



 SeneGence®

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 had a vision of products that really work and a career that really works. Once she discovered a long-lasting liquid lip color 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 color systems."**

*Joni* 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.



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 with Orchid Stem Cells that is clinically proven to help fight signs of aging for a visibly transformed, healthy-looking complexion.

SenePlex+ with Orchid Stem Cells 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.

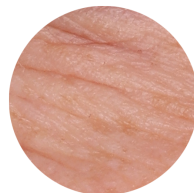
## Revolutionary Results

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.\*

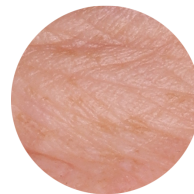
**100%** Cell Renewal Achieved in 18 days\*\*

\*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.

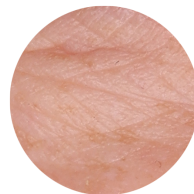
\*\*On average, it takes 28 days for a skin cell to go through its full life cycle from formation to shedding.



Week 0



Week 2



Week 4

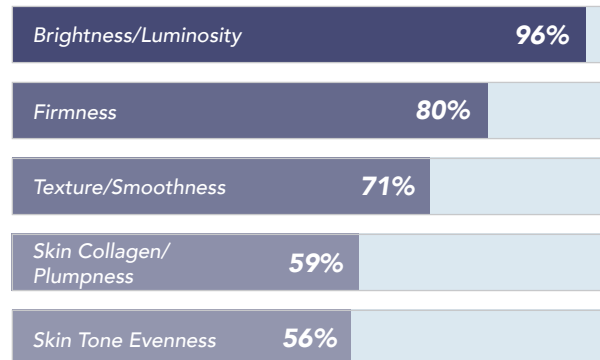
## PRODUCTS THAT REALLY WORK — SEE AND BELIEVE!

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, and occasional tightness or flaking, small-to-medium size pores.

### NORMAL TO OILY

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

### OILY TO ACNE

Shiny appearance and oily feeling, acne-prone, visible whiteheads, blackheads, discoloration, enlarged pores.

## DRY



\$40

### PAPAIN ENZYME

Exfoliates skin.

### YARROW EXTRACT

Helps refine skin texture.

### BLUE SEAWEED EXTRACT

Moisturizes and hydrates.



\$65

### 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.



\$75

### 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



\$40

### PRICKLY PEAR FLOWER

Exfoliates skin.

### APPLE FRUIT EXTRACT

Hydrates and moisturizes.

### GOJI BERRY EXTRACT

Protects against skin-damaging free radicals.



\$65

### 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.



\$75

### 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



\$40

### ORANGE EXFOLIATOR

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

### MIRACNE

Helps to minimize the appearance of blemishes.

### SARCOSINATE

Sulfate-free surfactant that gently cleanses.



\$65

### 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.



\$75

### 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.

## OILY TO ACNE



\$30

### SALICYLIC ACID

Helps clear pores.

### ARGININE

Helps to protect skin from free radicals.

### SODIUM HYALURONATE

Helps to retain moisture.

1.7 fl oz / 50 mL



\$50

### SALICYLIC ACID

Helps clear pores.

### WILLOWHERB

Calms skin.

### COFFEE SEED OIL

Supports firmer-looking appearance.

0.9 fl oz / 27 mL



\$60

### SALICYLIC ACID

Helps clear pores.

### WILLOW BARK

Helps control oil and sebum.

### HYDROMANIL COMPLEX

Hydrating blend from the seed of the tara tree.

0.9 fl oz / 27 mL

## 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+<sup>®</sup> 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<sup>®</sup>:** 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.

\$85

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.*

\$66

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.

\$67

0.5 fl oz / 15 mL

NEW!



### 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.

\$65

0.44 oz / 12 g

#### Clinical Results\*

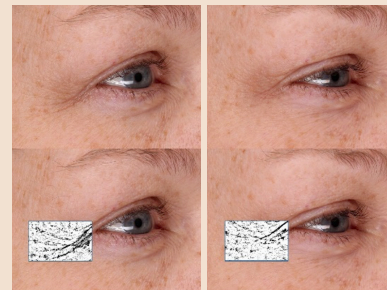
**87.10%** of participants showed measured improvement in skin radiance in eye area.

**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 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.

**\$55** 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.

**\$95** 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

**\$90** INDIVIDUAL 1 fl oz / 30 mL

**\$95** WITH APPLICATOR BRUSH



**PREVENT/CORRECT SOLUTIONS**  
with SeneFlex+®

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.

**\$55**

0.3 fl oz / 9 mL



**PREVENT/CORRECT SOLUTIONS**  
with SeneFlex+®

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 former helps to provide a tightening and lifting effect.

**\$95**

0.5 fl oz / 14 mL



**PREVENT/CORRECT SOLUTIONS**  
with SeneFlex+®

Spot-On contains approximately 10% benzoyl peroxide for a powerful acne treatment.

**SPOT-ON**

This proven solution quickly clears up blemishes on skin.

**Benzoyl Peroxide:** Works to kill acne-causing bacteria.

**Allantoin:** Promotes healthy-looking skin.

**Aloe Leaf Juice:** Calms and soothes skin.

**\$55**

0.5 fl oz / 15 mL



**NEW!**



**BRIGHTEN/CORRECT SOLUTIONS**  
with SeneFlex+®

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

**C-BRIGHT DARK SPOT CORRECTOR**

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

**3-O-Ethyl Ascorbic Acid:** Helps improve stubborn discoloration 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.

**\$80**

.61 fl oz / 18 mL





**HYDRATE SOLUTIONS**  
with SeneFlex+®

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.

\$55

0.5 fl oz / 15 mL



**DEEP CLEANSE/EXFOLIATE SOLUTIONS**  
with SeneFlex+®

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

**FACIAL RESURFACER**

Achieve glowing, smooth skin with this purifying sulfate-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.

\$55

2 oz / 57 g



**DEEP CLEANSE SOLUTIONS**  
with SeneFlex+®

Melt-Away Deep Cleansing Balm

**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.

\$55

2.6 oz / 75 g



**BRIGHTEN SOLUTIONS**  
with SeneFlex+®

**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.

\$65

0.5 fl oz / 15 mL

**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.



**ENHANCE SOLUTIONS**  
with SenePlex+®

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

### LASH EXTEND

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.

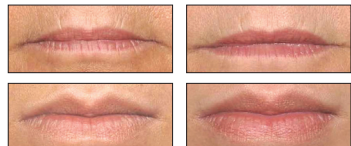
\$55

0.125 fl oz / 3.7 mL



**ENHANCE SOLUTIONS**  
with SenePlex+®

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



<b>13.3%</b> Firmness	<b>15.1%</b> Volume
<b>8.6%</b> Surface	<b>50.6%</b> 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.

### LIP VOLUMIZER

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.

\$55

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.

\$75

1.66 fl oz / 49 mL

**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.

# 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
- Spot-On
- NeoTight® Revitalizing Eye Serum
- Nangai Oil

## 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

# SkinCare

EVENING REGIMEN PM

## 1. REMOVE



- Foops!® Liquid or Wipes
- Ooops!™ 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

## 7. TARGETED TREATMENT



- Lip Line Corrector
- NeoTight® Rejuvenating Anti-Wrinkle Serum
- Spot-On
- 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

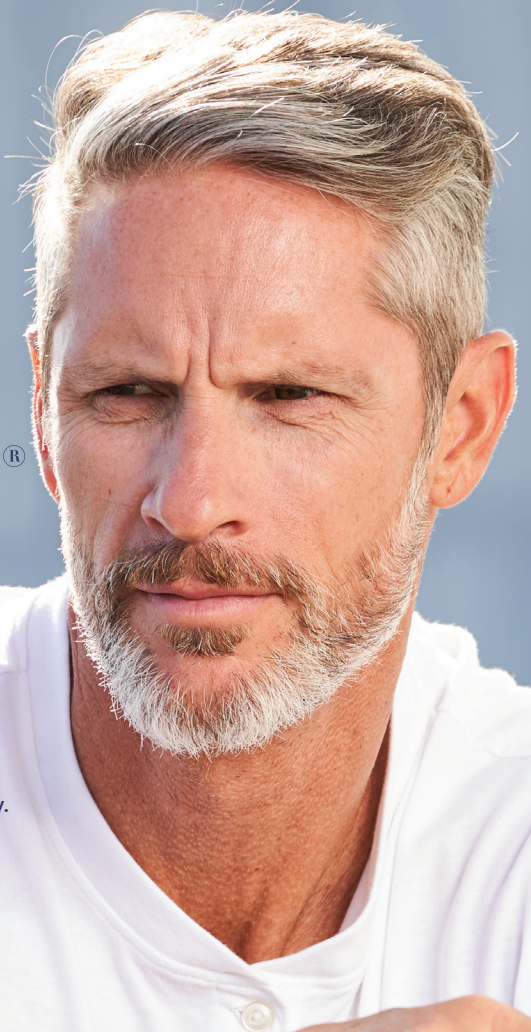


- Volumizing Brow Gel
- LipSmooth® Conditioning Polish
- LipVolumizer
- Overnight Lip Mask
- LashExtend (Clear)

# 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.

\$28

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.

\$40

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.

\$32

5 fl oz / 148 mL



## FACIAL MOISTURIZER SPF 20

This light, oil-free daily moisturizer relieves dry skin and irritation, offers broad spectrum protection, and helps reduce signs of aging.

**Cucumber Extract:** Soothes and hydrates.

**Sodium Hyaluronate:** Helps to retain moisture.

**Vitamins A, B, and E:** Hydrate, provide antioxidant protection, and promote healthy-looking skin.

\$42

2.9 fl oz / 86 mL

## VITA SENSE™ BEAUTY + COLLAGEN SUPPLEMENT

Rethink beauty with ONE drink! Unleash your inner glow from head to toe with Beauty + Collagen, a delicious strawberry lemonade-flavored dietary supplement powder that promotes skin, hair, nail, and overall health.

Additional vitamins and nutrients in BEAUTYPLEX+™, like Vitamin C, Vitamin D, Biotin, Zinc, and Copper, help maximize collagen synthesis and absorption, and help improve skin firmness and elasticity, while minimizing the appearance of fine lines and wrinkles.

### KEY BENEFITS

- Supports collagen production\*
- Promotes the appearance of skin firmness and elasticity\*
- Helps minimize the look of fine lines and wrinkles\*
- 2.5g responsibly sourced Type 1 Marine Collagen
- 10 calories and keto-friendly
- Naturally sweetened with Monk Fruit and Stevia††



\*These statements have not been evaluated by the Food and Drug Administration.

This product is not intended to diagnose, treat, cure, or prevent any disease\*

†† Contains trivial amount of natural sugar from melon fruit concentrate.

\$75

4.23 fl oz / 120 g

## CONSUMER RESULTS±

During a 12-week independent consumer study where participants drank 1 serving of Beauty + Collagen, a majority of participants agreed that their skin texture improved.

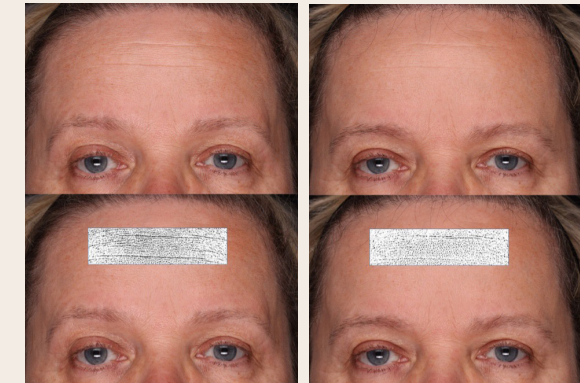
Here's what else they said:

- 86%** My skin's texture is improved
- 90%** My skin feels smoother
- 72%** My skin feels more firm/supple
- 81%** My skin is more hydrated
- 68%** The appearance of my fine lines and wrinkles are reduced
- 81%** My hair looks longer, thicker, fuller, or stronger
- 68%** My hair has less breakage or shedding
- 72%** My nails are stronger and less brittle

± A 12-week independent consumer study of 22 participants. The percentage reflects the number of participants who agree with the statement.

## BEFORE & AFTER

**37.96%** Reduction in visible fine lines & wrinkles on the forehead.\*



BEFORE

12 WEEKS\*\*

\*\*Unretouched photos.

\*A 12-week independent consumer study of 22 participants. Clinical results are measured by expert grading to evaluate fine lines/ wrinkles compared to baseline.



# SENEGENCE<sup>®</sup> COSMETICS

## The Perfect Match

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



### MakeSense<sup>®</sup> 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.

\$65

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<sup>®</sup> 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-colored shirt (such as gray), and a warm-colored shirt (such as yellow). Whichever you feel you look the best in is likely your undertone.

Can't tell? Then you are neutral.

C

COOL

W

WARM

N

NEUTRAL



PEARLIZER



### MakeSense<sup>®</sup> PEARLIZER

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

\$52

1 fl oz / 30 mL



### MakeSense<sup>®</sup> COLOR CORRECTING TINTED MOISTURIZER

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

\$48

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 color pigments adapt to your skin pigmentation for a natural-looking finish.

\$52

1 fl oz / 30 mL

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)



A portion of the proceeds from the sale of each MakeSense Original Foundation cosmetic product benefits our nonprofit, The Make Sense Foundation®.

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.

\$55

0.29 oz / 8.1 g

MATTE



Translucent



Light



Medium



Deep

SHIMMER



Bronze Dust



Silver Rose





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.

\$42

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 Color Pigments:** Provides sheer color 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.

\$60

0.44 oz / 12 g







### CORRECTIVE COLOR CONCEALER/BLENDER

Color 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.

**\$33** 0.25 oz / 7 g



### BlushSense® CREAM BLUSH

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

**\$35** 0.25 oz / 7 g

#### YELLOW-BASED



#### BLUE-BASED





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 colors, or used as a soft eyeliner to create stunning eye looks.

\$25

0.2 fl oz / 5.9 mL

PINK/PEACH



Whisper Pink

Pink Opal Shimmer

Pink Frost

Candlelight

Pink Posey

CHAMPAGNE/COPPER



Sandstone Pearl

Sandstone Pearl Shimmer

Rose Gold Glitter

Copper Rose Shimmer

Americano

PURPLE/BLUE



Amethyst

Denim

GRAY



Snow

Granite

Silver Shimmer

GREEN/OLIVE



Onyx

Smoked Topaz

Smoked Topaz Shimmer

MAUVE



Mulberry

Desert Rose

Dusk Shimmer

Garnet

BROWN



Natural Tan

Moca Java

Moca Java Shimmer

Candied Cocoa Shimmer

Rustic Brown

French Roast

Capixyl™ works to increase new lash growth by over 46%.

Results obtained in an eight-week clinical study of Capixyl on 17 women.



Primer

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.

\$25

0.25 fl oz / 7.5 mL



Black

Black Brown

LashSense®  
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.

\$30

0.24 fl oz / 7 mL



Black

Black Brown

LashSense®  
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.

\$30

0.26 fl oz / 7.8 mL



*EyeSense*<sup>®</sup>  
LONG-LASTING  
LIQUID EYE LINER

Transform your eye makeup looks by effortlessly creating crisp, flawless eyeliner. Waterproof, smear-proof, and budge-proof.

**\$28** 0.125 fl oz / 3.69 mL

*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.

**\$28** 0.012 fl oz / 0.35 g



*BrowSense*<sup>®</sup>  
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.

**\$22** 0.125 fl oz / 3.69 mL



*BrowSense*<sup>®</sup>  
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.

**\$31** WITH APPLICATOR BRUSH 0.2 fl oz / 5.9 mL



*BrowSense*<sup>®</sup>  
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.

**\$50** 0.2 oz / 5.7 g



\*Unretouched photos



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.

**NEW!**



*LipSense*<sup>®</sup>  
**HYDRAMATTE LONG-LASTING MATTE LIP COLOR**

This bold, long-lasting liquid-cream-pigmented lip color 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.

**\$32** 0.25 fl oz / 7.39 mL



*LipSmooth*<sup>®</sup>  
**CONDITIONING POLISH**

Helps dry lips feel renewed. Formulated with natural exfoliators and SenePlex+<sup>®</sup> 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.

**\$25** 0.5 fl oz / 15 mL

*LipSense*<sup>®</sup>  
**MOISTURIZING LIP BALM**

Smooth on this long-lasting, lightweight, nourishing balm to help bind hydration to lips. SenePlex+<sup>®</sup> 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.

**\$22 CLEAR | \$25 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.

**\$33 INDIVIDUAL** 0.39 oz / 11 g  
**\$35 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.

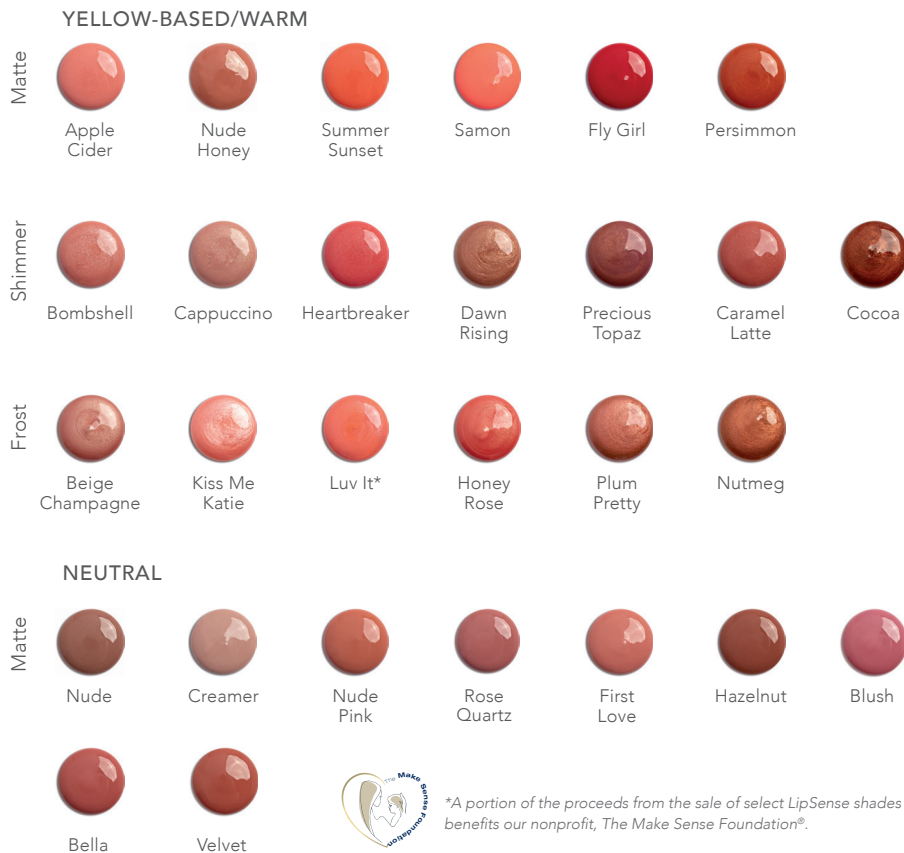
**Peony Root Extract:** Natural calming flower herb.

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

**Linden Flower Extract:** Powerful antioxidant.

\$28

0.25 fl oz / 7.39 mL



\*A portion of the proceeds from the sale of select LipSense shades benefits our nonprofit, The Make Sense Foundation®.

**BLUE-BASED/COOL**



Kiss here to see the clear difference of LipSense!

**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 color 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 color dry in between each layer. Finish with LipSense Gloss to maintain lasting color and moist lips. For proper use, purchase your LipSense in a collection which includes a color, gloss, and Ooops!™ Remover.



1. Lip Liner



2. Lip Color - Layer 1



3. Lip Color - Layer 2



4. Lip Color - 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.

\$22

0.25 fl oz / 7.39

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



Neutral



Berry



Blu-Red

### LipSense® LIP LINER

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

\$25

0.125 fl oz / 3.69



### LipSense® OOOPS!™ REMOVER

A simple swipe of this non-drying remover will erase LipSense mistakes, "lift" your long-lasting lip color 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.

\$11

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.*

\$22

5.7 fl oz / 170 mL



### Foopps!® 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.

\$22

1.7 fl oz / 50 mL



### Foopps!® 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.

\$22

Pack of 30 wipes



# BODYCARE, SPA & SUNCARE

Anti-aging and sun protection is just as important for the skin on your body! Combat daily environmental stresses with these luxurious, pampering formulas that contribute to soft, glowing skin 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.

\$25

4 fl oz / 118 mL



## MOISTURIZING BODY WASH

This sulfate-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.

\$25

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.

\$46

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.

\$20

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.

\$25

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.

\$36

3.9 oz / 111 g



### 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 odor-fighting properties.

\$20

3 fl oz / 90 mL

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

#### Consumer Results\*

**100%** Said the product neutralized underarm odor 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





## 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

\$35

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.

\$45

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.

\$55 INDIVIDUAL

2 fl oz / 59 mL

\$60 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.

**Erythulose:** Provides a natural-looking sunless tan.

\$52

4 fl oz / 120 mL



## HYDRATING FACIAL SUNSCREEN SPF 20

A hydrating facial sunscreen that helps to provide protection from UVA/UVB rays. This mattifying formula provides hydration, while protecting your skin from the elements.

**Hymagic™-4D:** A next generation Hyaluronic Acid complex for intense skin hydration.

**Seaweed Extract:** Helps to hydrate and tone.

**Aquaxyl™:** An anti-dehydration shield that helps the skin retain water.

\$50

2.9 fl oz / 86 mL



## ACTIVE SUNSCREEN CLEAR SPRAY SPF 50

A quick-drying, non-greasy, broad-spectrum SPF formula that is water-resistant for up to 80 minutes. Suitable for all skin types, it sprays and stays on clear. Features a delicious coconut vanilla scent.

**Avobenzene, Octisalate, Octocrylene:** Chemical sunscreens that absorb the sun's damaging UV rays.

**Aloe Vera Leaf Juice:** Helps moisturize and soothe skin.

**Avocado Oil:** Helps skin appear smoother and softer.

\$50

5 oz / 142 g



# 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.

## HairCovery®

**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 HairCovery 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 sulfates, 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 color-treated hair.

**Hydrolyzed Rice Protein:** Helps fortify hair to prevent damage and improve volume.

\$40

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 color-treated hair.

**Aloe Vera:** Moisturizes, soothes, and protects hair.

\$40

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.

\$65

2.9 fl oz / 86 mL

## HairPlenish®

Specifically formulated for normal to dry hair types, these products protect hair color while gently cleansing and moisturizing for nourished scalp and hair. Formulated without sulfates, 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.



\$40

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.



\$40

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 AMS™ Complex:** Contains apple fruit extract, which provides natural moisturization and a light, non-tacky feel.



\$65

2.9 fl oz / 86 mL

## HairBalance®

Specifically formulated for normal to oily hair types, these products protect hair color while deeply cleansing, clarifying, and balancing for revitalized hair and scalp. Formulated without sulfates, 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.



\$40

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.



\$40

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.



\$65

2.9 fl oz / 86 mL



## DEEP CLEANSING SCALP SCRUB

Say goodbye to scalp buildup, and hit refresh with this sulfate-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.

**\$42** INDIVIDUAL 5 fl oz / 148 mL

**\$48** SCALP SCRUB WITH SCALP SCRUBBER TOOL 5 fl oz / 148 mL



## THICKENING & 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.

**\$35** 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 odor and oil buildup while adding soft, flexible texture and volume to revive day-old hairstyles with a fresh scent between washes.

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

**\$35** 3 oz / 85 g



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

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

**\$245**



## BodyCare Collection

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

**\$121**



## Advanced Anti-Aging Collection

- Climate Control
- SeneSerum-C
- Nangai Oil

**\$188**



## LipSense® Collection

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

**\$61**



## Treatments Collection

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

**\$215**



## 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

**\$163**



# SEE WHAT'S POSSIBLE

Beauty lover or beauty boss. We've got options for you as a loyal Customer or an Independent Distributor with rewards and perks you'll love.

## 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 Senegeness 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:	Discount Off:
Hostess personal order	Hostess personal order
<b>\$1-300</b>	<b>10%</b>
<b>\$301-600</b>	<b>20%</b>
<b>\$601 +</b>	<b>30%</b>

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 \$300 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.

Suggested Retail	Personal Discount off suggested retail	Potential Earnings dollars
<b>\$0-199</b>	<b>20%</b>	<b>\$0-40</b>
<b>\$200-599</b>	<b>30%</b>	<b>\$60-180</b>
<b>\$600-1499</b>	<b>40%</b>	<b>\$240-600</b>
<b>\$1500 +</b>	<b>50%</b>	<b>\$750 +</b>

*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.*



## PREFERRED CUSTOMER PROGRAM

Some people say it's not polite to Kiss & Tell, but at SeneGence, that's just not the case! This program rewards Preferred Customers for shopping anytime, anywhere and spreading the word.

### WITH A YEARLY MEMBERSHIP FEE OF ONLY \$10, PREFERRED CUSTOMERS CAN:

- Earn 10% off each retail product purchase.
- Orders of \$100+ retail get FREE shipping.
- Share a unique referral link with friends and earn 15 Kiss Credits when those friends join and place \$100 in cumulative retail orders within their first month of enrollment.
- Earn 15 bonus Kiss Credits when you order \$100+ in products three months in a row.

### AMAZING PERKS:

- Get rewarded to shop anytime, anywhere.
- Save on your favorite SeneGence products.
- Exclusive promotions and free samples.



## NEW DISTRIBUTOR KIT (NDK)

The ultimate start to help you navigate your new opportunity with ease! It's full of over \$150 worth of business-building essentials, including Beauty Books and testers of LipSense® shades (Bella, Bombshell and Blu-Red). Equally as valuable, it includes a free customizable e-commerce site and access to free business apps.

\$65



## GLAMOUR DEMO KIT (GDK)

This optional bonus kit is an incredible deal, packed with over \$1,100 worth of LipSense® testers and SeneGence long-lasting color cosmetics, as well as samples of all-time favorite SkinCare and HairCare products. It's the perfect kit to start sharing products with potential Customers. Available exclusively to new Distributors.

\$395

# 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 (\$600 Retail) or more



## GO FAST

QUALIFY TO EARN UP TO \$1,400 of FREE Products in your first 30, 60 and 90 days!



**30 Days**



**60 Days**



**90 Days**

**Significant SeneSellers:**  
Distributors who consistently share and sell SeneGence products month after month.

## 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.



Punta Cana

## 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!



LipSense®  
**SELECT LIPSENSE SHADES**  
 (see page 40)

MakeSense®  
**ORIGINAL FOUNDATION**

## GIVING BACK

The Make Sense Foundation® (MSF) is the SeneGence nonprofit organization created by Joni Rogers-Kante as part of the overall plan to give back to the community. The MSF is based on the fundamental mission to help women and children in crisis and thrives on donating directly to deserving organizations. SeneGence offers its Distributors opportunities to donate a portion of their product sales to the MSF as well as nominate their local charities to be considered to receive financial support.

A portion of the proceeds from the sale of select LipSense colors, including Kiss for a Cause, Lexie Bear-Y, and Luv It as well as the MakeSense foundation line of make up products are given back to the MSF to support its initiatives. These are purchases that help you feel and look good!



Molly Corder, Independent Distributor and MSF Chairwoman Donor sharing the cause colors.



## SSTYLE®

SStyle is a SeneGence 'signature' with our colorful, 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 [senestylebyenegence.com](http://senestylebyenegence.com)



## KISS OFF CONTEST



Discover the clear difference of LipSense!  
 First, "Kiss Off" your old lip color! Second, apply Long-Lasting LipSense. Third, attempt to "Kiss Off" our smudge-proof, budge-proof lip color by SeneGence!

Demo Date: \_\_\_\_\_

DISTRIBUTOR NAME: \_\_\_\_\_ DISTRIBUTOR ID#: \_\_\_\_\_

HOSTESS NAME: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

GUEST NAME: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_

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 color, 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 International, ATTN: Kiss Off Contest, 19651 Alter, Foothill Ranch, CA 92610. \*SeneGence Product Prize to be selected by SeneGence staff from available inventory.

tear here



# WHAT'S IN THE NAME SENE<sup>G</sup>ENCE<sup>®</sup> ?

**Senescence**

Process of aging



**Intelligence**

Capacity to acquire  
and apply knowledge



**Senegence**

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



April 2023



19651 Alter | Foothill Ranch, CA 92610 | USA | (949) 860-1860 | [senegence.com](https://senegence.com)



Download the Wishlist