

SeneDerm SkinCare | SenseCosmetics

Beauty BOOK

2017



 **SeneGence^{International}**

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, CEO and Founder of SeneGence International, had a vision of a company with products that really work and a career that really works, long before discovering its premier product. Once she discovered a long-lasting liquid lip color unlike anything she had seen before, she knew it needed to be shared with the world.

In 1999, SeneGence exploded into the marketplace with the launch of patented LipSense® color technology, and SeneGence quickly rose in popularity as the creator of the original long-lasting lip color.

This was only the beginning of an entire line of long-lasting cosmetics and revolutionary anti-aging skin care products. Over the years, SeneGence has grown to support thousands of successful careers and to satisfy customers around the world by remaining steadfast in its commitment to use only the most advanced technologies 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 24-hour anti-aging skin care and long-lasting color systems.

A handwritten signature in blue ink that reads "Joni". The signature is fluid and cursive, with a large, elegant loop for the letter "J".

Joni Rogers-Kante
FOUNDER & CEO







As a result, SeneGence has positively affected the lives of thousands of women and their families worldwide, and it all begins with our products...

SeneGence has developed highly advanced anti-aging skin care and cosmetics systems that help make every skin type more beautiful and radiant.



JONI COLLECTING SAMPLES FROM MOUNT YASUR, VANUATU

In the Vanuatu string of islands in the South Pacific, Joni worked with scientists and discovered naturally reoccurring resources proven to be beneficial to the skin.

Today, SeneGence products can be found in over 13 countries around the world, helping to make skin healthier and more beautiful. Joni ventures to international destinations regularly and enjoys sharing SeneGence with everyone she meets while guiding them to be their most confident self with products that really work.

The distinctive ingredients incorporated into SeneDerm® SkinCare systems, SenseCosmetics® beauty items, and the SeneDerm Solutions line, resulting in dramatic improvements to the skin. They also help to provide crucial sun protection without the use of unnecessary chemicals.



Use of naturally reoccurring ingredients

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



Made in the United States for stringent quality control

Formulated without drying waxes and harmful lead



Made in 'Pharmaceutical Grade' rated manufacturing facility

All products formulated with FDA approved ingredients



THE SCIENCE OF SENEDERM® & SENEPLEX COMPLEX®

All SeneDerm, SeneDerm Solutions, and creamy SenseCosmetics contain SenePlex Complex, a kinetic enzyme that affects the way cells grow from the bottom layers of the skin to the top. SenePlex fights the signs of aging by renewing your skin cells an average of 23.3% more rapidly.

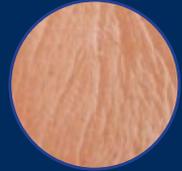
Four to Eight Weeks
to Revolutionary Results

INDEPENDENT CLINICAL TEST RESULTS OF 8 WEEKS OF TREATMENT WITH OUR PROPRIETARY FORMULA, SENEPLEX COMPLEX.

Verified by an independent lab, clinical testing confirmed products with SenePlex Complex are highly effective in increasing cellular renewal, and regular use results in remarkable improvements to skin, including: **Skin smoothness increased by 45%. Almost 33% more individuals with sensitive skin were able to use SeneDerm SkinCare without irritation.**

23.3%
INCREASE IN
CELLULAR
RENEWAL

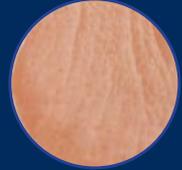
WEEK 0



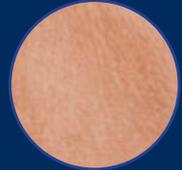
WEEK 2



WEEK 4

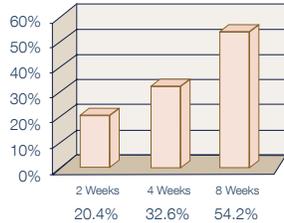


WEEK 8

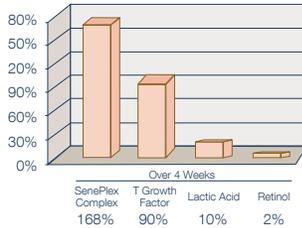


The active enzymes in the advanced anti-aging delivery systems of **SenePlex Complex** work to eliminate dead skin and produce healthier, plumper cells as they move to the surface of skin. That, in turn:

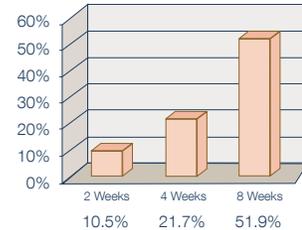
INCREASES MOISTURE + HYDRATION BY
54.2%



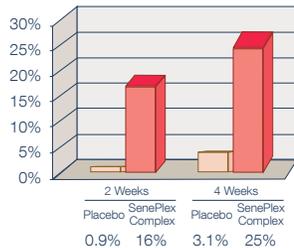
INCREASES COLLAGEN SYNTHESIS BY
168%



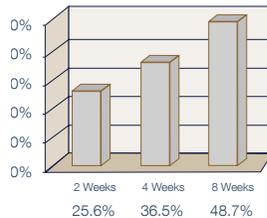
INCREASES SKIN FIRMNESS + ELASTICITY BY
51.9%



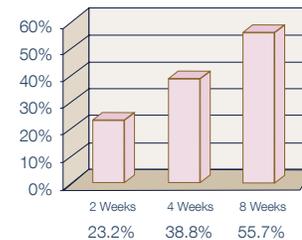
DECREASES SKIN SAGGING BY 25%



INCREASES SKIN LUMINOSITY BY 48.7%



REDUCES FINE LINES + WRINKLES BY 55.7%



SeneDerm:

A 24-hour, anti-aging skin care system made for all skin types.



FIND YOUR
SKIN TYPE



DRY

No oiliness, can feel tight and itchy, noticeable fine lines, may have red or rough patches, small pores, visible flaking



Sponge-like Pillows

- exfoliate flakes

Algae Extract

- hydrates and softens skin

Humectants

- bind moisture to the skin

3-in-1 Cleanser \$30

4 oz / 118 mL

This triple-action cleanser works to cleanse, tone, and hydrate while helping to maintain skin's moisture. Each formula is detergent-free and works to restore pH while effectively removing dirt, oil, and bacteria.

DayTime Moisturizer \$50

1.66 oz / 50 mL

These lightweight, daily moisturizers deliver anti-aging advantages and botanicals that work to balance moisture and naturally hydrate skin. They work to protect skin from oxidation and the environment with a mechanical shield.



Moringa Oil

- smoothes, de-puffs and moisturizes

Almond Oil

- leaves skin silky but non-greasy

Jojoba

- promotes soothing and healing

Evening Moisturizer \$60

1.66 oz / 50 mL

Highly concentrated with additional SenePlex Complex for extra protection from free radicals during sleep. These thick, rich skin creams are a luxurious combination of ingredients that aid in increased cell production and regeneration.



Amino Acids

- to build healthy cells

Vitamin E

- essential antioxidant for maintaining healthy cells

Ginger Root - anti-inflammatory

NORMAL to DRY

No oil in “T” zone, generally healthy appearance, clear with even texture, may have occasional tightness or flaking, small to medium size pores



Aloe Leaf Juice

- soothes skin

Avocado Oil

- very rich moisturizer

Lavender Oil

- soothes with anti-bacterial benefits

NORMAL to OILY

Oily “T” zone, generally healthy appearance with occasional breakouts or blemishes, pores are medium to large, skin appears shiny and can feel oily



Vanuatu Volcanic Ash

- exfoliates dead cells

Orchid Flower Extract

- antioxidant and moisturizer

Lavender Oil

- regulates sebum production

OILY to ACNE

All-over shiny appearance and oily feeling, blemish and acne-prone, visible discoloration, whiteheads and blackheads, pores enlarged



1.7 oz / 50 mL

Salicylic Acid

- helps reduce pore blockage

Arginine

- antioxidant that assists in wound repair

Sodium Hyaluronate

- restores damaged cell walls



Vitamin B

- helps new cells form

Sodium Hyaluronate

- for binding moisture

Aloe Leaf

- helps to improve firmness



Jojoba

- promotes soothing and healing

Squalene

- absorbs fat-soluble toxins

Allantoin

- stimulates new healthy tissue



1 oz / 30 mL

Salicylic Acid

- helps reduce pore blockage

Willowherb

- soothing anti-inflammatory

Coffee Seed Oil

- boosts collagen and elastin production



Avocado Oil

- very rich moisturizer

Vitamin E

- essential antioxidant for maintaining healthy cells



Borago Seed Oil

- powerful anti-inflammatory that reduces redness

Vitamin E

- essential antioxidant for maintaining healthy cells



1 oz / 30 mL

Salicylic Acid

- helps reduce pore blockage

Willow Bark

- helps control oil and sebum production

Hydromani Complex

- hydrating blend from the seed of the tara tree

Highly advanced, anti-aging skin care products that help correct and prevent the signs of aging.



Climate Control \$60

2.3 oz / 68 mL

Hydration in the purest form. This 'miracle in a bottle' helps even the driest, most damaged skin regain its healthy glow and moisture content. 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 - restores damaged cellular walls

Glucosamine HCl - natural anti-inflammatory that helps maintain more elasticity



SeneSerum-C \$65

.5 oz / 15 mL

A 100% natural blend of the most advanced anti-aging ingredients known today. This 'urbanization' defense formula is made for all skin types and works to repair damaged skin cells while helping to prevent further damage and create healthier, firmer, and younger looking skin. So light, it can be used day and night under moisturizers.

Stabilized Vitamin C - for collagen production and to help reverse cell damage

SeneShield - helps protect cells from immediate free radical damage

EyeCrème \$50

.44 oz / 13 mL

A rich blend of oils and vitamins that protect while working to diminish fine lines and wrinkles on the sensitive area around the eyes. This nourishing formula melts and emulsifies at skin temperature and creates a silk-like coating that reduces drag while applying cosmetics.

Soybean Oil - improves skin hydration and smoothness

Kukui Seed Oil - soothes skin

Vitamin A - helps increase elasticity

EyeLuminator \$55

.44 oz / 13 mL

The perfect blend of SeneDerm EyeCrème and MakeSense Foundation Pearlizer, to help make your skin more beautiful around the eye area. It brightens and highlights while moisturizing upon application. Perks up tired eyes in the afternoon too!

Kukui Seed Oil - soothes skin

Vitamin A - helps increase elasticity

Almond Oil - leaves skin silky, non-greasy



Collagen Night Pak

With Brush \$85

1 oz / 30 mL

A breakthrough anti-aging sleep treatment that harnesses the power of natural ingredients and the latest in skin care technology to seal in moisture while you sleep. As the final step in your evening skin care routine, Collagen Night Pak creates a protective veil to help prevent drying and damage that may occur overnight and lead to unwanted signs of aging.

Plant-based Marine Collagen - restores and rebuilds collagen

Caffeine - rejuvenates and revitalizes skin

Copper & Zinc - for antioxidant protection

Specialized treatment products for targeted skin and personal care needs.

Anti-Wrinkle Treatment \$65

.5 oz / 15 mL

Clinically proven to visibly reduce the depth and shadows of light and medium size wrinkles, making skin's texture smoother and younger-looking. Contains an advanced formulation, including natural ingredients proven to relax wrinkles, stimulate cell production, and restore proper moisture content with regular use.

Anti-Wrinkle Complex

- calms nerves and relaxes muscles

Green Tea Leaf Extract

- protects from collagen breakdown

Joboba Seed Oil

- helps to improve skin's elasticity



Spot-On \$50

.5 oz / 15 mL

The effective solution to help reduce the appearance of blemish and acne spots on skin. Formulated with a powerful anti-acne agent, this targeted "spot remover" works directly on unsightly blemishes to clear them up quick.

Benzoyl Peroxide

- works to kill bacteria

Allantoin

- anti-irritant

Aloe Leaf Juice

- moisturizes and soothes inflammation

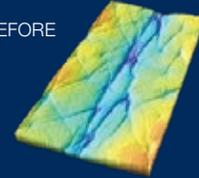


Anti-Wrinkle Treatment works to reduce light to medium wrinkle depth by an average of

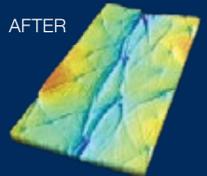
34% to 63%

WRINKLE DEPTH

BEFORE



AFTER



Wrinkle depth shown in dark blue. The difference between the measurement of the depth (and therefore shadowing) of the wrinkle taken within 28 days of use is clearly visible.

Spot-On contains approximately

10% Benzoyl Peroxide for a powerful acne treatment.



Facial Resurfacer \$50

2 oz / 59 mL

Achieve a glowing, smooth skin surface with SeneDerm Solutions Facial Resurfacer, containing larger grains of Vanuatu Ash for a powerful buffer. A little goes a long way to rid skin of impurities and reveal soft, revitalized skin.

Vanuatu Volcanic Ash - exfoliates dead cells and polishes skin

Nangai Oil - deeply hydrates and soothes skin with moisture-enhancing triglycerides

Walnut Shell - helps reduce skin inflammation



Polishing Exfoliator \$50

2 oz / 59 mL

Polish away rough, dry skin and impurities with this unique formula, containing naturally exfoliating Vanuatu Volcanic Ash. A little goes a long way to gently but effectively buff skin to a luminous glow.

Vanuatu Volcanic Ash - exfoliates dead cells and polishes skin

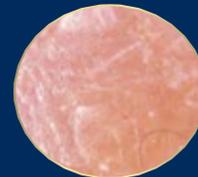
Nangai Oil - deeply hydrates and soothes skin with moisture-enhancing triglycerides

Facial Resurfacer contains volcanic ash with

70% titanium &
30% iron
for effective exfoliation without irritation.

Polishing Exfoliator helps rough, dead skin appear smooth and vibrant after ONLY three consecutive applications.

BEFORE



AFTER





Dark Circle Under Eye Treatment \$50

.5 oz / 15 mL

Excessive under eye darkening and visible bagging prematurely age the eyes. Correct it with this effective blend of ingredients, formulated to help reduce the appearance of darkening and to tighten loose skin in the sensitive area under the eyes.

Suma Root Extract

Potency Wood Extract

Madonna Lily Flower Extract

- all work to reduce under-eye darkening

Works to reduce dark circles up to 122%



Nangai Oil \$45

.5 oz / 15 mL

Intensely moisturize and soothe dry skin with this luxurious, natural blend of exotic Nangai Oil and anti-aging ingredients. Found on the tropical island nation of Vanuatu, Nangai Oil provides skin with anti-inflammatory and deeply hydrating benefits.

Triglycerides - essential fatty acids that help enhance your skin's ability to retain precious moisture

SenePlex Complex - for increased cellular renewal

Contains 94-97% natural triglycerides



NailExtend \$45

.25 oz / 7.39 mL

Keep your nails in top condition and help repair damage with NailExtend. The unique delivery system utilizes effective ingredients to strengthen nails and stimulate growth. Continued use will help to guard nails from splitting and cracking and promote natural, healthy new nails. Use as a daily cuticle treatment on polished or natural nails.

Myristoyl Pentapeptide-17 - stimulates keratin production and nail growth

Vitamin B5 - moisturizes and helps maintain flexibility of nail bed

Glycerin - strengthens nail and increases water content



BEFORE



AFTER

Twice-daily use over an 8-week period



LashExtend Clear \$50 Colored \$55

.125 oz / 3.7 mL

Say goodbye to false eyelashes and expensive extensions by naturally and safely enhancing your gorgeous gaze with this non-drug lash lengthener. Results rival prescription treatments that cost over twice as much! Choose clear treatment for twice-daily use or water-resistant black or brown liquid liner for brilliantly lined eyes and luscious lashes in one easy step.

SenePeptide - stimulates hair growth

Chamomile Extract - anti-irritant with soothing properties

White Tea Extract - powerful antioxidant



Black



Brown

LipVolumizer \$50

.20 oz / 5.9 mL



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

Volumizing Complex - proprietary blend of peptides and botanicals

Kiss-Me-Quick Plant - helps boost collagen production and increase moisture

Lashes appear



25%

longer and fuller in only weeks.

Visibly increases lip volume

+ fullness up to

20%

+ moisture up to

50%

BEFORE



AFTER



BEFORE



AFTER



The majority of test volunteers experienced at least a 10% increase in lip volume while those with the thinnest lips experienced up to a remarkable 20% lip volume increase.

SeneDerm Daily Regimen

REMOVE

CLEANSE
(select one)

TREAT
(select yours)

ADVANCED
ANTI-AGING
(optional)

TREAT

MOISTURIZE
(select one)

TREAT
(select one)

MOISTURIZE
& PROTECT

TREAT

AM



3-in-1 Cleanser



Anti-Wrinkle Polishing Exfoliator Spot On Facial Resurfacer Dark Circle LashExtend Colored or Clear



Climate Control SeneSerum-C



Nangai Oil



DayTime Moisturizer



LipVolumizer Lip Balm



EyeCrème EyeLuminator

PM

Foops



3-in-1 Cleanser



Anti-Wrinkle Polishing Exfoliator Spot On Facial Resurfacer Dark Circle LashExtend Clear



Climate Control SeneSerum-C



Nangai Oil



Evening Moisturizer



LipVolumizer Lip Balm



EyeCrème



Collagen Night-Pak



SeneDerm SkinCare & SenseCosmetics. The Perfect Match

When used together, SeneDerm SkinCare and SenseCosmetics provide 24 hours of skin protection that can make every face look more beautiful, and keep it that way! Having a clear and radiant complexion is the first step to creating your own beautiful and balanced makeup look. Achieve this with the use of our simple skin care process, followed by application of our versatile anti-aging color cosmetics.



MakeSense
**Silk Pore & Wrinkle
Minimizer** \$60

.5 oz / 15 mL

The perfect base for a flawless face, MakeSense Silk minimizes pores, fills wrinkles, and offers anti-aging protection. Use alone for naturally beautiful skin, or use as primer before MakeSense Foundation for a perfect finish.



MakeSense
**Color Correcting
Tinted Moisturizer** \$45

1 oz / 30 mL

Enjoy sheer coverage, color correction benefits, and skin protection in one easy step. Swipe on this smooth cream with light to medium color coverage over moisturizer or under foundation, if more coverage is desired. It works to counteract redness and decrease sun and age spots.



Light



Medium



MakeSense
Pearlizer \$50

1 oz / 30 mL

Adds a luminous and radiant glowing finish. Mix with your favorite MakeSense Foundation shade or lightly layer with a brush after makeup application.

MakeSense
Advanced Anti-Aging Pearlizer \$60

1 oz / 30 mL

The luminous finish of original Pearlizer in the Advanced Anti-Aging formula, which includes sophisticated moisturizers, minerals, and vitamins.



Pearlizer

How to find 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.

Can't tell? Then you are neutral.

C = cool W = warm N = neutral



MakeSense
Original Foundation \$50

1 oz / 30 mL

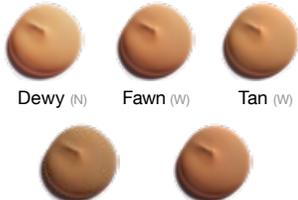
This oil-free, water-resistant, and long-lasting liquid foundation can be used on any skin type and provides a mechanical shield equivalent to an SPF 30 when applied after SeneDerm DayTime Moisturizer. Each shade can be used on a multitude of skin tones as it adapts to your skin pigmentation.

LIGHT



Porcelain (W) Ivory (C) Almond (C) Creme Beige (W) Beige Chiffon (W)

MEDIUM



Dewy (N) Fawn (W) Tan (W)
Suede (W) Cafe' Au Lait (C)

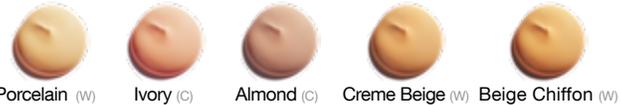


MakeSense
Advanced Anti-Aging Foundation \$60

1 oz / 30 mL

This powerful, creamy foundation is full of protective ingredients that help prevent damage to skin and work to shield from environmental hazards. Blended with moisturizers, vitamins, and minerals, this water-resistant skin care must-have includes long-lasting color pigments that adjust to a wide range of skin tones to keep you looking beautiful and staying that way.

LIGHT



Porcelain (W) Ivory (C) Almond (C) Creme Beige (W) Beige Chiffon (W)

MEDIUM



Dewy (N) Fawn (W) Tan (W) Suede (W) Cafe' Au Lait (C)

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 Foundation cosmetic product benefits the non profit, The MakeSense Foundation. SEE PG 48 FOR MORE INFO

SENESHIELD™

Our skin is exposed to daily hazards, like toxic pollution and UV rays, that can cause long-term damage. SeneShield's proprietary blend of powerful ingredients work to keep skin soft, supple and healthy and can actually help to reverse damage previously caused by exposure to daily toxins. Protect your face every day by including SenseCosmetics and SeneDerm SkinCare with SeneShield products in your beauty routine.



Corrective Color Concealer | Blender \$25

.20 oz / 5.6 g

Color correction and advanced skin care combine into this effective concealer that can be used to even skin tone, blur imperfections, or highlight your best features. Your skin will immediately appear fresh and radiant, while being hydrated.



WHITE

Highlights or blends to achieve your perfect shade



GREEN

Evens redness



LIGHT

Corrects imperfections



MEDIUM

Corrects imperfections



DEEP

Corrects imperfections



NATURAL
matte shade



BRONZE DUST
shimmer shade



SILVER ROSE
shimmer shade



BlushSense Cream Blush \$30

.20 oz / 5.6 g

This makeup must-have delivers the perfect touch of natural looking, long-lasting color blended with beneficial and nourishing ingredients. A little goes a long way with this color-concentrated formula that can be used to highlight, define, or contour.

YELLOW-BASED



Bronze



Chocolate Cherry



Terra Cotta

BLUE-BASED



Cherry



Pink Berry



Toasted Rose



Pouty Pink

Translucid Powder & Bronzer in Dispensing Brush \$50

.2 oz / 6 g

Beauty on-the-go meets effortless application. This light powder blots shine, and absorbs oil and perspiration without drying skin. The breathable finish protects your skin throughout the day. The Natural shade features a technology that color-matches to a variety of complexions.

Acetyl Hexapeptide 3 - plant derived amino acid and anti-wrinkle ingredient

Allantoin - stimulates healthy tissue formation

Talc - absorbs oil



Fooops® Dual Phase Color Remover \$20

1.7 oz / 50 mL

Remove long-lasting SenseCosmetics quickly and easily with this unique, easy-to-use formula that activates when shaken. It gently whisks away all makeup, including waterproof LashSense Mascara, while conditioning and refreshing the skin. Ideal for all skin types, it leaves the face and eyes feeling cool and relaxed without an oily residue. Safe for contact wearers.

SenePlex Complex – increased cellular renewal

Arnica Flower – helps to restore suppleness

Spirulina – protects from bacteria growth that can contribute to breakouts



Brush Cleaner \$20

6 oz / 180 mL

Cleaning your application brushes weekly will protect your beautiful skin from contamination and preserve your artistry tools. This unique brush cleaner contains a mix of scientific and naturally-cleansing ingredients to thoroughly clean your brushes.

SAFE TO USE ON SYNTHETIC OR NATURAL HAIR BRISTLE BRUSHES.



Ask your SeneGence Distributor
about the professional
SenseCosmetics Brush Collection!



ShadowSense

Matte Eyeshadow \$22

.20 oz / 5.9 mL

Experience the long-lasting, anti-aging, and velvety matte finish of these crème to powder eyeshadows. The versatile formula can be worn separately, blended with additional colors, or used as a soft eyeliner to create stunning eye looks.

GRAY



PURPLE/BLUE



MAUVE



BROWN



PINK



Colors shown
in order of use:

BASE
BLEND
ACCENT



ShadowSense

Shimmer Eyeshadow \$22

.20 oz / 5.9 mL

Add the perfect touch of luster to your lids with long-lasting luminous color. Shimmer shades perfectly coordinate with the ShadowSense matte collection.

SHIMMER SHADES:



BrowSense



Liquid Brow Color \$20

.125 oz / 3.7 mL

Perfect the shape of your brows with this unique waterproof liquid brow color. The two-step delivery system creates gorgeous, natural-looking, and youthful brows that last all day.



EyeSense

Liquid Eyeliner \$25

.125 oz / 3.7 mL

Transform your eye makeup looks by effortlessly creating crisp, flawless eyeliner shapes. This revolutionary liquid liner is waterproof, smear-proof, and budge-proof.



LashSense
with UnderSense



Lash Builder and Mascara \$20

.25 oz / 7.4 mL

It's LashSense mascara and UnderSense, a lash moisturizing lengthener and builder in one convenient, double-ended tube. Apply UnderSense first, then follow with LashSense mascara.



UnderSense

Lash Builder \$20

.20 oz / 5.9 mL

Before LashSense, coat your lashes with this effective lengthener and builder that also delivers deep hydration to damaged lashes. UnderSense helps you build the longest, fullest lashes you've ever had.



LashSense

Waterproof Mascara \$25

.20 oz / 5.9 mL

Brush on this richly pigmented mascara, and be amazed as lashes are evenly coated, separated, volumized, and shaped. The waterproof formula also provides lashes with much-needed moisture to prevent brittleness.





Long-lasting lip color stays on for up to 18 hours.



LipSense
Lip Color \$25

.25 oz / 7.4 mL

LipSense is the premier product of SeneGence and is unlike any conventional lipstick, stain, or color. As the original, patented, long-lasting lip color, it is waterproof, does not kiss-off, smear-off, or budge-off.

Peony Root Extract

- natural calming flower herb

St. John's Wort Extract - natural herb with antibacterial and skin healing properties

Linden Flower Extract

- powerful antioxidant

Available in a variety of textures:

F - FROST

M - MATTE

S - SHIMMER

YELLOW-BASED/WARM

S		Fire Opal	S		Heartbreaker	M		Samon
F		Beige Champagne	M		Summer Sunset	M		Fly Girl
S		Bombshell	S		Dawn Rising	M		Persimmon
S		Cappuccino	S		Precious Topaz	F		Nutmeg
M		Apple Cider	F		Honey Rose	S		Cocoa
S		Kiss Me Katie	F		Plum Pretty			
F		Luv It*	S		Caramel Latte			



*A portion of the proceeds from the sale of select LipSense shades benefits the non profit, The Make Sense Foundation. SEE PAGE 48 FOR MORE INFORMATION

NEUTRAL



BLUE-BASED/COOL





LinerSense Lip Liner \$22

.125 oz / 3.7 mL

Line your lips with precision as the long-lasting color technology blends, complements, and defines as the first step to creating the perfect pout.

YELLOW-BASED



BLUE-BASED



LipSense Moisturizing Gloss \$20

.25 oz / 7.4 mL

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

Shea Butter - softens and protects skin

Vitamin E - helps to repair dry lips

YELLOW-BASED



NEUTRAL



BLUE-BASED



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.



LipSense
Moisturizing Lip Balm \$20

.25 oz / 7.4 mL

Smooth on this long-lasting, nourishing balm with moisture-rich botanicals to help bind hydration to lips. The addition of SenePlex Complex provides anti-aging and restorative benefits. This lightweight formula is fragrance-free with a matte finish: perfect for everyone.

Coconut Oil - provides nourishing moisture to heal dry, cracked skin

Cocoa & Shea Butters - soften the skin and protect from environmental influences

Orchid Flower Extract - powerful antioxidant with free-radical protection and moisture



LipSense
Ooops! Remover \$10

.25 oz / 7.4 mL

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 & E - condition, moisturize and protect lips

FIRST TIME USERS:

For proper use, purchase your LipSense in a collection which includes a Color, Gloss, and Ooops! Remover.

LIP LINER



LIP COLOR - LAYER 1



LIP COLOR - LAYER 2



LIP COLOR - LAYER 3



MOISTURIZING GLOSS



LONG-LASTING LOOK



Pamper & protect the skin on your body with rich, anti-aging emollients



Smoothing Body Scrub \$20

4 oz / 118 mL

Exfoliate away impurities and dry skin with this gentle, yet effective all-over body scrub. Volcanic ash will buff your body's skin to a smooth, healthy glow and allow for better moisture absorption.

Vanuatu Volcanic Ash
- exfoliates dead cells

Aloe Leaf Juice - soothes skin



Moisturizing Body Wash \$20

8 oz / 236 mL

A rich, foaming gel that gently cleanses without stripping skin of essential oils. While traditional soaps can dry and crack the skin, SeneDerm Body Wash contains aloe to soothe and condition while restoring pH balance and moisture. It can also be used as a shave cream or bubble bath.

Aloe Leaf Juice - soothes skin

Orchid Flower Extract - antioxidant and moisturizer



Advanced Hydration Body Lotion \$45

6 oz / 180 mL

Pamper your skin all over with rich, luxurious moisture and anti-aging protection. This rich cream intensely quenches skin and increases its ability to retain water, helping to correct and prevent signs of aging.

Sodium Hyaluronate - restores damaged cellular walls

French Plum Oil - natural, non-greasy hydrating oil featuring a light, luxurious scent

SenePlex+ - for extremely advanced cellular renewal

and effective exfoliants to enjoy smooth, radiant skin from head-to-toe.



Hand Cream with Shea Butter \$20

2.66 oz / 80 mL

Extra care for hands to balance, maintain, and seal in moisture, leaving no greasy feeling behind. A little goes a long way as it reactivates with water and rubbing throughout the day.

Shea Butter

- rich moisturizer

Cucumber

- soothes and hydrates



Detoxifying & Moisturizing Mask \$50

4 oz / 113g

This creamy, non-drying natural mineral and botanical-based treatment mask gently removes impurities from pores to reveal smoother-looking skin. It helps to eliminate dead cells and works to soothe and diminish redness. Suitable for all skin types, including acne-prone.

Green Tea & Arnica flower – soothe and counteract redness

Kaolin Clay – absorbs toxins

Volcanic Ash – gentle exfoliator



Shea Butter Body Cream \$30

4 oz / 118 mL

Pamper your skin with rich emollient moisture. Experience immediate dry skin relief and diminish visible signs of aging. Great for use on cracked heels, elbows, and other excessively dry areas.

Shea Butter

- helps skin retain moisture and can aid in reducing scars



Self-Tanning Bronzing Coconut Milk \$50

4 fl oz / 120 mL

Get a gorgeous, natural-looking golden glow without compromising the health of your skin with this unique self-tanner that is long-lasting, water-resistant, and provides an even, streak-free application. It is blended with advanced moisturizers and SenePlex Complex+ for anti-aging protection.

DHA (Dihydroxyacetone) - derived from environmentally-friendly plant sources, provides a water-resistant, long-lasting tan

Coconut Milk Blend - with coconut water and olive seed oil for non-sticky hydration

Erythrolulose - provides a natural-looking sunless tan



SeneSun SPF 30 SunScreen \$45

4 fl oz / 120 mL

Help protect your skin from the harmful rays of the sun with this light, SPF 30 sunscreen. SeneSun SunScreen is barely noticeable when applied as it does not feel thick, sticky, or oily. Mist on to defend your skin from UV rays while giving it the benefit of advanced anti-aging moisturizers and SenePlex Complex+. Formula is water-resistant up to 40 minutes.

Octisalate - organic compound from willow bark that absorbs ultraviolet rays

Aloe Leaf Juice - promotes moisturizing soothing and helps accelerate cellular growth

Homosalate - organic compound that helps protect skin from sun damage

Luxuriate in beautiful fragrance blended with anti-aging ingredients.



Abundance Fresh Parfum \$70

1 oz / 30 mL

Features clean and refreshing green scent notes that draw inspiration from aquatic botanicals, soft florals, and crisp hints of citrus.

Mandarin and Lemon - add an energizing and sparkling touch

Driftwood - brings in an earthy edge

Dewy Freesia - for a soft, floral note



Abundance Lush Parfum \$70

1 oz / 30 mL

Features sensual, lush fruit notes of velvety coconut milk, and light tropical florals for a warm but refreshing scent.

Passionfruit - lends a vibrant, fruity note

Vanilla Orchid - for a warm, floral bouquet

Pikake Jasmine - adds a tropical, floral touch



Abundance Bloom Parfum \$70

1 oz / 30 mL

Features gorgeous, fragrant floral notes, lighter-than-air musk, and soft spice for a sophisticated scent with a contemporary twist.

Lush Pear - adds brightness and light sweetness

Rose Bloom - for an enveloping floral aroma

Glowing Amber - lends a warm, luxurious scent



Abundance Travel Trio \$70

3 vials 0.17 oz / 5 mL each

Enjoy all three Abundance Parfums with this set of three rollerball vials in a custom velvet pouch, perfect for gorgeous scent on-the-go.



SeneDerm SkinCare Collection

**DRY / NORMAL TO DRY /
NORMAL TO OILY**

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

\$190



SeneDerm Oily to Acne Collection

- 3-in-1 Cleanser
- DayTime Moisturizer
- Evening Moisturizer
- Spot-On

\$190



SeneDerm Advanced Anti-Aging Collection

- Climate Control
- SeneSerum-C
- Collagen Night Pak
with brush

\$210



SeneDerm Solutions Enhancement Collection

- LashExtend Clear
- LipVolumizer Clear
- Polishing Exfoliator

\$150



MakeSense
Original Collection

- Foundation Shade
- Pearlizer
- Foops! Color Remover

\$120



MakeSense
Advanced Anti-Aging Collection

- Foundation Shade
- Pearlizer
- Foops! Color Remover

\$140



SeneDerm
Powder Collection

- Natural Translucent Powder
- Bronze Dust Powder
- Silver Rose Translucent Powder

\$150



LipSense
Lip Collection

- LipSense Shade
- Glossy Gloss
- Ooops! Remover

\$55



SeneDerm BodyCare Collection

- Body Wash
- Body Scrub
- Advanced Hydration Body Lotion
- Hand Cream
- Body Poof

\$105



SeneDerm SunCare Collection

- SeneSun SPF SunScreen
- Self-Tanning Bronzing Coconut Milk

\$95



Abundance Travel Trio

- Adundance Fresh Rollerball
- Abundance Lush Rollerball
- Abundance Bloom Rollerball

\$70



We are proud of our diverse family of Distributors. **JOIN US!!!**





Become a Customer or Hostess, & Experience our Fabulous Products

For Hosting a Glamour Demo, hostesses will receive a discount on their Personal Product Order based on the demonstration retail sales and future New Bookings from the demonstration.



TOTAL DEMO SALES
less hostess personal order

DISCOUNT OFF
hostess personal order

\$1 to \$300

10%

\$301 to \$600

20%

\$601 + HIGHER

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 \$300 or more. Ask your Distributor for details and gift choices.

Book a SeneBlends Makeover

You will be impressed with how your face will look and feel with SenseCosmetics color products that stay on until you take them off! Schedule your SeneBlends Makeover with your SeneGence Distributor.



Earn Back in Profits

Earn a portion of your order total back in profits plus earn free products! Ask your SeneGence Distributor about sharing our revolutionary long-lasting and anti-aging skin care and cosmetic products with others. You will find it easy to take orders from those who are wowed by the results.



A new chance to win each week !



Submit cards from every Glamour Demo with at least three guests in attendance. **WINNING DISTRIBUTOR RECEIVES 100 \$NEBUCKS!**

Please complete all information for entry to be considered valid. Demo Date _____

DISTRIBUTOR NAME _____ Distributor ID # _____

HOSTESS NAME _____ Phone Number _____

Address _____ Email Address _____

City _____ State / Province _____ Zip _____

HOSTESS PRIZE - if selected in weekly drawing:

SeneGence product prize* valued up to \$150 USD

GUEST NAME _____ Phone Number _____

Address _____ Email Address _____

City _____ State / Province _____ Zip _____

GUEST PRIZE - if selected in weekly drawing:

SeneGence product prize* valued up to \$55 USD

Limit one entry per person. Must be 18 or older to enter. Open to residents of US, Canada, and Australia. Official rules available at www.senegenec.com.

Send completed entry cards to SeneGence International 19651 Alter, Foothill Ranch, CA 92610. Product prizes will be shipped to winners at address provided.

By submitting my email address, I agree to receive communications from SeneGence International.

*SeneGence product prize to be selected by SeneGence staff from available inventory.



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 career with us, or we will refund your application fee.

New Distributor Kit (NDK) \$55
includes Application Fee



Discounts & Potential Retail Earnings

SUGGESTED RETAIL TOTAL AMOUNT	PERSONAL DISCOUNT off suggested retail	POTENTIAL EARNING Percentage	POTENTIAL EARNING Dollars
\$0 - \$199	20%	25%	\$0 - \$40
\$200 - \$599	30%	43%	\$60 - \$180
\$600 - \$1,499	40%	67%	\$240 - \$600
\$1,500 - HIGHER	50%	100%	\$750 - UNLIMITED

This example is not a guarantee or representation that you will experience these exact 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.

Demonstration Kit Option



LIPS Kit \$75 (over \$200 value)

Designed for one-on-one presentations, this kit includes a selection of our most popular LipSense shades, applicators, gloss samples, and business materials*.

* Included products subject to change.

Contact your Distributor for current kit availability.

SeneSite

Customized website and 24 hour e-commerce tool for online sales. This affordable tool allows you to be open for business 24/7, and list the unique web address on your business cards, Beauty Books, your vehicle and more to drive traffic to the site.

Customer Direct Order (CDO) Program

Customers order online and receive product directly from SeneGence, and payment goes directly to the selling Distributor. No cost to sign up, and all Distributors have the option to participate.

Demo Drop Ship

Allows Glamour Demo Hostesses or Customers to have their orders shipped directly to them so the Distributor does not have to stock the desired product inventory.

SeneSharing

Place at least one 300PV order in your first 30 days, and recruit a new Distributor who does the same to receive exclusive recognition, including this glamorous pin.



Significant SeneSeller

SeneGence honors Distributors who consistently build a Customer base and sell \$1,500 USD/750PV or more in SenseCosmetics and SeneDerm SkinCare month after month of the Seminar Year. Significant SeneSeller Distributors receive:

- New product launch shipments at no cost
- Front of the line filling and shipping
- Special recognition on their SeneSite



SeneSential Training Packages

RUBY

FREE includes weekly online & Glamour trainings

- Automatically available to all Distributors.

SAPPHIRE

\$325 includes weekly online & Glamour trainings plus
(\$520 VALUE)

- SeneSite Trial
- Seminar registration
- SeneU registration
- SeneMedia collection
- MSF donation
- SeneLibrary training materials

EMERALD

\$550 includes weekly online & Glamour trainings plus
(\$1,500 VALUE)

- SeneSite annual fee
- Seminar registration
- SeneU registration
- SeneLibrary training materials
- SeneMedia collection
- MSF donation
- Launch Demo
- PIT Stop registration



Get a JUMP START!

Contact your Distributor for current program availability.

IN YOUR FIRST 30 DAYS IN BUSINESS

You are eligible to receive a 50% discount on all personal product orders of 300 PV (\$600 retail) or more, for 30 days, starting on the day you join SeneGence.



SeneCars

SeneGence gives you the opportunity to ride in style and luxury by earning a monthly car allowance on a new, blue car of your choice. Make your SeneCar a statement of you!

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. Both new and seasoned Distributors can see the world by earning, learning, and succeeding!



Orlando, FL



Sydney, AU





Join us in making a difference by 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 their local charities or nominate charities to receive financial support. A portion of the sales from select SeneGence products and business tools is donated directly to the MSF as well as a contribution made for every new Distributor that joins.



Visit [MakeSenseFoundation.org](https://www.MakeSenseFoundation.org)



We're in the business of being social! Stay in the loop of everything happening at SeneGence by connecting with us on our social media channels. Find out about new products and promotions, gain access to valuable business tools, participate in fun contests, and interact with us - we'd love to hear from you!



@SeneGenceInternational



@SeneGence_Intl



SeneGence



@SeneGenceInternational



SeneGence International



@SeneGence_Intl



senegencebyjoni.com



SeneDerm SKINCARE

- \$30 **3-in-1 Cleanser**
 - Dry
 - Normal to Dry
 - Normal to Oily
 - Oily to Acne
- \$50 **DayTime Moisturizer**
 - Dry
 - Normal to Dry
 - Normal to Oily
 - Oily to Acne
- \$60 **Evening Moisturizer**
 - Dry
 - Normal to Dry
 - Normal to Oily
 - Oily to Acne
- Advanced Anti-Aging**
 - \$60 Climate Control
 - \$65 SeneSerum-C
 - \$50 EyeCrème
 - \$55 EyeLuminator
 - \$85 Collagen Night Pak w/Brush

SeneDerm SOLUTIONS

- \$65 Anti-Wrinkle Treatment
- \$50 Facial Resurfacer
- \$45 NailExtend
- \$45 Nangai Oil
- \$50 Polishing Exfoliator
- \$50 Dark Circle Under Eye
- \$50 LashExtend Clear
- \$55 LashExtend Black
- \$55 LashExtend Brown
- \$50 LipVolumizer
- \$50 Spot-On

Sense COSMETICS

- \$60 **Silk Pore & Wrinkle Minimizer**
 - Golden Tan
 - Ivory
 - Porcelain
 - Suede
 - Tan
 - Truffle
- \$45 **Color Correcting Tinted Moisturizer**
 - Light
 - Medium
- MakeSense **Pearlizer**
- \$50 **Advanced Anti-Aging Pearlizer**
- \$60 **Advanced Anti-Aging Pearlizer**
- MakeSense **Original Foundation**
 - Almond
 - Beige Chiffon
 - Café Au Lait
 - Creme Beige
 - Dewy
 - Fawn
 - Ivory
 - Porcelain
 - Suede
 - Tan
- \$50 **Advanced Anti-Aging Foundation**
 - Adobe
 - Almond
 - Beige Chiffon
 - Café Au Lait
 - Cinnamon
 - Coffee
 - Creme Beige
 - Deep Caramel
 - Dewy
 - Fawn
- MakeSense **Concealer/Blender**
 - Deep
 - Green
 - Light
 - Medium
 - White
- BlushSense **Cream Blush**
 - Bronze
 - Cherry
 - Chocolate Cherry
 - Pink Berry
 - Pouty Pink
 - Terra Cotta
 - Toasted Rose
- \$50 **Translucid Powder Brush**
 - Natural
 - Bronze Dust
 - Silver Rose
- Removers
 - \$20 Fooops
 - \$10 Oops!
 - \$20 Brush Cleaner
- ShadowSense **Matte Eyeshadow**
 - Amethyst
 - Candlelight
 - Denim
 - Garnet
- Granite
- Moca Java
- Mulberry
- Onyx
- Pink Frost
- Pink Posey
- Sandstone Pearl
- Silver Violet
- Smoked Topaz
- Snow
- Whisper Pink
- ShadowSense **Shimmer Eyeshadow**
 - Copper Rose Shimmer
 - Moca Java Shimmer
 - Pink Opal Shimmer
 - Sandstone Pearl Shimmer
 - Smoked Topaz Shimmer
 - Silver Shimmer
- BrowSense **Liquid Brow Color**
 - Auburn
 - Dark
 - Light
 - Taupe
- EyeSense **Liquid Eyeliner**
 - Black
 - Black Brown
- LashSense **Waterproof Mascara**
 - Black
 - Brown
- UnderSense **Lash Builder**

LipSense COSMETICS

- \$20 LashSense
**LashSense w/
 UnderSense**
 Black
 Brown

LipSense COSMETICS

- \$22 LinerSense
Lip Liner
 Berry
 Blu-Red
 Cocoa
 Neutral
 Persimmon
 Terra Cotta

- \$20 **Moisturizing Lip Balm**

- \$20 **Gloss**
 Bougainvillea
 Glossy
 Gold Glitter
 Matte
 Opal
 Orchid
 Pearl
 Pink Glitter
 Rose
 Sand
 Silver Glitter

\$25

- Lip Color**
 Apple Cider
 Aussie Rose
 B. Ruby
 Beige Champagne
 Bella
 Blackberry
 Blu-Red
 Bombshell
 Cappuccino
 Caramel Apple
 Caramel Latte
 Cocoa
 Dark Pink
 Dawn Rising
 Fire 'n Ice
 Fire Opal
 First Love
 Fleur De Lisa
 Fly Girl
 Goddess
 Hazelnut
 Heartbreaker
 Honey Rose
 Kiss For a Cause
 Kiss Me Katie
 Lexie Bear-y
 Luv it
 Mauve Ice
 Mulled Wine
 Napa
 Nude
 Nutmeg
 Persimmon
 Pink Champagne
 Plum
 Plum Pretty
 Plumeria
 Pomegranate

- Praline Rose
 Precious Topaz
 Purple Reign
 Razzberry
 Roseberry
 Samon
 Sassy Z
 Sheer Berry
 Strawberry Shortcake
 Summer Sunset
 Violet Volt
 Violette

SeneDerm BODYCARE

- \$20 Body Wash
 \$20 Body Scrub
 \$45 Body Lotion
 \$20 Hand Cream
 \$50 Detoxifying Mask
 \$30 Body Cream

SeneDerm SUNCARE

- \$50 Self-Tanning Bronzing
 Coconut Milk
 \$45 SeneSun SPF 30 SunScreen

Abundance PARFUMS

- \$70 Abundance Fresh
 \$70 Abundance Lush
 \$70 Abundance Bloom

COLLECTIONS

- \$190 SeneDerm
SkinCare Collection
 Dry
 Normal to Dry
 Normal to Oily
 Oily to Acne

- \$210 SeneDerm
 **Advanced Anti-Aging
 Collection**

- \$150 SeneDerm
 **Solutions Enhancement
 Collection**

- \$120 MakeSense
 Original Collection

- \$140 MakeSense
 **Advanced Anti-Aging
 Collection**

- \$150 SeneDerm
 Powder Collection

- \$55 LipSense
 Lip Collection

- \$105 SeneDerm
 BodyCare Collection

- \$95 SeneDerm
 SunCare Collection

- \$70 Abundance
 Rollerball Travel Trio

To Purchase Products or Become a Distributor, contact :

What's in the name **SeneGence^{International}** ?

SENESCENCE

Process of aging



INTELLIGENCE

The capacity to acquire
and apply knowledge



SYNERGY

The working together of two
things to produce an effect
greater than the sum of their
individual effects



SENEGENCE

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



October 2017

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