EXTRACT
Helps to reduce visible signs of photo-aging.

SQUALANE
Softens and smoothes the skin.

CAMELINA OIL
Improves the look of skin elasticity and suppleness.



\$90

MUSHROOM STEM EXTRACT
Promotes a youthful and lifted skin appearance.

ROSE HIP SEED OIL
Moisturizes and softens skin.

MANGOSTEEN EXTRACT
Antioxidant protection against skin-damaging free radicals.

NORMAL TO OILY



\$48

ORANGE EXFOLIATOR
Gently exfoliates to unclog pores leaving skin fresh, radiant, and nourished.

MIRACNE
Helps to minimize the appearance of blemishes.

SARCOSINATE
Sulphate-free surfactant that gently cleanses.



\$78

MARSturizer™
Helps to minimize water loss for a firmer-looking appearance.

GRANSIL EP-9
Promotes strong mattifying effect on skin.

WILLOWHERB
Perfect for soothing and calming irritated skin.



\$90

SODIUM HYALURONATE
Helps to retain moisture and hydrate.

RENESEED™
Helps improve the appearance of fine lines and wrinkles.

ORCHID STEM CELLS
Helps improve the appearance of sagging.



SKINCARE
with SenePlex+®

SkinCare Regimen

3 IN 1 CLEANSER

This triple-action cleanser works to cleanse, tone, and exfoliate while helping to maintain skin's moisture. Effectively removes dirt and oil.

4 fl oz / 118 mL

DAYTIME MOISTURIZER

This lightweight, daily moisturizer delivers anti-aging actives and botanicals that work to balance moisture and naturally hydrate skin. Works to help protect skin from environmental elements.

1.66 fl oz / 49 mL

EVENING MOISTURIZER

Contains additional SenePlex+ for extra rejuvenation during sleep. This rich, luxurious cream combines ingredients that hydrate and promote vibrant, healthy-looking skin.

1.66 fl oz / 49 mL



TREATMENTS & SOLUTIONS

Keep your skin looking
young and healthy.
Proven solutions,
remarkable results.



ADVANCED SENEPLEX+® RENEWAL SERUM WITH RETINOL

This potent skin renewal serum minimizes the appearance of fine lines and wrinkles while imparting a more youthful, radiant complexion. It supercharges your nighttime routine so you can look forward to brighter, rejuvenated, and firmer-looking skin over time.

Nano Retinol: Micro-encapsulated delivery system with sustained release during skin's renewal cycle.

Nephoria®: Retinatural active from rambutan super fruit leaves that compliments retinol's activity.

Meadowfoam Seed Oil, Aloe Vera & Hyaluronic Acid Complex: Provides hydrating and calming benefits to the skin.

\$99

0.5 fl oz / 15 mL

SenePlex+ Retinol Serum Improved Appearance of Fine Lines & Wrinkles by **23%**

**Results are measured by expert clinical graded observation and analysis compared to baseline based on a six-week, independent clinical study of 30 participants, women ages 30 to 70.*

Women Love Advanced SenePlex+ Renewal Serum With Retinol! †

During a six-week independent consumer study, a majority of women agreed that their skin's overall appearance was improved and their face appeared more youthful.

Here's what else they said:

82%	Improves skin clarity, leaving a healthy, even tone.	76%	Reduces the appearance of crow's feet around the eyes.
85%	Improves skin's overall appearance.	73%	Minimizes the appearance of fine lines and wrinkles.
88%	Face appears more youthful.	85%	Helps skin feel firmer.

† Results based on a six-week independent consumer study. The percentages reflect the number of women who agreed with the statement.



CLIMATE CONTROL

Hydration in the purest form for a healthy-looking glow. 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: Helps to retain moisture.

Glucosamine HCl: Helps deliver firmer-looking skin.

Tip: Apply Advanced Anti-Aging treatments before DayTime or Evening Moisturizer.

\$79

2.3 fl oz / 68 mL



Features C-Pearls®, a proprietary vitamin C encapsulation and delivery system.

SENE SERUM-C

A lightweight antioxidant-rich formula that helps smooth and brighten dull skin and boost free radical protection for a younger-looking glow.

SeneShield®: Helps provide protection against skin-damaging free radicals in the environment.

Sodium Hyaluronate: Deeply hydrates skin.

Grape Juice Extract: An antioxidant to help restore skin moisture and radiance.

\$80

0.5 fl oz / 15 mL



EYECRÈME

Target the key signs of aging around the eyes with this clinically proven, ophthalmologist tested EyeCrème that helps reduce the appearance of fine lines and wrinkles while improving radiance and luminosity.

LOOK Oleactif®: Helps smooth the look of wrinkles by enhancing firmness and elasticity.

BLUSH Oleactif®: Helps to reduce the look of redness and makes skin less tired looking, brighter and more radiant.

Squalane: Derived from plant sources, it helps to moisturize the delicate skin around the eyes.

\$78

0.44 oz / 12 g

Clinical Results*

87.10% of participants showed measured improvement in skin radiance in eye area.

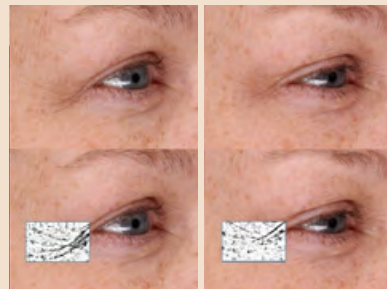
64.52% of participants showed measured decrease in the appearance of wrinkles in eye area.

* An 8-week independent clinical study of 31 participants.

Clinical Results are measured by expert grading and Visioscan analysis compared to baseline.

Real Results

23% Reduction in visible fine lines & wrinkles (crow's feet) in 8 weeks.



BEFORE

AFTER 8 WEEKS**

**Unretouched photos. Individual results will vary.

During an eight-week independent consumer study, a majority of participants agreed that the skin around their eyes immediately felt hydrated and the appearance of crow's feet look reduced. ±

Here's what else they said:

83% My lines and wrinkles appear diminished

80% My eye area looks more rested

77% My eye area looks smoother and more awake

± An 8-week independent consumer study of 31 participants. The percentage reflects the number of participants who agree with the statement.



DIGITAL AGE DEFENSE SERUM

A new generation serum with the skin active Celligent® that helps prevent visible signs of aging related to blue light exposure from digital devices.

Celligent: Helps prevent visible signs of aging related to blue light.

SymRelief® 100: Helps to reduce the appearance of redness and soothes skin.

Nano Emulsion: Helps to calm the skin.

\$66

1 fl oz / 30 mL



LIFTING & FIRMING NECK CREAM

This rich cream formula is specifically formulated to help smooth the delicate area around the neck and décolletage for firmer-looking skin.

Essenskin: Complex that helps improve the appearance of thin, fragile skin.

Actifcol™: A shiitake mushroom blend that aids in the appearance of firmness.

Grape Juice Extract: For antioxidant protection against free radicals.

\$117

1.7 fl oz / 50 mL

Essenskin™ helps re-densify skin by over 65% and makes skin more resistant by 21%.

Results based on a two-month clinical study of Essenskin on 29 women.



COLLAGEN NIGHT PAK

An anti-aging night treatment that uses natural ingredients to seal in moisture while you sleep.

Plant-based Collagen: Restores skin moisture and appearance of firmness.

Caffeine: Rejuvenates and revitalizes skin.

Copper & Zinc: For antioxidant protection against free radicals.

Tip: Mix Evening Moisturizer and Night Pak together, then apply.

\$108 INDIVIDUAL

1 fl oz / 30 mL

\$114 WITH APPLICATOR BRUSH



PREVENT/CORRECT
SOLUTIONS
with SenePlex+®

Lip Line Corrector visibly
improved the appearance
of lip lines by up to 30%.

*Result based on a 6-week
clinical study on 35 women.*

LIP LINE CORRECTOR

Visibly diminish the look of stubborn feather lines and wrinkles around the lip contour and mouth with this hydrating serum designed to help achieve a rejuvenated, more youthful appearance.

X50 Hyalufiller: Helps improve the appearance of skin elasticity and firmness.

SWT-7™: Helps smooth the appearance of lines and wrinkles.

Wildberry Harvest: Helps hydrate and nourish dry skin.

\$65

0.3 fl oz / 9 mL



PREVENT/CORRECT
SOLUTIONS
with SenePlex+®

Anti-Wrinkle Serum visibly
improved the appearance
of skin firmness by 33.3%
in just one hour.

*Result compared to baseline one hour
post a single application on 33 women.*

NEOTIGHT® REJUVENATING ANTI-WRINKLE SERUM

This high-performance serum dramatically reduces the appearance of fine lines and wrinkles for a youthful-looking complexion.

Neodermyl®: Supports skin's elasticity and texture for a supple, firm appearance and helps to reduce the appearance of wrinkles.

SYN-STAR®: Helps to visibly diminish the appearance of wrinkles around the eyes, mouth, and forehead.

Liftonin®-Xpress: Derived from red algae, this film former helps to provide a tightening and lifting effect.

\$114

0.5 fl oz / 15 mL



**HYDRATE
SOLUTIONS
with SenePlex®**

Nangai Oil contains
94-97% natural
triglycerides.

NANGAI OIL

Intensely moisturize and soothe dry skin with this luxurious blend of exotic Nangai Oil and highly effective anti-aging complexes and ingredients. Calms and deeply hydrates.

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

L-22: Botanically-sourced lipid complex that helps support the skin's barrier.

Meadowfoam Seed Oil: Soothes skin and slows water loss.

\$66

0.5 fl oz / 15 mL



**DEEP CLEANSE/EXFOLIATE
SOLUTIONS
with SenePlex®**

Facial Resurfacer
contains volcanic
ash with 70% tita-
nium and 30% iron for
effective exfoliation
without irritation.

FACIAL RESURFACER

Achieve glowing, smooth skin with this purifying sulphate-free formula. A little goes a long way to reveal soft, revitalized skin.

Vanuatu Volcanic Ash: Exfoliates dead skin and polishes.

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

Seaweed Extract: Helps to hydrate and tone skin.

\$66

2 oz / 57 g



**DEEP CLEANSE
SOLUTIONS
with SenePlex®**

MELT-AWAY DEEP CLEANSING BALM

Effortlessly dissolve SeneGence cosmetics, waterproof makeup, and daily grime with this non-greasy, non-stripping formula. Rinses off completely for a fresh, dewy glow.

Oleic Safflower Oil: Helps to break down makeup.

Rose Hip Seed Oil: Ultra-effective emollient and moisturizer.

Marula Oil: Helps improve hydration and smoothness.

\$66

2.9 oz / 82 g

BRIGHTEN SOLUTIONS
with SenePlex+®NEOTIGHT®
REVITALIZING EYE SERUM

Awaken your eye area with this cutting-edge serum that gives you the appearance of firmer, brighter, smoother skin. The lightweight formula is made with powerful yet gentle actives to improve the look of dark circles, eye bags, wrinkles, and puffiness on delicate skin. Ophthalmologist tested and safe for contact lens wearers.

MeiView™: Combats the appearance of crow's feet, sagging eyelids, dark circles, wrinkles, and bags for eyes that look more energized and rested.

OrchiStem™: Helps improve the appearance of sagging and drooping skin for a more contoured, lifted look.

Inst'Tight™: Instantly minimizes the appearance of wrinkles and fine lines and smooths skin for a filter-like look.

NeoTight Revitalizing Eye Serum showed an immediate improvement in skin tightening post a single application.*

**Results measured by cutometer compared to baseline after 15 mins post a single application of NeoTight Revitalizing Eye Serum.*

During a six-week independent consumer study, a majority of participants agreed that NeoTight Serum minimized the appearance fine lines and wrinkles around the eyes.

Here's what else they said:

After 6 weeks

84% Visibly brightened dark under-eye circles.

84% Tired-looking eyes look more energized.

84% Improved the look of under-eye bags and puffiness.

78% Improved the appearance of crepey eyelids.

93% Improved smoothness around eye area.

A six-week independent consumer study of 33 participants. The percentage reflects the number of participants who agree with the statement.

Clinical Grading Results**

87% of participants showed measured improvement in the appearance of dark circles

81% of participants showed measured improvement in the look of under-eye puffiness/bags

*** Clinical Grading Results are measured by expert observation/image analysis compared to baseline. A six-week clinical study of 33 participants.*



\$78

0.5 fl oz / 15 mL





BRIGHTEN/CORRECT SOLUTIONS with SenePlex+®

C-BRIGHT DARK SPOT CORRECTOR

A potent, feather-light liquid vitamin C formula to visibly improve skin's brightness, firmness, stubborn discolouration, and uneven tone while helping to protect skin from sun damage.

3-O-Ethyl Ascorbic Acid: Helps improve stubborn discolouration and dark spots.

Ferulic Acid + Vitamin E: Free-radical neutralizing antioxidants.

Acetyl Tripeptide-2: An anti-aging peptide to help skin appear firmer and plump-looking.

Real Results



BEFORE

AFTER 8 WEEKS**

\$96

0.61 fl oz / 18 mL

Features a highly absorbable 15% stabilized vitamin C derivative and dual-action antioxidant combination.

Clinical Grading Results**

76% of participants showed measured improvement in the appearance of hyperpigmentation.

77% of participants showed measured improvement in the appearance of dark acne scars.

88% of participants showed measured improvement in skin brightness.

85% of participants showed measured improvement in skin tone.

Consumer Results*

88% Reported an improvement in the appearance of skin firmness.

88% Reported an improvement in skin clarity and tone.

91% Reported the product improves skin texture to look more luminous and radiant.

91% Reported the product reduces the appearance of dark spots and hyperpigmentation.

88% Reported the product improves the appearance of dark spots and acne scarring.

**An eight-week clinical study of 34 female participants. Clinical Grading Results are measured by expert observation / image analysis compared to baseline.

*A two-week independent consumer study of 34 female participants. The percentage reflects the number of participants who agree with the statement.



ENHANCE
SOLUTIONS
with SenePlex+®

LashExtend contains ingredients that help lashes to appear 25% longer and fuller.

LASHEXTEND

Naturally and safely enhance your gorgeous gaze with this lash lengthener.

SenePeptide™: Improves lash health.

Chamomile Extract: Calming and soothing properties.

White Tea Extract: Powerful antioxidant.

\$66

0.125 fl oz / 3.7 mL



ENHANCE
SOLUTIONS
with SenePlex+®

The active ingredient in LipVolumizer provides visible improvement in lip youth and hydration.



13.3%
Firmness

15.1%
Volume

8.6%
Surface

50.6%
Moisture

The majority of test volunteers (a panel of 29 women who applied the product twice daily for one month) experienced at least a 10% increase in lip volume while those with the thinnest lips experienced up to a remarkable 20% lip volume increase.

LIPVOLUMIZER

Get lasting results of full, pouty lips without the use of irritants. This proprietary formula is based on the most advanced natural technologies, plumping lips from the inside out. Lips will appear noticeably smoother and fuller.

Volumizing Complex: Proprietary blend of peptides and botanicals.

Kiss Me Quick Plant: Helps boost moisture and the appearance of firmness.

\$65

0.2 fl oz / 5.9 mL



BRIGHTEN SOLUTIONS
with SenePlex+®

DETOXIFYING OXYGEN FACIAL MASK

This gel-to-foam oxygenating mask deeply clarifies, boosts brightness, and instantly adds back lasting hydration. Clinically proven to increase skin hydration immediately and lasts up to 72 hours!**

White Clay: Kaolin clay helps remove impurities and absorb excess oil.

Rhodiola Extract: Supports the skin's natural defenses against harsh elemental exposure and helps to maintain a balanced look.

DL Fruit Acids: Naturally derived alpha hydroxyl acids from bilberry, sugarcane, orange, lemon, and sugar maple extracts help to exfoliate the skin.

Consumers Results*

Instantly

97% Reported that skin looks rested and fresh.

91% Reported that skin immediately looks brighter.

2 Weeks

94% Reported that the product purified their complexion, restored luminosity, and gave skin a healthy-looking glow.

91% Reported that the product gently polishes away dry, flaky skin.

**A 4-week independent consumer study of 33 female participants. The percentage reflects the number of participants who agree with the statement.*

Clinical Results**

Improved skin hydration by an average of **35%** after 72-Hours.

Improved exfoliation to remove dead skin cells by an average of **38%** after 4 weeks.

***Clinical grading results are measured by expert observation and analysis via Corneometer® and D-Squame® instruments compared to baseline. A 4-week clinical study of 33 female participants.*

\$90

1.66 fl oz / 49 mL

SkinCare

MORNING REGIMEN AM



1. CLEANSE & EXFOLIATE (select yours)



- 3 in 1 Cleanser

2. ADVANCED EXFOLIATION



- Facial Resurfacer
- Detoxifying Oxygen Facial Mask

3. TARGETED TREATMENT



- C-Bright

4. TREAT WITH ADVANCED ANTI-AGING



- Digital Age Defense Serum
- Climate Control
- SeneSerum-C

5. TARGETED TREATMENT



- Lip Line Corrector
- NeoTight® Rejuvenating Anti-Wrinkle Serum
- NeoTight® Revitalizing Eye Serum
- Nangai Oil

SkinCare

EVENING REGIMEN PM

1. REMOVE



- Fooops!® Liquid or Wipes Remover

2. DEEP CLEANSE



- Melt-Away Deep Cleansing Balm

3. CLEANSE AND EXFOLIATE (select yours)



- 3 in 1 Cleanser

4. ADVANCED EXFOLIATION



- Facial Resurfacer
- Detoxifying Oxygen Facial Mask

5. TARGETED TREATMENT



- C-Bright

6. TREAT WITH ADVANCED ANTI-AGING



- SenePlex+® Retinol Serum
- Digital Age Defense Serum
- Climate Control
- SeneSerum-C

6. DAYTIME MOISTURE

(select yours)



- DayTime Moisturizer
- Lifting & Firming Neck Cream
- EyeCrème

7. PUMP UP THE VOLUME



- Volumizing Brow Gel
- LashExtend
- LipVolumizer
- EyeLuminator

8. EXTRA MOISTURE PROTECTION



- Lip Balm or Tinted Lip Balm

7. TARGETED TREATMENT



- Lip LineCorrector
- NeoTight® Rejuvenating Anti-Wrinkle Serum
- NeoTight® Revitalizing Eye Serum
- Nangai Oil

8. EVENING MOISTURE

(select yours)



- Evening Moisturizer
- Collagen Night Pak
- Lifting & Firming Neck Cream

9. EYE PROTECTION AND MOISTURE



- EyeCrème

10. PUMP IT UP WHILE YOU SLEEP



- Volumizing Brow Gel
- LipSmooth® Conditioning Polish
- LipVolumizer
- Overnight Lip Mask
- LashExtend (Clear)

SENEGENCE[®] FOR MEN

with SenePlex+[®]

This easy-to-use system is specifically formulated with green tea, aloe vera, and chamomile to improve the look of men's skin, leaving it to feel clean and healthy.





GROOMING HAIR BALM

A multi-use styling balm infused with moisturizing and nourishing ingredients that improves hair appearance and texture. Suitable for all hair types and perfect for styling beards and facial hair.

Synthetic Beeswax: Provides flexible hold.

Rosemary Leaf Extract: Helps provide protection from the elements.

Nangai Oil: Helps hair retain moisture.

\$34

1.8 oz / 52 g



CLEANSER

This daily use cleanser effectively removes dirt and excess oil to reveal a smooth, clear complexion.

Chamomile Oil: Helps to calm skin.

Eucalyptus Leaf Oil: Calms, soothes, and helps clarify skin.

Apple Fruit Extract: Provides moisture balance.

\$48

5 fl oz / 148 mL



SHAVE CREAM

Shave easily and comfortably with this luxurious cream that works to deeply soothe and nourish skin, while helping to protect against irritation, razor burns, and ingrown hairs.

Green Tea Leaf Extract: Helps protect skin with antioxidant properties.

Aloe Vera Leaf Juice: Calms and soothes skin.

Glycerin: Provides a close, comfortable shave.

\$38

5 fl oz / 148 mL



SENEGENCE[®] COSMETICS

The Perfect Match

When used together, SeneGence SkinCare and Cosmetics provide all-day protection to help skin look and feel beautiful.



MakeSense[®]

SILK PRIMER & PORE MINIMIZER

The perfect base for a flawless face, Silk primes skin by diminishing the appearance of enlarged pores, absorbing oil, blurring fine lines and imperfections, and offering anti-aging benefits. Use alone for naturally beautiful skin, or use before MakeSense Foundation.

\$78

0.5 fl oz / 15 mL

Finding Your Undertone

Take a close look at the veins on the underside of your wrist.

Are your veins blue or purple? If so, then you are cool, and will look good in MakeSense® shades with pink or red undertones.

Are your veins green or olive? If yes, you are warm, and will look great in MakeSense shades with yellow undertones.

An alternative way to find your undertone is by taking a picture in both a cool-coloured shirt (such as gray), and a warm-coloured shirt (such as yellow). Whichever you feel you look the best in is likely your undertone.

Can't tell? Then you are neutral.



COOL



WARM



NEUTRAL



MakeSense® PEARLIZER

Mix this liquid highlighter with your favourite MakeSense Foundation shade or lightly layer after makeup application for a glowing finish.

\$62

1 fl oz / 30 mL



MakeSense® COLOR CORRECTING TINTED MOISTURIZER

Enjoy sheer-to-medium coverage, colour correcting benefits, and skin conditioning in one easy step. Can be worn over moisturizer or under foundation, if more coverage is desired.

\$58

1 fl oz / 30 mL

LIGHT



Fair (N)



Light (N)

MEDIUM



Light-Medium (N)



Medium (N)

DEEP



Medium-Deep (N)



Deep (N)



MakeSense®

ORIGINAL FOUNDATION

This oil-free, water-resistant, and long-lasting liquid foundation provides anti-aging benefits. The rich colour pigments adapt to your skin pigmentation for a natural-looking finish.

LIGHT



Vanilla (N)



Porcelain (W)



Ivory (C)



Almond (C)



Creme Beige (W)



Beige Chiffon (W)

MEDIUM



Buff (N)



Dewy (N)



Fawn (W)



Tan (W)



Suede (W)



Café Au Lait (C)



Pecan (N)

DEEP



Golden Tan (W)



Deep Caramel (W)



Cinnamon (C)



Adobe (C)



Coffee (C)



Truffle (W)

\$62

1 fl oz / 30 mL

2021
WINNER
SHAPE
BEAUTY
AWARD



TRANSLUCENT LOOSE POWDER

Get photo-ready in a pinch with this velvety, airy facial powder that absorbs excess oil and shine for a soft-focus finish. Can be worn on bare skin or used to highlight, contour, and set makeup. Available in matte and shimmering shades for a variety of applications.

SenePlex+® and SenePeptide™: Provide nourishing, hydrating, and anti-aging benefits to the skin.

Kaolin: A finely ground clay that absorbs perspiration.

Allantoin: Promotes skin smoothness.

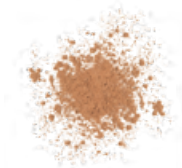
MATTE



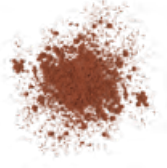
Translucent



Light

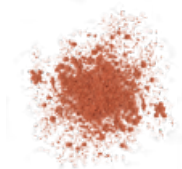


Medium

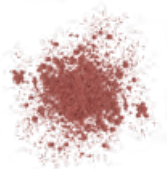


Deep

SHIMMER



Bronze Dust



Silver Rose



\$66

0.29 oz / 8.1 g



Champagne Glow



Bronze Glow



GLOWIFY® ILLUMINATING MOISTURE MIST

A light, refreshing facial mist infused with skin-loving ingredients to help hydrate and add a light-catching glow over makeup or bare skin for an instant, illuminating, dewy look.

Coconut Water: Helps hydrate and moisturize the skin without adding excess oil.

Superfruit Antioxidant Blend: A botanical blend of extracts including Goji, Coffee Seed, Acai, Mangosteen, Noni, Pomegranate, and Green Tea Extract that helps to protect skin from free radicals.

Cucumber Extract and Aloe Vera Leaf Juice: Helps hydrate, calm, and soothe skin.

Mica: A light-reflecting mineral that adds a sheer, natural-looking glow to skin.

\$50

3.55 fl oz / 105 mL



Light



Medium



Deep

EYELUMINATOR™ UNDER EYE BRIGHTENING CREAM

A radiant under eye brightener and eye area highlighter with finely milled luminescent mica and pigments, and the added skin-correcting ingredients of EyeCrème.

Mica and Colour Pigments: Provides sheer colour coverage and light reflection for a soft, smooth, luminous eye area appearance.

Squalane: Derived from plant sources, helps to moisturize the delicate skin around the eyes.

LOOK Oleactif®: Helps to support the skin's structure and thereby smooth the look of fine lines and wrinkles while helping to reduce the look of under eye puffiness.

\$72

0.44 oz / 12 g





CORRECTIVE COLOR CONCEALER/BLENDER

Colour correction and advanced skincare combine into this effective concealer that evens the appearance of skin tone, blurs imperfections, and highlights. Featured in an airless bottle for optimal application, your skin will immediately appear radiant and hydrated with this creamy concealer.

\$40

0.25 oz / 7 g



White



Green



Fair



Light



Light-Medium



Medium



Medium-Deep



Deep



BlushSense® CREAM BLUSH

Delivers natural-looking, long-lasting colour blended with nourishing ingredients. A little goes a long way with this highly pigmented formula that can be used to highlight, define, or contour.

\$42

0.25 oz / 7 g

YELLOW-BASED



Bronze



Terra Cotta



Chocolate Cherry

BLUE-BASED



Cherry



Toasted Rose



Pink Berry



Pouty Pink



NEW!

GLOWIFY® LONG-LASTING EYESHADOW STICK

A versatile, retractable long-lasting eyeshadow stick that glides on creamy and sets to a pearlescent powdery finish for an eye-catching wash of colour or highlight on-the-go.

SenePlex+®: Powerful proprietary complex that helps reduce the signs of aging.

Panthenol (Vitamin B): Helps condition, hydrate and give the skin a smoother appearance.

Aloe Vera Leaf Juice, Tocopherol (Vitamin E) and Kelp Extract: Antioxidants that help protect, soothe, and hydrate.

\$35

0.04 oz / 1.2g





ShadowSense[®] EYESHADOW

Experience the long-lasting, anti-aging, velvety finish of these crème-to-powder eyeshadows, available in beautiful matte, shimmer, and glitter shades.

The versatile formula can be worn separately, blended with additional colours, or used as a soft eyeliner to create stunning eye looks.

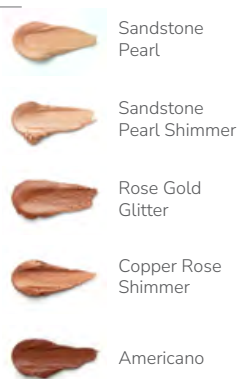
\$30

0.2 fl oz / 5.9 mL

PINK/PEACH



CHAMPAGNE/COPPER



PURPLE/BLUE



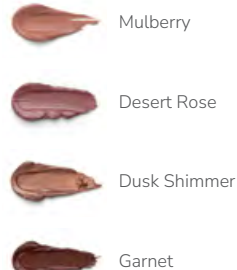
GREY



GREEN/OLIVE



MAUVE



BROWN





Capixyl™ works to increase new lash growth by over 46%. Results obtained in an eight-week clinical study of Capixyl on 17 women.



UnderSense® 3-IN-1 MAXIMIZING LASH PRIMER

Works to condition, lengthen, and volumize lashes, while improving their look and feel immediately before mascara application.

Jojoba Ester: Conditioning agent that nourishes lashes.

\$30

0.25 fl oz / 7.5 mL



UnderSense® VOLUMEINTENSE® WATERPROOF MASCARA

Lengthen, volumize, curl, and define lashes without running or flaking. One coat defines and extends, while a second coat creates fullness and length for waterproof wear. Formula is ophthalmologist tested and safe for contact lens wearers.

Carnauba Wax: Helps keep lashes flexible.

\$38

0.24 fl oz / 7 mL



UnderSense VOLUMEINTENSE MASCARA

Separate, lift, and curl! This humidity-resistant formula helps to moisturize dry, brittle lashes. One coat fully extends your lashes, while a second coat adds 3D intensity and dramatic volume. Formula is ophthalmologist tested and safe for contact lens wearers.

Vitamin E: Helps condition and moisturize lashes.

\$38

0.26 fl oz / 7.8 mL



Black

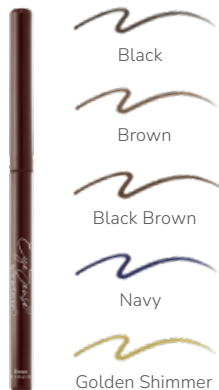
EyeSense®

LONG-LASTING LIQUID EYE LINER

Effortlessly create the boldest to thinnest lines with this calligraphy-inspired, smudge-resistant felt-tip liquid liner pen. Highly pigmented, velvety smoothness and waterproof precision.

\$35

0.017 fl oz / 0.5 mL



Black

Brown

Black Brown

Navy

Golden Shimmer

EyeSense

LONG-LASTING EYE LINER PENCIL

This waterproof pencil glides on with a velvety smoothness and sets quickly for all-day wear without smudging or feathering. Highly pigmented, this pencil features a retractable tip for precise application.

\$30

0.012 fl oz / 0.35 g



Light

Taupe

Auburn

Dark

BrowSense®

LIQUID BROW COLOR

Perfect the shape of your brows with this waterproof formula. The two-step application creates gorgeous, natural-looking brows that last all day.

\$26

0.125 fl oz / 3.69 mL



BrowSense[®]

VOLUMIZING BROW GEL

Volumizing Brow Gel not only tames, sets, and defines the shape of brows with ease, it also works double duty as a brow treatment with clinically proven results to help volumize brows.

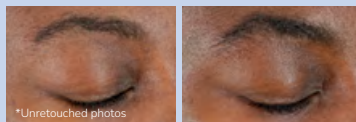
Capixyl™: Helps to provide fuller, healthier-looking brows.

Glycerin: Works to moisturize brows.

Panthenol (Vitamin B5): Helps to condition brows.

\$60

0.2 oz / 5.7 g



Baseline

6 Weeks*

BrowSense Volumizing Brow Gel showed visible improvement in brow hair volume after just 1 week of use, with amazing results after 6 weeks.*

**Results measured by clinical photography compared to baseline after 1, 4, and 6 weeks of use of BrowSense Volumizing Brow Gel demonstrated an improvement in eyebrow volume.*

During a six-week independent consumer study, over 84% of participants agreed that using Volumizing Brow Gel twice daily made their eyebrows fuller-looking.

Here is what they said:
After 6 Weeks

87% Visibly longer-looking eyebrows

84% Healthier-looking eyebrows

84% Definition and setting of eyebrow shape

90% Long-wearing finish

A six-week independent consumer study of 33 participants. The percentage reflects the number of participants who agreed with the statement.

Clinical Grading Results**

81% of participants showed measured improvement in the volume of eyebrows.

*** Clinical Grading Results are measured by clinical photography analysis compared to baseline. A six-week clinical study of 33 participants.*



Blonde Taupe



Soft Brown



Auburn



Medium Brown



Granite



Deep Brown



Black Brown

BrowSense[®]

LONG-LASTING BROW BUILDING CREAM

Get full, sculpted brows with this buildable, smudge-proof, fade-proof, waterproof formula that provides long-lasting wear and conditioning benefits, with immediately visible results.

Capixyl™: Helps to provide fuller, healthier-looking brows.

SenePlex+: Powerful proprietary complex that helps reduce signs of aging while moisturizing.

\$37

WITH APPLICATOR BRUSH

0.2 fl oz / 5.9 mL

NEW!



Model wearing Nude Honey



Burgundy Plum (C)



Praline Rose (C)



Milk Rose (N)



Blu-Red (C)



Make It Mauve (C)



Chilled Pink (C)



Rich Ruby (C)



Nude Honey (W)



Bella (N)

LipSense®

HYDRAMATTE LONG-LASTING MATTE LIP COLOR

This bold, long-lasting liquid-cream-pigmented lip colour with a matte finish provides a one-step, gentle application with a hydrating, water-based formula.

Aquaxyl™: A complex of nature-based sugars that assist in supporting and maintaining collagen and elastin in the skin. Provides an immediate and long-term effect of moisturization.

Superfruit Antioxidant Blend: A botanical blend of extracts including Goji, Coffee Seed, Acai, Mangosteen, Noni, Pomegranate, and Green Tea Extract that helps to protect skin from free radicals.

Sodium Hyaluronate: Helps to retain moisture.

\$38

0.25 fl oz / 7.39 mL



LipSmooth®

CONDITIONING POLISH

Helps dry lips feel renewed. Formulated with natural exfoliators and SenePlex+® to accelerate the exfoliation process and reveal smooth, moisturized lips.

Bamboo & Ivory Seed Powder: Gentle, effective exfoliators.

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

Shea Butter: Softens and conditions skin.

\$30

0.5 fl oz / 15 mL



CLEAR

TINTED

Barely Berry

Blush Pink

LipSense®

MOISTURIZING LIP BALM

Smooth on this long-lasting, lightweight, nourishing balm to help bind hydration to lips. SenePlex+® provides anti-aging and restorative benefits.

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

Cocoa & Shea Butters: Softens the skin and protects from environmental influences.

\$26 CLEAR

0.25 fl oz / 7.3 mL

\$29 TINTED

0.25 fl oz / 7.3 mL



OVERNIGHT LIP MASK

Specifically formulated to soothe and hydrate for visibly plumper, softer, smoother lips in the morning.

LIPerfection™: An active ingredient derived from purified extracts of mustard sprouts that helps to hydrate and increase appearance of lip volume.

Watermelon Fruit Extract: A superfruit extract that helps protect against moisture loss.

Shea Butter: Softens and conditions skin.

\$40 INDIVIDUAL

0.39 oz / 11 g

\$42 LIP MASK WITH APPLICATOR



2020
WINNER
SHAPE
BEAUTY
AWARD

LipSense®

LIP COLOR

As The Original Long-Lasting Lip Color®, it is waterproof and 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-protecting properties.

Linden Flower Extract: Powerful antioxidant.

\$34

0.25 fl oz / 7.39 mL

YELLOW-BASED/WARM

Matte



Apple
Cider



Nude
Honey



Summer
Sunset



Samon



Fly Girl



Persimmon

Shimmer



Bombshell



Cappuccino



Heartbreaker



Dawn
Rising



Precious
Topaz



Caramel
Latte



Cocoa

Frost



Beige
Champagne



Kiss Me
Katie



Luv It



Honey
Rose



Plum
Pretty



Nutmeg

NEUTRAL

Matte



Nude



Creamer



Nude
Pink



Rose
Quartz



First
Love



Hazelnut



Blush



Bella



Velvet

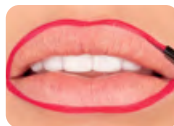
BLUE-BASED/COOL

Matte											
	Milk Rose	Goddess	Sassy Z	Praline Rose	Kiss My Sass	Blu-Red	Dark Pink	Roseberry	Sheer Berry	Plum	Blackberry
Shimmer											
	Aussie Rose	Plumeria	Kiss For A Cause	Pomegranate	Lexie Bear-y	Amber Spice	Napa				
Frost											
	Pink Champagne	Mauve Ice	Violette	Caramel Apple	Fire 'n Ice	Strawberry Shortcake	B. Ruby				

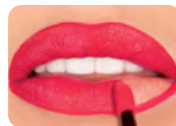


How to Apply

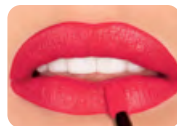
Apply to clean, dry lips. For a defined look, line with LinerSense® first. With lips parted, apply LipSense® in one direction, beginning with outside corner of the mouth. Spread colour in a fluid, sweeping motion across lips to opposite corner (do not move applicator back and forth). Apply three layers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



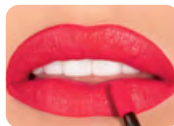
1. Lip Liner



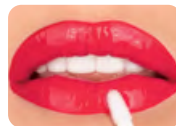
2. Lip Colour - Layer 1



3. Lip Colour - Layer 2



4. Lip Colour - Layer 3



5. Moisturizing Gloss



6. Long-Lasting Look



LipSense®

MOISTURIZING GLOSS

Dehydrated lips are no match for the moisturizing ability of shea butter, a natural ingredient used as the base for many textures of LipSense Glosses. Moisturizing glosses improve the longevity of LipSense Liquid Lip Color, while covering and conditioning naked lips.

Shea Butter: Softens and protects skin.

Vitamin E: Helps to hydrate dry lips.

\$26

0.25 fl oz / 7.39 mL

BLUE-BASED

Bougainvillea

Opal

Rose

Pink Sand

Orchid

Pink Glitter

Silver Glitter

Madeleine

YELLOW-BASED

Gold Glitter

Sand

NEUTRAL

Glossy

Satin Matte

Pearl

Diamond Kiss



YELLOW-BASED

Persimmon

Terra Cotta

Cocoa

BLUE-BASED

Neutral

Berry

Blu-Red

LipSense®

LIP LINER

Line your lips with precision as the long-lasting colour defines and compliments your shade of choice.

\$30

0.125 fl oz / 3.69 mL



LipSense® OOOPS!™ REMOVER

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 and E:
Condition and moisturize.

\$13 0.25 fl oz / 7.39 mL



BRUSH CLEANER

Preserve your artistry tools and protect your skin by cleaning them weekly with this gentle, effective brush cleaner.

Safe to use on synthetic or natural hair bristle brushes.

\$26 5.7 fl oz / 170 mL



FOOOPS!® DUAL PHASE COLOR REMOVER

Quickly remove SeneGence Cosmetics, including waterproof LashSense® Mascara, with this gentle, conditioning formula that activates when shaken.

Green Tea Extract: Protects against environmental elements.

Arnica Flower: Helps skin to feel more supple.

Spirulina: Rich in antioxidants that help protect against free radicals.

\$26 1.7 fl oz / 50 mL



FOOOPS!® COLOR REMOVING WIPES

Biodegradable, oil-free wipes gently remove dirt, oil, and makeup, revealing soft, clean skin without sticky residue. Ophthalmologist tested and safe for contact wearers.

Sodium Hyaluronate: Protects against moisture loss.

Aloe Leaf Juice: Moisturizes and helps soothe skin.

Vitamin B: Helps condition lashes and brows.

\$30 Pack of 35 wipes



BODYCARE & SPA

Give your bodycare routine spa-level indulgences and advanced anti-aging defense with luxe formulas that pamper, protect, and leave skin glowing from head-to-toe.

The BodyCare line is infused with Ceramides, Shea Butter, Nangai Oil, and Sodium Hyaluronate for unparalleled moisture deliverance and skin barrier protection.



SMOOTHING BODY SCRUB

This exfoliating body scrub helps to smooth dull, dry skin by gently buffing away impurities, allowing for better moisture absorption of creams and lotions for an all-over body glow.

Volcanic Ash: Exfoliates dead skin and impurities.

Coconut Oil: Helps hydrate, lock in moisture, and soothe skin.

\$30

4 fl oz / 118 mL



MOISTURIZING BODY WASH

This sulphate-free lathering gel helps to gently cleanse without stripping skin of moisture, leaving skin feeling fresh, hydrated, and healthy. Features a refreshing lavender rain scent.

Prickly Pear Flower Extract: Natural botanical extract that helps hydrate and condition.

Aloe Vera Leaf Juice: Helps calm, soothe, and moisturize skin.

\$30

8 fl oz / 237 mL



ADVANCED HYDRATION BODY LOTION

Pamper your skin with this rich, luxurious body moisturizer that delivers advanced hydration and anti-aging benefits for firmer-looking, radiant skin. No added fragrance.

French Plum Oil: Helps to nourish, moisturize, and improve skin elasticity with a light texture and non-greasy, quick absorption.

Jojoba Oil: Moisturizer and emollient that helps improve skin elasticity.

\$55

6 fl oz / 178 mL



MOISTURIZING HAND SOAP

A conditioning and hydrating hand cleanser with a refreshing burst of watermelon scent made with SenePlex+® and moisturizing ingredients to help leave your hands feeling soft and smooth with every wash.

Ceramides: Help maintain skin's moisture balance.

Shea Butter: A plant lipid that helps prevent moisture loss.

Vitamin E and Panthenol: Hydrates and conditions skin.

\$24

8 fl oz / 237 mL



HAND CREAM

A silky, hydrating cream that gives extra care for hands to balance, maintain, and seal in moisture without greasiness. No added fragrance.

Shea Butter: Helps to prevent moisture loss.

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

\$30

2.7 fl oz / 80 mL



BODY BUTTER

Melts into skin to deliver rich moisture, leaving it feeling deeply restored and conditioned, especially for extra dry areas in need of intense hydration.

Ceramide NP: Helps maintain skin's moisture balance.

Shea Butter: An effective skin moisturizer that helps to prevent moisture loss.

Nangai Oil: Deeply hydrates and soothes skin.

\$43

3.9 oz / 111 g

NEW!



FRESH ROLL-ON DEODORANT

Free of pore-clogging aluminum salts, this refreshing, lavender and vanilla scented roll-on deodorant provides skin-soothing, sweat-absorbing protection for a transparent and residue-free application.

Saccharomyces Ferment Filtrate: A probiotic made from the fermentation of a type of yeast. Soothes underarm, while moisturizing the skin.

Witch Hazel: Loaded with active compounds that have astringent and antioxidant properties.

Sage Oil: An essential oil that has natural odour-fighting properties.

Fresh Roll-On Deodorant is clinically proven to fight odour and underarm staining for up to 12 hours. *

Consumer Results*

- 100%** Said the product neutralized underarm odour all day
- 100%** Said the product absorbs perspiration
- 100%** Said the product goes on clear and glides on smoothly
- 100%** Said the product is non-irritating
- 97%** Said they would buy this product
- 88%** Said the product has a fresh scent

*Consumer Perception and Clinical Study of thirty-three participants (7 males & 26 females) between the ages of 26 and 69 using Fresh Roll-On Deodorant for a 24-hour period. Consumer Results based on the number of participants who agreed with the statements

\$24

3 fl oz / 90 mL



RENEWING & BRIGHTENING HAND CREAM

A non-greasy formula to deeply moisturize skin and reduce aging signs. It boosts skin's radiance for smoother-looking hands.

Wildplum Harvest: Australian superfruits complex that hydrates and rejuvenates.

Vitamin C: Helps restore a smooth skin surface and brightens skin appearance.

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

\$42

1.5 fl oz / 44 mL



HEEL & ELBOW SOFTENING CREAM

Tackle the roughest body skin areas with this rich, hydrating cream.

9% Glycolic Acid: This alpha hydroxy acid unveils brighter, softer skin by helping to exfoliate.

Nangai Seed Oil: A natural oil derived from the Nangai nut that helps maintain moisture.

Apple Fruit Extract: Helps moisturize for a smooth feel.

\$53

1.94 oz / 55 g



GOLDEN RADIANCE PEEL-OFF MASK

Soften, moisturize, and reveal a more radiant, younger-looking complexion with improved clarity and texture.

Colloidal Gold: A peptide delivery system that helps improve the appearance of firmness.

Caffeine: An antioxidant that helps to energize the skin.

Bioyouth Brice™: Brown rice complex that helps to brighten complexion.

\$66 INDIVIDUAL

2 fl oz / 59 mL

\$72 COLLECTION (with applicator and headband)



SELF-TANNING BRONZING COCONUT MILK

Get a gorgeous, natural-looking golden glow without the harsh effects of the sun. This unique self-tanner is long-lasting, water-resistant, and provides an even, streak-free application.

DHA (Dihydroxyacetone): Derived from environmentally friendly plant sources, it provides a water-resistant, long-lasting tan.

Coconut Milk Blend: With coconut water and macadamia seed oil for non-sticky hydration.

Erythritolose: Provides a natural-looking sunless tan.

\$62

4 fl oz / 120 mL

HAIRCARE

with SenePlex+®

Discover haircare collections
for your specific hair type.
Formulated with active
ingredients to help nourish,
condition, and protect your
hair and scalp.



HairCovary®

CAPIXYL™ WORKS TO INCREASE THE NUMBER OF HAIR FOLLICLES PER SQUARE CENTIMETER BY OVER 79% IN FOUR MONTHS.

**Results obtained in a four-month in vivo test of Capixyl on 30 men.*

Specifically formulated with ingredients that address thinning, limp hair types, the HairCovary line of products is powered by Capixyl™, which fortifies every strand to promote thicker, fuller, and healthier-looking hair. Additionally, SenePlex+® and SenePeptides™ support a healthy-looking scalp and voluminous, strong locks of hair. Formulated without sulphates, silicones, phthalates, parabens, or gluten. Recover the strength, softness, and volume of your hair from root to tip.

THICKENING & VOLUMIZING SHAMPOO

WITH UV COLOR PROTECTION

Revive hair with nourishing botanicals, vitamins, and lightweight moisture in a non-stripping formula that works to give you thicker-looking, bouncier hair. Safe for colour-treated hair.

Hydrolyzed Rice Protein:

Helps fortify hair to prevent damage and improve volume.



\$50

7 fl oz / 207 mL

MOISTURIZING & SHINE ENHANCING CONDITIONER

WITH UV COLOR PROTECTION

Helps to restore hair's texture and radiance with moisturizing botanicals and vitamins. Dry, brittle hair is transformed into luxuriously soft, shiny, and healthy-looking locks. Formula is also beneficial for colour-treated hair.

Aloe Vera: Moisturizes, soothes, and protects hair.



\$50

7 fl oz / 207 mL

STRENGTHENING & THICKENING HAIR SERUM

Formulated with nourishing botanical extracts and powerful peptides that help to moisturize your scalp, this leave-in serum helps to strengthen hair to return it to its healthiest, shiniest, and most vibrant state.

Willowherb Extract: Protects against free radicals.



\$78

2.9 fl oz / 86 mL

HairPlenish®

Specifically formulated for normal to dry hair types, these products protect hair colour while gently cleansing and moisturizing for nourished scalp and hair. Formulated without sulphates, parabens, silicones, gluten, or phthalates.

SHAMPOO FOR NORMAL TO DRY HAIR

A rich lathering formula that leaves hair looking healthy, soft, and smooth.

Wavemax™ Complex:

Helps improve hair's smoothness and manageability.

Arnimo(PD)™ Complex:

Contains arnica flower extract, which aids in soothing the scalp.



\$50

7 fl oz / 207 mL

CONDITIONER FOR NORMAL TO DRY HAIR

A creamy conditioner that reduces tangles and the appearance of frizz for easily manageable, touchably soft hair.

Hydrovition Plus™

Complex: Complex made of nature-based sugars and moisturizing sodium hyaluronate.

Nangai Oil: Smooths and hydrates hair.



\$50

7 fl oz / 207 mL

SCALP & HAIR SERUM FOR NORMAL TO DRY HAIR

A leave-in serum with powerful peptides to moisturize your scalp and help return hair to its shiniest, most vibrant state.

Aquaxyl™: A complex of nature-based sugars that help to improve dehydrated skin.

Botanimoist AMST™ Complex:

Contains apple fruit extract, which provides natural moisturization and a light, non-tacky feel.



\$78

2.9 fl oz / 86 mL

HairBalance®

Specifically formulated for normal to oily hair types, these products protect hair colour while deeply cleansing, clarifying, and balancing for revitalized hair and scalp. Formulated without sulphates, phthalates, silicones, parabens, and gluten.

Pentavitin®: Provides instant hydration and helps to rebalance the skin for scalp comfort.

SHAMPOO FOR NORMAL TO OILY HAIR

A purifying, balancing formula to remove buildup, excess oil, and impurities, while soothing and hydrating.

Menthol: Provides cooling and refreshing sensation to the scalp.



\$50

7 fl oz / 207 mL

CONDITIONER FOR NORMAL TO OILY HAIR

A botanical and vitamin-infused conditioner to help hair feel healthy and touchably soft, while adding shine and bounce.

Floramac® 10: Helps to reduce breakage, increase shine, and provide heat protection.



\$50

7 fl oz / 207 mL

SCALP & HAIR SERUM FOR NORMAL TO OILY HAIR

A leave-in serum with activated charcoal to absorb excess oil and energize the roots for optimal scalp health.

Rambutan Seed Extract: Protects and energizes the roots.

Water Mint: Provides a cooling, refreshing sensation.



\$78

2.9 fl oz / 86 mL



DEEP CLEANSING SCALP SCRUB

Say goodbye to scalp buildup, and hit refresh with this sulphate-free, sugar based scalp scrub treatment. Designed to exfoliate, cleanse, detoxify, and support a balanced scalp. Features a refreshing tea tree and mint scent.

Sucrose (Sugar): Helps remove dirt, oil, and product buildup from scalp. Dissolves easily in warm water.

Ginger Root Extract: Soothing and calming to irritated skin. Helps to increase softness and smoothness of hair and reduce tangles.

Sarcosine: An amino acid that reduces oil and supports a healthy scalp microbiome.

\$50 INDIVIDUAL

5 fl oz / 148 mL

\$57 SCALP SCRUB WITH SCALP
SCRUBBER TOOL

5 fl oz / 148 mL



THICKENING AND VOLUMIZING HOLDING SPRAY

This non-aerosol spray does double duty by effectively holding styles and providing hair with beneficial ingredients. The formula does not leave hair sticky or crunchy, but keeps hair flexible to achieve a beautiful, volumized look.

Vitamin B3: Helps to improve health of hair.

\$42

6 fl oz / 177 mL



DRY SHAMPOO

Instantly refresh your hair on the go with our lightweight Dry Shampoo, perfect for all hair types. The waterless, translucent spray absorbs odour and oil buildup while adding soft, flexible texture and volume to revive day-old hairstyles with a fresh scent between washes.

Formulated without: Sulphates, phthalates, formaldehydes, gluten, parabens, or animal by-products.

\$42

3 oz / 85 g



SkinCare Collection (Dry, Normal to Dry, Normal to Oily)

- 3 in 1 Cleanser
- Daytime Moisturizer
- Evening Moisturizer
- EyeCrème

\$294



BodyCare Collection

- Body Wash
- Body Scrub
- Body Lotion
- Hand Cream

\$145



Advanced Anti-Aging Collection

- Climate Control
- SeneSerum-C
- Nangai Oil

\$225



LipSense® Collection

- Choice of LipSense Color
- Glossy Gloss or Satin Matte Gloss
- Oops!™ Remover

\$73



Treatments Collection

- NeoTight® Revitalizing Eye Serum
- NeoTight® Rejuvenating Anti-Wrinkle Serum
- Facial Resurfacer

\$258



5 Minute Face Collection

- Choice of LashSense® Mascara
- Choice of Gloss Shade
- Choice of LipSense Shade
- Choice of Color Correcting Tinted Moisturizer Shade
- Choice of BlushSense Shade

\$198



CUSTOMER OR DISTRIBUTOR

Earn back in profits!

A portion of your total product order value, plus free products, can be earned back in profits! Ask your Senegenice Distributor about Partnering for Profits and sharing our products with others. You will find it easy to take orders from those who are WOWed by the results.

Become a Customer or a Hostess and experience our fabulous products!

For hosting a Glamour Demo, Hostesses will receive a discount on their personal product order based on Demo retail sales and future new bookings.

Total Demo Sales: Hostess personal order	Discount Off: Hostess personal order
\$1-500	10%
\$501-750	20%
\$751 +	30%

Hostesses earn an additional 5% off their personal order for each new booking! Also, every Hostess can qualify to receive a "Thank You" gift for hosting a Glamour Demo of \$500 or more. Ask your Distributor for details and gift choices.

Become a Distributor

Have a career that really pays on your terms! Purchase products at wholesale and resell for profits. We guarantee your satisfaction when you begin a new opportunity with us, or we will refund your application fee.

PV (Point Value, can be found on the Distributor order page)	Distributor Discount (% off suggested retail value)	Potential Earnings (% of Distributor cost of goods)
1-99.99	20%	25%
100-299.99	30%	43%
300-749.99	40%	67%
750 +	50%	100%

The chart above is an example only, not a guarantee or representation that you will experience these exact earnings, or any earnings. Rather, it is intended as a guidance tool to show you how a Distributor's potential profit margin increases as their discount level increases. Discounts are available on re-sale, commissioned products only.

Kiss & Tell Customer Rewards Program

As a Kiss & Tell customer rewards member with SeneGence, customers can earn exclusive offers for referring friends, leaving product reviews, shopping, and so much more.

OH, THE PERKS

- FREE to start
- Earn 1 Point for every \$1 spent
- Earn 10 - 100 EXTRA points for your loyalty and interacting with us
- Redeem points for dollars or makeup
- Exclusive offers, early access, and free samples
- Refer a friend: GIVE 10% off GET \$10 when your friend spends \$100

HOW IT WORKS:



SIGN UP:

Customers create an account after checkout.



SHOP:

Customers earn points every time they shop.



GET REWARDED:

Customers redeem points for exclusive offers.

HOW TO EARN POINTS:



SHOP

\$1 spent = 1 point



CELEBRATE

Anniversary & Birthday = 100 points



POST REVIEWS

Written, Photo & Video = 25 points



FOLLOW US

Facebook, Instagram & TikTok = 10 points

HOW TO REDEEM POINTS:

Apply at checkout and ring up the savings!

\$10 OFF

100 Points

\$15 OFF

150 Points

\$20 OFF

200 Points

\$25 OFF

250 Points

\$30 OFF

300 Points

\$35 OFF

350 Points

\$40 OFF

400 Points

\$45 OFF

450 Points





NEW DISTRIBUTOR KIT (NDK)

The ultimate start to help you navigate your new opportunity with ease! It's full of over \$195 worth of business-building essentials, including Beauty Books, testers of our Original Long-Lasting LipSense® in shades Bella and Blu-Red, and now also includes our bestselling full-size Chilled Pink LipSense® HydraMatte. Equally as valuable, it includes a free customizable e-commerce site and access to free business apps.

\$75



GLAMOUR DEMO KIT (GDK)

This optional bonus kit is an incredible deal, packed with over \$1,300 worth of LipSense® testers and SeneGence long-lasting colour cosmetics, as well as samples of all-time favourite SkinCare and HairCare products. It's the perfect kit to start sharing products with potential Customers. Available exclusively to new Distributors.

\$475

BEGIN YOUR JOURNEY

Your first 90 days are crucial to the speed and success of your new SeneGence business. With our Jump Start and Fast Start Programs, you get exclusive 90-day access to unbelievable perks and rewards starting day one.

JUMP IN

50% DISCOUNT on personal product orders of 300 PV (\$750 Retail) or more



GO FAST

QUALIFY TO EARN UP TO \$1,700 of FREE Products in your first 30, 60 and 90 days!



30 Days



60 Days



90 Days



SIGNIFICANT SENESELLER PROGRAM

Earn a FREE product each month (and other fabulous incentives) when you consistently sell SeneGence products for three consecutive months and then on a monthly basis during your career.



SENETRIPS®

Our SeneStar® and LIPS Trip achievers enjoy traveling the country and the world as a way of doing business by earning various levels of growth and sales.



SENECAR

Choose your blue! SeneGence gives you the opportunity to ride in style by earning a monthly car allowance on a new blue car!

SSStyle

SSStyle is a SeneGence 'signature' with our colourful, iconic style that helps to identify our Distributors in the marketplace and give each individual wearer the ability to retain their unique style while symbolizing a sense of unity.

Learn more or purchase at
senestylebysenegence.com



KISS OFF CONTEST

"KISS OFF"
Old Lip Colour
HERE!

KISS
Long-Lasting LipSense®
HERE!

Discover the clear difference of LipSense!

First, "Kiss Off" your old lip colour! Second, apply Long-Lasting LipSense. Third, attempt to "Kiss Off" our smudge-proof, budge-proof lip colour by SeneGence!

Demo Date: _____

DISTRIBUTOR NAME: _____ **DISTRIBUTOR ID#:** _____

HOSTESS NAME: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email Address: _____ Phone Number: _____

GUEST NAME: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email Address: _____ Phone Number: _____

In order for Kiss Off Cards to be considered valid, participants are required to follow the program guidelines. Open to residents of US, Canada, Australia, Mexico, and New Zealand. Guests must be 18 or older to enter. Demos must have one Distributor, one Host, and three or more Guests; Limit one entry per Guest. Guests are required to "Kiss Off" their old lip colour, then attempt to "Kiss Off" SeneGence LipSense. Product Prizes will ship to winners' addresses provided; physical shipping address is required, PO Boxes will not be accepted. Send valid cards to SeneGence, ATTN: Kiss Off Contest, 4750 Tillicum Street Burnaby, BC V5J 0J CAN. *SeneGence Product Prize to be selected by SeneGence staff from available inventory.

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WHAT'S IN THE NAME SENE[®]GENCE?

Senescence

Process of aging



Intelligence

Capacity to acquire
and apply knowledge



SeneGence

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



November 2023



4750 Tillicum Street | Burnaby, BC V5J 0J1 | CAN | (833) 363-7856 | senegence.ca



Download the Wishlist