

# BEAUTY BOOK

SeneGence®



# 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.

Meet Joni Rogers-Kante, the visionary trailblazer and force behind SeneGence. Her journey goes beyond founding a beauty company in 1999; it epitomises the fusion of determination and purpose. Imagine navigating the world as a single mother with a vision so compelling that it promises a brighter future not just for oneself but for women worldwide.

With SeneGence, Joni didn't just create a brand; she sparked a 'long-lasting' movement dedicated to empowering women through innovative beauty solutions, likely the concept of long-lasting and clean beauty with the start of LipSense, the creator of The Original Long-Lasting Lip Color® - the foundation of a full range of long-lasting cosmetics and revolutionary anti-ageing skincare products.

This journey from dream to global legacy invites you to believe in the power of vision coupled with action. Through the commitment to using advanced ingredients for enhancing skin beauty, Joni invites you to

*"Choose to live life in love and abundance...then work for it."*

*"I stand behind our products 100% and guarantee more beautiful-looking skin when using our all-day, anti-ageing skin care and long-lasting colour systems."*



Joni Rogers-Kante  
**Founder & CEO**





Joni collecting samples  
from Mount Yasur, Vanuatu

In the Vanuatu string of islands in the South Pacific, marks a chapter where Joni's passion for natural wellness transformed into her product line. She worked with scientists and botanists to locate naturally occurring resources that have proven beneficial to the skin.

Her early discoveries on the islands led to a comprehensive round-the-clock skincare regimen and played a pivotal role in the development of every product from cosmetics to skincare.

Today, SeneGence products are formulated with proprietary complexes and formulas that help improve skin from head to toe dramatically, 24-hours a day. Joni's personal commitment to harmonising clean beauty with nature's goodness is visible in every formulation and so is her belief that beauty radiates from within each of us, waiting to be nurtured.



Most Formulas made in  
the USA with  
global materials



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



Formulated without  
gluten ingredients



Made in CGMP  
manufacturing facilities



Formulated without  
drying waxes



# The Science of SenePlex+<sup>®</sup>

SeneGence SkinCare and Cream Cosmetic products feature SenePlex+, a proprietary complex infused with Orchid Stem Cells. Clinically proven to combat signs of ageing, this unique formula works to visibly transform the complexion, promoting a luminous, hydrated and smoother appearance for a radiant and healthy-looking skin complexion.

SenePlex+ accelerates skin's natural renewal process, delivering game-changing results. It harmonises with your skin's natural functions, enhancing the skin's microbiome, the outer protective layer that defends against daily pollutants and free radicals. This continuous protection ensures your skin remains safeguarded around the clock.

## 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.

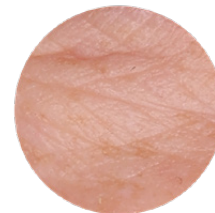
\*\*On average, it takes 28 days for a skin cell to go through its full life cycle from formation to shedding.



Week 0



Week 2



Week 4

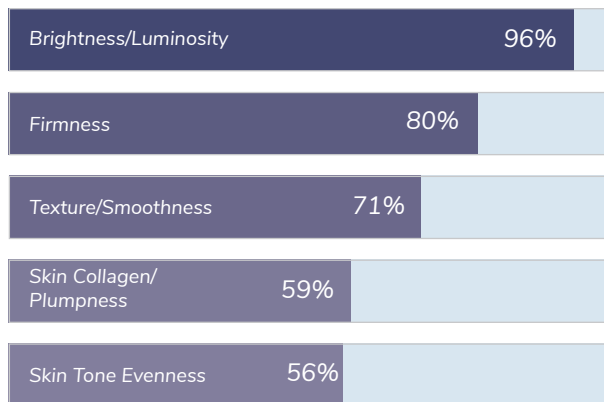
## PRODUCTS THAT **REALLY** WORK — SEE AND BELIEVE!

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

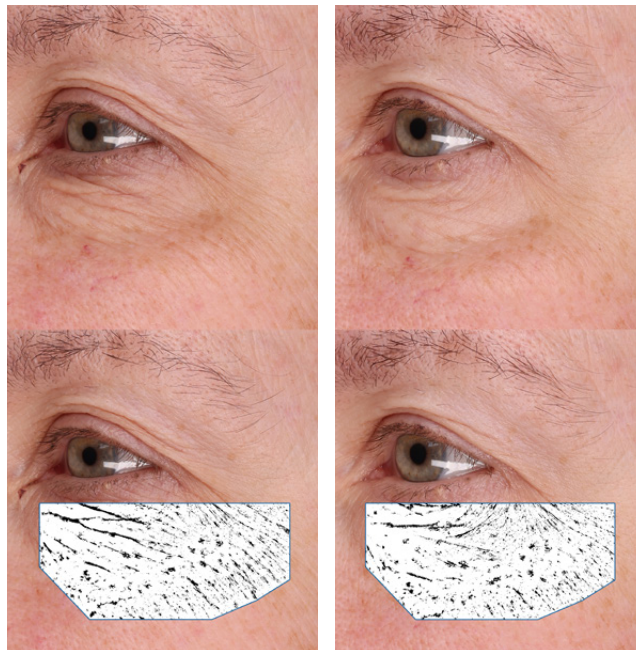
Percent of participants with improvements.\*



\*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.

# CLEAN BEAUTY

by SeneGence®

Beauty at its best means ingredients you love minus the rest.  
As beauty standards evolve, so do we!

We're committed to delivering high-quality, safe products through cleaner formulas. Our "NO List" of banned ingredients continues to grow as research evolves. While not yet EU recognised, we aim to meet their stringent standards that ban and restrict over 1,459 chemicals in personal care products.

We screen for harmful chemicals and carefully select ingredients for safety. Despite supply chain complexities, we strive to minimise trace levels of ingredients. Our formulations largely adhere to our Clean Beauty Standard by SeneGence®.



Discover the secret world of your skin's microbiome with our new prebiotic and probiotic-enriched skincare line, tailored for sensitive to oily and troubled skin. Naturally balances and enhances your skin's glow. By supporting microbial balance, our products create a favorable environment where good bacteria can thrive while controlling potentially harmful bacteria.



## CORRECTING CLEANSER

Wash away impurities for resiliently radiant skin. Our gentle yet effective microbiome-supporting cleanser helps preserve your skin barrier's integrity and natural balance.

**Streptococcus Thermophilus TC1633 Ferment:** A probiotic to help support skin balance and strengthen its barrier by encouraging a natural Hyaluronic Acid production.

**Niacinamide PC:** Upgraded vitamin B3 helps regulate sebum and oil production for balanced, younger-looking skin.

**Lactobacillus / Punica Granatum Fruit Ferment Extract:** Probiotic from fermented pomegranate, rich in vitamins and antioxidants, helps reduce appearance of wrinkles, improve elasticity, brightens, soothe and boosts collagen.



## RESTORATIVE EVENING MOISTURIZER

Revitalise your skin while you sleep with extended moisturisation for a rejuvenated look. Promotes balanced hydration and a resilient microbiome while strengthening the skin barrier.

**Lactobacillus / Punica Granatum Fruit Ferment Extract:** Probiotic from fermented pomegranate, rich in vitamins and antioxidants, helps reduce appearance wrinkles, improve elasticity, brightens, soothe and boosts collagen.

**Ligilactobacillus Salivarius TC1153:** Probiotic fermented with  $\alpha$ -hydroxy acid and amino acid peptides to help support skin elasticity, boosts collagen and enhance radiance and firmness.

**DS-CERIX5:** Skin barrier-strengthening blend of natural lipids and oils to help keep skin hydrated and revitalised.



## BOOSTING SERUM

Hydrate, balance and radiate with this restorative serum that leaves skin plump and youthful while supporting a healthier microbiome and fortifying the skin barrier.

**Caulerpa Lentillifera Extract:** Rare antioxidant-rich prebiotic, known as green caviar, helps boost Hyaluronic Acid, fight oxidative stress and helps reduce excess oil.

**Hyalo-Oligo®:** Small Hyaluronic Acid molecules penetrate deeply into skin, enhancing moisture retention, combating dehydration-induced fine lines and wrinkles for improved elasticity.

**Super PGA HO-5GH:** Prebiotic derived from fermented soybeans and Bacillus natto, helps support beneficial skin bacteria, enhances moisture retention and helps improves skin texture and elasticity.

Serum suitable for all skin types.

**\$75**

4 fl oz / 118 mL

**\$142**

1.7 fl oz / 50 mL

**\$125 REFILL**

1.7 fl oz / 50 mL

**\$158**

1 fl oz / 30 mL

## 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.

## DRY



\$64

**PAPAIN ENZYME**  
Exfoliates and brightens skin.  
**YARROW EXTRACT**  
Helps minimise appearance of pores.  
**BLUE SEAWEED EXTRACT**  
Moisturises and hydrates.



\$105

**MYROTHAMNUS EXTRACT**  
Hydrates and revitalises stressed skin.  
**COPPER TRIPEPTIDE-1**  
Peptide signals cells for copper production.  
**GLYCOLIC & LACTIC ACID**  
Gently exfoliates for a bright complexion.



\$121

**ORCHID STEM CELLS**  
Helps improve the appearance of sagging.  
**N. BENTHAMIANA**  
Helps stimulate collagen, boosts firmness and elasticity.  
**NIACINAMIDE**  
A type of vitamin B3, helps minimise the appearance of pores.

## NORMAL TO DRY



\$64

**PRICKLY PEAR FLOWER**  
Natural extract that hydrates and conditions skin.  
**APPLE FRUIT EXTRACT**  
Natural Alpha Hydroxy (AHA) that helps exfoliate for better moisture absorption.  
**GOJI BERRY EXTRACT**  
Superfruit antioxidant that protects against skin-damaging free radicals.



\$105

**KNOTGRASS EXTRACT**  
Helps to reduce visible signs of photo-ageing.  
**SQUALANE**  
Derived from Olives, enhances elasticity and prevents moisture loss.  
**CAMELINA OIL**  
Improves the look of skin elasticity and suppleness.



\$121

**MUSHROOM STEM EXTRACT**  
Promotes a youthful and lifted skin appearance.  
**ROSE HIP SEED OIL**  
Rich in essential fatty acids and vitamins, it helps boost collagen production and combat photo-ageing.  
**MANGOSTEEN EXTRACT**  
Antioxidant protection against skin-damaging free radicals.



\$105

**EYECRÈME**  
An all-in-one, clinically proven daily eye cream that targets fine lines, wrinkles and puffiness around the eyes, while improving radiance and luminosity. To be used by all skin types day and night.

## NORMAL TO OILY



\$64

### ORANGE EXFOLIATOR

Orange peel extract gently unclogs pores for fresh, radiant, nourished skin.

#### MIRACNE

Targets acne bacteria, to help reduce the appearance of blemishes.

#### SARCOSINATE

Sulphate-free surfactant that gently cleanses.



\$105

### MARSturizer™

Helps strengthen and reinforce skin's natural barrier, locking in moisture.

#### GRANSIL EP-9

Helps absorb sebum and oil while providing a mattifying effect.

#### WILLOWHERB

Plant extract to help soothe and calm irritated skin.



\$121

### SODIUM HYALURONATE

attracts and retains moisture in skin, helping to plump and reduce lines.

#### RENESEED™

Peptide that helps stimulate collagen, firms and smooths fine lines.

#### ORCHID STEM CELLS

Helps improve the appearance of sagging.



## SkinCare Regimen

### 3 IN 1 CLEANSERS

Triple-action cleansers work to cleanse, tone and exfoliate while helping to maintain skin's moisture. Effectively Removes dirt and oil.

4 fl oz / 118 mL

### DAYTIME MOISTURIZERS

Lightweight, daily moisturisers deliver anti-ageing 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 MOISTURIZERS

Contains additional SenePlex+ for extra rejuvenation during sleep. These rich, luxurious creams combine ingredients that hydrate and promote vibrant, healthy-looking skin.

1.66 fl oz / 49 mL



SKINCARE  
with SenePlex+®

A woman with long brown hair and a white tank top is shown from the chest up. She is looking slightly to her left with a gentle smile. Her right hand is raised, with her index finger applying a small amount of white cream to her left cheek. Her left hand holds a blue tube of Senegence product, which has gold-colored accents and the brand name visible. The background is a solid, warm beige color.

# TREATMENTS & SOLUTIONS

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



## ADVANCED SENEPLEX+® RENEWAL SERUM WITH RETINOL

This potent skin renewal serum minimises 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.

**SenePlex+®:** A powerful proprietary complex that helps to reduce the signs of ageing.

**Nano Retinol:** Micro encapsulated delivery system offers sustained release throughout the night during the skin's renewal cycle. Visibly improves the appearance of fine lines, wrinkles, uneven skin tone, texture and radiance.

**Nephoria®:** A reti-natural active from the leaves of Rambutan Super Fruit, complements retinol's activity.

**Matrixyl® 3000 OS:** A complex of Palmitoyl Tripeptide-1 and Palmitoyl Tripeptide-7, helps to support the skin's elasticity and texture for a supple and firm appearance.

**BIO-Placenta:** A synthetic blend with five major growth factors and peptides that work to target the appearance of wrinkles, fine lines and sagging skin.

**Hymagic-4D™:** A Sodium Hyaluronate complex with four different types of Hyaluronic Acid's to intensely moisturise the skin.

**Meadowfoam Seed Oil:** An emollient plant oil from the seeds of the White Flowering Plant that helps to moisturise, soothe and support the skin's ability to maintain a healthy-looking glow.

**\$128**

0.5 fl oz / 15 mL

Hymagic-4D™ which is a complex of four different types of Hyaluronic Acid helps to hydrate the skin.

Additional synergistic ingredients, such as Meadowfoam Seed Oil, Aloe Vera and Rosemary provide moisturising, calming and soothing benefits to the skin.

## 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%** Minimises 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.

+Results are measured by expert clinical graded observation and analysis compared to baseline based on a 6-week, independent clinical study of 30 participants, women ages 30 to 70.



Dehydration stands as a primary cause of ageing across all skin types!



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

## CLIMATE CONTROL

Provides a unique hydration experience, delivering pure moisture directly to your skin. Enhanced with SenePlex+® and advanced moisturising ingredients, it assists all skin types in achieving optimal moisture balance day and night.

**SelPlex Complex:** Proprietary blend of herb oil extracts and vitamins, including tocopherol vitamin E, that helps enhance skin moisture.

**Sodium Hyaluronate:** Attracts and retains moisture in skin, helping to plump and reduce lines.

**Glucosamine HCl:** Helps strengthen skin barrier and provides anti-ageing benefits by hydrating, clarifying skin and help reduce appearance of sagging.

**\$121**

2.85 fl oz / 84 mL

## SENE SERUM-C

Experience daily defense with a lightweight, antioxidant-rich serum, formulated to help brighten, nourish and hydrate for a radiant appearance. Encapsulated C-Pearls® deliver potent, stabilised vitamin C, vitamin A and vitamin E for a sensory and visual experience.

**SeneShield®:** A proprietary complex of nature-based extracts, including antioxidants, fatty acids, seaweed, minerals and superfruits like Blueberries, Wolfberries and Cranberries, helps protect skin against free radicals, oxidative stress and environmental pollution.

**Sodium Hyaluronate:** Attracts and retains moisture in skin, helping to plump and reduce lines.

**Grape Juice Extract:** Rich in rare polyphenols, it helps protect skin, restore moisture, brighten and improve texture.

**\$110**

0.5 fl oz / 15 mL



## EYECRÈME

Target the key signs of ageing 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 Oleoactif®:** Polyphenols and lipids reduce puffiness, lines, wrinkles and minimise blue and red discolouration.

**BLUSH Oleoactif®:** Natural liposoluble active inspired by the ancestral use of an indigo-plant, *Persicaria tinctoria*. Helps reduce the look of redness, supports skin barrier function and promotes brighter, radiant skin.

**Squalane:** Derived from olives, enhances elasticity and prevents moisture loss.

**\$105**

0.44 oz / 12 g

### Clinical Results\*

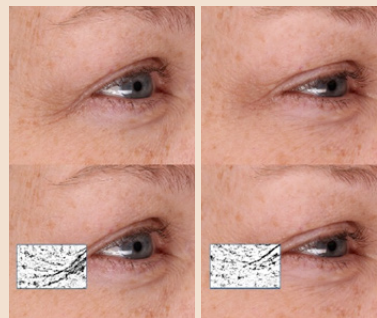
**87.10%** of participants showed measured improvement in skin radiance in eye area.

**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 and wrinkles (crow's feet) in 8 weeks.



BEFORE

AFTER 8 WEEKS\*

\*\*Unretouched photos. Individual results will vary.

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

### Here's what else they said:

**83%** My lines and wrinkles appear diminished.

**80%** My eye area looks more rested.

**77%** My eye area looks smoother and more awake.

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



## DIGITAL AGE DEFENSE SERUM

This cutting-edge serum, driven by today's technological advancements, is made for all skin types to help prevent visible signs of ageing related to light-induced stress, such as HEV (blue light) exposure from digital devices.

**Celligent®:** Infused with Rosemary extract and rice-derived ethyl ferulate, it provides potent antioxidant properties to help protect skin from light-induced stress, including blue light exposure (HEV light), free radicals and UV damage.

**SymRelief® 100:** Blend of Bisabolol and Ginger Extract reduces appearance of skin redness and soothes skin.

**Nano Emulsion:** Botanical Oil blend of nano-encapsulated Patchouli, Calendula, Chamomile and Jasmine that help to soothe and calm the skin.

**Marimoist:** Red Seaweed Extract and Hyaluronic Acid hydrates, softens and cools skin.

**\$88**

1 fl oz / 30 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.

## LIFTING & FIRMING NECK CREAM

This rich cream formula is specifically formulated for the neck and décolletage and advanced anti-ageing technologies that help improve firmness.

**Essenskin:** Complex of essential amino acids that helps improve the appearance of thin, fragile skin by supporting elasticity.

**Actifcol™:** A shiitake mushroom blend that aids in the appearance of firmness by reducing deterioration of collagen.

**Grape Juice Extract:** An antioxidant which contains AHA acids, protects from free radicals, moisturises, brightens and improves skin texture.

**\$155**

1.7 fl oz / 50 mL



#### PREVENT/CORRECT SOLUTIONS with SenePlex+®

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

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

## LIP LINE CORRECTOR

This hydrating serum has been clinically proven to diminish fine lines and wrinkles around the lip contour area, while also boosting elasticity and firmness, resulting in a refreshed and more youthful look.

**X50® Hyalufiller:** Encapsulated Peptides help to improve the appearance of skin elasticity and firmness to help reduce the appearance of vertical lip lines.

**SWT-7™:** Blend of active ingredients, including fatty acids and ayurvedic herbs, promotes skin's self-repair, smoothing fine lines and wrinkles.

**Wildberry Harvest:** Bioactive antioxidant complex featuring 3 potent Super-Berries (Pepperberry, Riberry and Muntries) that help protect, nourish and hydrate.

**\$88**

0.3 fl oz / 9 mL

All registered marks are the property of their respective owners.



#### PREVENT/CORRECT SOLUTIONS with SenePlex+®

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

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

## NEOTIGHT® REJUVENATING ANTI-WRINKLE SERUM

This high-performance serum made with Peptides dramatically reduces the appearance of fine lines and stubborn wrinkles for a smoother looking complexion.

**Neodermyl®:** Contains MG6P, Proline, Lysine and Copper, providing bio-renewable energy for skin cells. Reactivates aged fibroblasts, boosting collagen and elastin production for a fuller appearance and enhanced anti-ageing effects.

**SYN-STAR®:** An active anti-ageing synthetic tripeptide visibly helps reduce the appearance of fine lines and wrinkles, shine and improves skin smoothness, enhancing overall skin appearance.

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

**\$145**

0.5 fl oz / 15 mL



**BRIGHTEN SOLUTIONS**  
with SenePlex+®

## C-BRIGHT DARK SPOT CORRECTOR

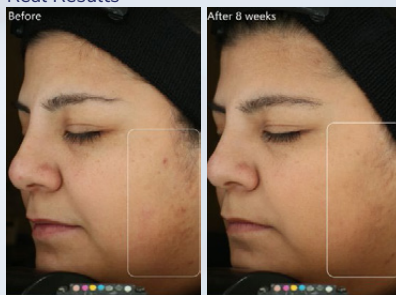
A feather-light serum with a powerful blend of peptides and vitamin C, designed to visibly enhance skin brightness and firmness. It effectively fades stubborn discolouration and evens tone.

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

**Ferulic Acid + Vitamin E:** Advanced full-spectrum antioxidants effectively help skin to combat the effects of environmental oxidative stress by neutralising free radicals.

**V-4s™:** Acetyl Tripeptide-2 and Ferulic Acid protect the skin with anti-radical efficacy and strong antioxidant activity against four main free radicals.

### Real Results



BEFORE

AFTER 8 WEEKS\*\*

**\$125**

0.61 fl oz / 18 mL

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

### Clinical Grading Results\*\*

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

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

**88%** of participants showed measured improvement in skin brightness.

**85%** of participants showed measured improvement in skin tone.

### Consumer Results\*

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

**88%** Reported an improvement in skin clarity and tone.

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

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

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

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

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



### HYDRATE SOLUTIONS with SenePlex+®

Nangai Oil contains  
94-97% natural  
triglycerides.

## NANGAI OIL

Derived from the Nangai Tree and infused with exotic botanical oils, antioxidants and potent lipid complexes to complement the anti-ageing benefits of SenePlex+®. Nangai Oil enhances skin vibrancy and radiance, rich in essential triglycerides to calm and intensely hydrate the skin.

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

**L22®:** Botanically sourced lipid complex from Macadamia, Jojoba and Olive Oils that helps support the skin's barrier to help maintain long-term skin hydration.

**Meadowfoam Seed Oil:** Enriched with monounsaturated fatty acids and vitamin E, combats moisture loss while enhancing long-lasting hydration. Offers high stability against oxidation and heat.

**\$85**

0.5 fl oz / 15 mL



### DEEP CLEANSE/ EXFOLIATE SOLUTIONS with SenePlex+®

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 sulphate-free mineral based polisher. A little goes a long way to reveal soft, revitalised skin.

**Vanuatu Volcanic Ash:** Finely textured and mineral-rich, it exfoliates dead skin cells and polishes the skin.

**Nangai Oil:** Deeply hydrates and soothes skin with moisture-enhancing, cellular building triglycerides.

**Seaweed Extract:** Antioxidants and amino acids that help to hydrate and balance moisture while toning skin.

**\$85**

2 oz / 57 g



### ENHANCE SOLUTIONS with SenePlex+®

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

## LIPVOLUMIZER

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

**Volumizing Complex:** Proprietary blend of peptides and botanicals that help support a healthy boost of collagen and elastin.

**Kiss Me Quick Plant:** Derived from the Portulaca Pilosa succulent, helps boost, hold and retain moisture and the appearance of firmness.

**Shea Butter:** An emollient rich plant lipid providing deep moisture to soothe dry skin.

**\$85**

0.2 fl oz / 5.9 mL



## BRIGHTEN SOLUTIONS with SenePlex+®

### NEOTIGHT® 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 energised and rested.

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

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

NeoTight 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 Eye Serum.

During a six-week independent consumer study, a majority of participants agreed that NeoTight Serum minimised 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 energised.

**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.

**\$105**

0.5 fl oz / 15 mL

**BRIGHTEN SOLUTIONS**  
with SenePlex+®**DETOXIFYING OXYGEN  
FACIAL MASK**

Oxygen is critical to our skin! This unique gel-to-foam oxygenating mask deeply exfoliates, purifies, brightens and instantly revitalises.

**Kaolin White Clay:** Finely textured clay particles that help draw out impurities and dirt, absorb excess oil and remove dead skin cells.

**Rhodiola Extract:** Botanical that boosts skin's natural defenses against harsh elements and helps even complexion for enhanced radiance.

**DL Fruit Acids:** Naturally derived alpha hydroxyl acids from bilberry, sugarcane, orange, lemon and sugar maple extract, which effectively remove dead skin cells, allowing for better absorption of serums into the skin.

**Dragon Fruit:** Rich antioxidants and vitamin C to help improve moisture content.

**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.

**\$121**

1.66 fl oz / 49 mL

# SkinCare

MORNING REGIMEN AM



## 1. CLEANSE & EXFOLIATE

(select yours)



- Microbiome Cleanser
- 3 in 1 Cleanser

## 2. ADVANCED EXFOLIATION



- Facial Resurfacer
- Detoxifying Oxygen Facial Mask

## 3. TARGETED TREATMENT



- C-Bright

## 4. TREAT WITH ADVANCED ANTI-AGEING



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

## 5. TARGETED TREATMENT



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

# 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)



- Microbiome Cleanser
- 3 in 1 Cleanser

## 4. ADVANCED EXFOLIATION



- Facial Resurfacer
- Detoxifying Oxygen Facial Mask

## 5. TARGETED TREATMENT



- C-Bright

## 6. TREAT WITH ADVANCED ANTI-AGEING



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

## 6. DAYTIME MOISTURE

(select yours)



- DayTime Moisturizer
- Lifting & Firming Neck Cream
- EyeCrème

## 7. PUMP UP THE VOLUME



- Volumizing Brow Gel
- LashExtend
- LipVolumizer
- EyeLuminator

## 8. EXTRA MOISTURE PROTECTION



- Lip Balm or Tinted Lip Balm

## 7. TARGETED TREATMENT



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

## 8. EVENING MOISTURE

(select yours)



- Microbiome Nighttime Moisturizer
- Evening Moisturizer
- 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

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.



## 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.



## 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.

\$60

5 fl oz / 148 mL

\$60

5 fl oz / 148 mL

All registered marks are the property of their respective owners.

Experience holistic self-care with our aromatherapy duos, combining magnesium and essential oils infused with SenePlex+® for beauty and wellness synergy.

**Magnesium:** One of the most abundant minerals in the human body and an important nutrient that plays a crucial role in overall health and well-being.

**Magnesium Chloride:** When used with essential oils, promotes a sense of relief, aids absorption, promotes relaxation and skin benefits.



## SWEET RELIEF DUO

Relax and find calm in your daily routine using our Sweet Relief Stick on skin for focused comfort and enjoy a soothing aromatic experience with our Sweet Relief Spray on your skin, linens, or in the air. Wherever your day leads, find tranquility and natural relief on-the-go.

**Copaiba:** An aromatherapy oil promoting comfort and calmness.

**Lavender:** An antioxidant, essential oil that helps promote a sense of relaxation.

**Sweet Basil:** A soothing essential oil with a scent that helps promote a sense of calm and relief.

**\$30**

Essential Oil Stick: 0.75 oz / 21 g

**\$50**

Essential Oil Spray: 4 fl oz / 118 mL



## BEAUTY SLEEP DUO

Unwind and relax with this serenity-promoting blend of aromas. Hit all the right spots for a soothing experience with our Beauty Sleep Stick. Embrace healthy sleep practices with a dreamy mist of our Beauty Sleep Spray on your skin, linens, or in the air .

**Ylang Ylang:** An aromatherapy oil that helps promote relaxation with a calming, balanced aroma that may help the mind and body transition into rest mode.

**Sweet Orange:** An antioxidant, essential oil that helps promote a sense of relaxation.

**Chamomile:** Helps the body relax to promote more restful sleep.

**\$30**

Essential Oil Stick: 0.75 oz / 21 g

**\$50**

Essential Oil Spray: 4 fl oz / 118 mL

Powered by:  
**JORDAN**  
ESSENTIALS

# SENEGENCE® COSMETICS

SeneGence® long-lasting cosmetics seamlessly blends our vibrant colour technology with our exclusive SenePlex+®, delivering not only aesthetics but also clinically tested anti-ageing benefits. Your skin is nourished and rejuvenated throughout the day and into the evening, ensuring lasting beauty and vitality.



*MakeSense®*

## SILK PRIMER & PORE MINIMIZER

Preps and primes your skin like a canvas, instantly blurring imperfections for a flawless finish. Mattifies and hydrates, reducing the look of enlarged pores, absorbing excess oil and blurring fine lines. Offers anti-ageing benefits for firmer, smoother skin.

**Miniporyl™:** A highly advanced Red Clover Flower Extract pore-minimising complex. Helps smooth the pores for a filtered canvas. Also, acts as an astringent that helps reduce the appearance of oil and shine, mattifying the complexion.

**ChroNoline™:** Contains Caprooyl Tetrapeptide-3, a signal peptide which helps to reduce the appearance of fine lines and wrinkles, resulting in firmer looking and smoother skin.

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

**\$99**

0.5 fl oz / 15 mL

# Finding Your Undertone

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

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

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

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

Can't tell? Then you are neutral.

C

COOL

W

WARM

N

NEUTRAL



## MakeSense® PEARLIZER

Get a radiant glow with this versatile, oil-free, water-resistant liquid highlighter. Infused with anti-ageing SenePlex+® and light-reflecting pigments, it enhances your features with luminosity and radiance.

**Sodium Hyaluronate:** Attracts and retains moisture in skin, helping to plump and reduce lines.

**Mica:** A responsibly sourced mineral that naturally reflects light, adding sheer radiance and glow to the skin.

**Seaweed Extract:** Contains essential minerals and vitamins. It helps to prevent and decrease signs of ageing by hydrating and toning the skin.

\$83

1 fl oz / 30 mL



## MakeSense® COLOR CORRECTING TINTED MOISTURIZER

Get an even skin tone with this nourishing, anti-ageing sheer-to-medium coverage. Moisturises for a natural finish, targeting discolouration, imperfections and redness. Wear alone or under foundation for extra coverage.

**Bamboo, Jojoba and Pea Extracts:** Has been known to support collagen, elastin and hyaluronic acid production.

**Green Tea Leaf Extract:** Antioxidant-rich and helps to neutralise free radicals from environmental stressors.

**Arnica Flower Extract:** Gentle on the skin yet effective antioxidant that helps calm and soothe sensitive skin while minimising redness.

\$78

1 fl oz / 30 mL

LIGHT



Fair (N)



Light (N)

MEDIUM



Light-Medium (N)



Medium (N)

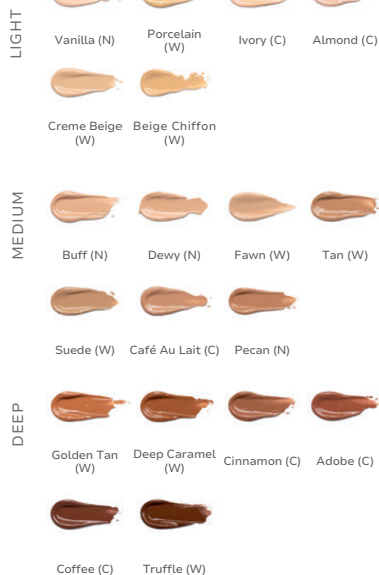
DEEP



Medium-Deep (N)



Deep (N)



## MakeSense® ORIGINAL FOUNDATION

This oil-free, water-resistant foundation offers anti-ageing benefits. It provides semi-matte, medium to full coverage with pigments that adapt to your skin for a natural finish.

**SenePlex+®:** Helps reduce ageing signs by accelerating cell renewal, improving skin hydration and enhancing skin texture for a brighter, more luminous complexion.

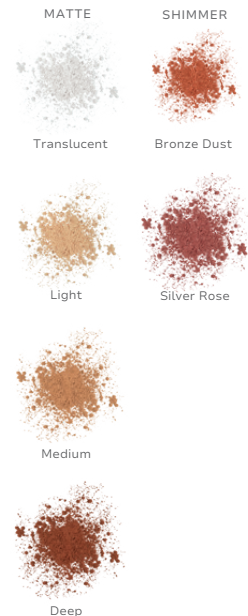
**Sodium Hyaluronate:** Attracts and retains moisture in skin, helping to plump and reduce lines.

**Aloe Vera Leaf Juice:** Natural plant extract that helps soothe and hydrate the skin.

**\$83**

1 fl oz / 30 mL

2021  
WINNER  
**SHAPE**  
BEAUTY  
AWARD



## TRANSLUCENT LOOSE POWDER

Get a photo-ready look with this velvety, airy facial powder that absorbs excess oil and shine. Talc-free for a soft-focus finish, it can be worn on bare skin or used to highlight, contour and set makeup.

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

**Kaolin:** A finely ground clay that absorbs oil and perspiration.

**Allantoin:** Provides a smooth and moisturising effect while offering anti-ageing benefits. Soothing for sensitive skin.

**\$87**

0.29 oz / 8.1 g



White



Green



Fair



Light



Light-Medium



Medium



Medium-Deep



Deep

## CORRECTIVE COLOR CONCEALER/BLENDER

This nourishing colour correction blend offers versatile options with advanced anti-ageing skincare benefits. It evens skin tone, neutralises discolouration, blurs fine lines, disguises broken capillaries, minimises shadowing or bruising and highlights the under-eye area for a lifted appearance.

**Vitamins B and E:** Antioxidants that contribute to softening the appearance of fine lines and wrinkles while helping to protect skin from environmental stressors such as pollution and free radicals.

**Aloe Vera Juice:** Natural plant extract to help soothe, calm and hydrate to keep the skin moisturised.

**Iron Oxides:** Mineral based pigments that help match different skin tones, neutralise discolouration and provide coverage for imperfections.



### YELLOW-BASED



Bronze



Chocolate  
Cherry



Terra Cotta

### BLUE-BASED



Cherry



Pink Berry



Rose Dew



Toasted  
Rose



Pouty  
Pink



Belladonna

*BlushSense®*

## CREAM BLUSH

Enhance hydration and add a beautiful touch of colour to your skin with this oil-free, highly pigmented formula. It smoothly blends onto the skin, providing a flawless, velvety finish that lasts.

**Sodium Hyaluronate:** Attracts and retains moisture in skin, helping to plump and reduce lines.

**Algae Seaweed Extract:** Rich in nutrients and offers excellent hydrating benefits.

**Vitamins B and E:** Antioxidants that contribute to softening the appearance of fine lines and wrinkles while helping to protect skin from environmental stressors such as pollution and free radicals.

\$53

0.25 oz / 7 g

\$56

0.25 oz / 7 g

NEW!



BrowSense®

## LONG-LASTING BROW DEFINING PENCIL

Define, fill, and nourish your brows with this ultra-precise brow pencil. Your go-to for natural, hair-like strokes with a 1.7mm micro-tip and built-in spoolie. Waterproof, smudge-resistant, and infused with a powerful Brow Conditioning Complex, it's clean beauty that lasts all day.

**Ceramide NP:** Protects delicate brow area by maintaining moisture balance and restoring skin's lipid barrier.

**Argan Oil:** Rich in fatty acids and phenols for deep nourishment.

**Panthenol (Provitamin B5):** Conditions and hydrates for a soft, healthy feel.

\$48

0.003 oz / 0.09 g



BrowSense®

## LONG-LASTING BROW BUILDING CREAM

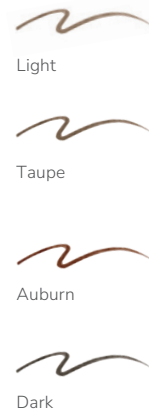
Easily sculpt natural or full brows with this long-lasting, smudge-proof and waterproof formula that stays fade-proof for 16 hours. Ideal for thin, sparse or undefined brows, it fills, defines and shapes in one step. Perfect for men too, for defining beards and mustaches.

**Capixyl™:** Peptides with Red Clover Flower Extract rich in Biochanin A helps stimulate hair follicle regeneration for growth activation. Helps reduce hair follicle miniaturisation to minimise hair loss while promoting denser, fuller, thicker and healthier hair.

**SenePlex+®:** Powerful proprietary complex that helps reduce signs of ageing while moisturising.

\$50 WITH APPLICATOR BRUSH

0.2 fl oz / 5.9 mL



BrowSense®

## LIQUID BROW COLOR

Define your day by shaping your brows with this waterproof, smudge-proof and smear-proof formula. The dual-sided ends include a fine tip precise applicator wand to help you easily create natural strokes of hair while the spoolie end helps you blend and soften the look.

\$34

0.125 fl oz / 3.69 mL



## BrowSense® VOLUMIZING BROW GEL

This long-wearing, non-flaking, clear gel helps you achieve the look of full, luscious brows as you define and set them.

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

**Glycerin:** Works to moisturise brows.

**Panthenol (Vitamin B5):** Helps to condition brows.



## EyeSense® LONG-LASTING LIQUID EYE LINER PEN

Achieve precision and long-lasting results with our waterproof liquid liner. Whether you opt for a subtle line or a bold cat eye, this felt-tipped liner allows for effortless application in one smooth stroke.

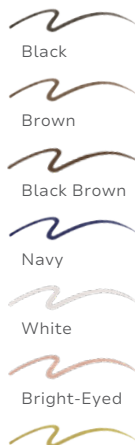


Black



## EyeSense® LONG-LASTING EYE LINER PENCIL

This highly pigmented, waterproof pencil offers all-day wear with its smooth glide and quick-setting formula. Its retractable tip ensures precise application without smudging or feathering, giving you confidence throughout the day.



Golden Shimmer



Light:  
Buttery, soft  
vanilla apricot-  
champagne.

## EyeLUMINATOR™ UNDER EYE BRIGHTENING CREAM

Brighten and highlight with this anti-ageing, rich moisturising luminescent balm. It adds an instant soft radiant effect to disguise under-eye dullness, discolouration and dark circles. Wear it alone or layer it before or after makeup for enhanced brightness and highlighting.

**LOOK Oleoactif®:** Rich in polyphenols and lipids, it supports skin density, smooths wrinkles and reduces under-eye puffiness while minimising discolouration.

**Squalane:** Derived from olives, leaves the skin feeling smooth and silky, softens the skin, improves elasticity and protects against moisture loss.

**BLUSH Oleoactif:** Derived from the indigo plant, helps support the skin barrier function while helping reduce the look of redness and makes skin less tired-looking, luminous and radiant.

**\$75**

0.2 oz / 5.7 g

**\$47**

0.017 fl oz / 0.5 mL

**\$42**

0.012 oz / 0.35 g

**\$97**

0.44 oz / 12 g



ShadowSense®

## EYESHADOW

Enjoy long-lasting wear with this velvety crème-to-powder finish, offering anti-ageing benefits. Available in matte or shimmery shades to suit any skin tone. Ideal for accentuating and defining the eyes, with endless options for customisation.

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

**Tocopheryl:** Vitamin E is a dynamic antioxidant that helps against premature ageing and combating wrinkles by neutralising free radicals from the environment.

**Isododecane:** An excellent emollient with a weightless feel on skin that enhances spread ability of ShadowSense®. Helps prevent evaporation of water from the skin.

### MATTE FINISH:



Snow



Whisper Pink



Mulberry



Woodland



Granite



Pink Frost



Mauve Tonic



Smoked  
Topaz



Sandstone  
Pearl



Desert Rose



Garnet



Candlelight



Amethyst



Burgundy



Natural Tan



Pink Posey



French Roast



Smoky Taupe



Blissful



Rustic Brown



Moca Java



Americano



Onyx

\$37

0.2 fl oz / 5.9 mL

## SHIMMER/METALLIC FINISH:



Pink Opal  
Shimmer



Wildflower Shimmer



Sandstone Pearl  
Shimmer



Champagne  
Shimmer



Rose Gold  
Glitter



Dusk  
Shimmer



Moca Java  
Shimmer



Cinnamon  
Shimmer



Candied Cocoa  
Shimmer

## TRENDING SHADES:



Goldstone  
Shimmer



Phoenix  
Shimmer



Pink Ruby  
Shimmer



Heatwave  
Glitter



Emerald  
Shimmer



Sapphire  
Shimmer



Lapis Glitter



Lilac



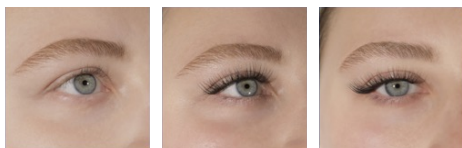
Lavender  
Shimmer



Hot Chocolate



LashSense® Lashes  
by SenesGence®



## LASHSENSE® LASHES

### Lash Florettes

3 lengths of 100% premium Korean PBT Silk lash florettes (short, medium, long) in our natural, wispy "Plumeria" style applied in sections to the underside of your upper lash.

### Blooming Bond in Black

Formulated to hold your LashSense Lashes in place for a damage-free experience.

### Applicator & Fusing Tool

Specially designed tool to precisely attach LashSense Lashes to the Blooming Bond and fuse lash florettes to your natural lashes.

**\$158**

LASHSENSE® LASHES BLOOM BOX INCLUDES: BLOOMING BOND (BLACK), PLUMERIA LASH FLORETTES (SHORT, MEDIUM AND LONG) AND APPLICATOR.

**\$38**

(1 PACK)

LASHSENSE PLUMERIA LASH REFILL  
(AVAILABLE LENGTHS: SHORT, MEDIUM AND LONG)

**\$42**

BLOOMING BOND

0.15 oz / 4.5 g



Primer

UnderSense®

## 3-IN-1 MAXIMIZING LASH PRIMER

Maximise the potential of finding all your lashes with this Lash Primer that helps coat and nourish each eyelash. This will help improve the look and feel of your lashes immediately. Apply before mascara application.

**Mung Bean Seed Extract:** Mung Bean is enriched with vitamins, minerals and proteins, which help in preventing fragility of hair/lash.

**Biotinoyl Tripeptide-1:** Peptide derived from biotin (vitamin B7) to help stimulate hair follicles to strengthen strands reducing lash fallout.

**Jojoba Ester:** Conditioning agent that nourishes the eyelashes.

**\$39**

0.25 fl oz / 7.5 mL

UnderSense® Lash Primer and both VolumeIntense® Mascara's are infused with stimulating peptides, known as Capixyl™. Capixyl™ contains peptides, including Red Clover Flower Extract rich in Biochanin A, which help stimulate the hair follicle regeneration process for growth activation. It also aids in reducing hair follicle miniaturisation to minimise hair loss, promoting denser, fuller, thicker and healthier hair.



Black

Black Brown

LashSense®

## VOLUMEINTENSE® WATERPROOF MASCARA

Lengthen, volumise, curl and define lashes without running or flaking. Formula is ophthalmologist tested and safe for contact lens wearers.

**Carnauba Wax:** From the leaves of the palm of a plant native to Brazil. Emollient properties help to keep lashes flexible.

**Disteardimonium Hectorite:** Derived from a natural mineral clay. It helps contribute to the smooth texture and glide of the mascara, allowing for easy application with no crumbling, smearing, or clumping throughout the day.

**One coat:** Defines and extends

**Second Coat:** Creates fullness and length for waterproof wear.

**\$47**

0.24 fl oz / 7 mL



Black

Black Brown

LashSense®

## VOLUMEINTENSE® MASCARA

Separate, lift and curl! This humidity-resistant formula helps to moisturise dry, brittle lashes

**Vitamin E:** Fat soluble powerful antioxidant that helps soften, nourish and hydrate lashes. Helps prevent the lashes from becoming brittle and prone to breakage.

**Synthetic Beeswax:** A synthetic wax that encourages lash flexibility.

**One Coat:** Fully extends your lashes

**Second Coat:** Adds 3D intensity and dramatic volume. Formula is ophthalmologist tested and safe for contact lens wearers.

**\$47**

0.26 fl oz / 7.8 mL



**One Coat:** Fully extends your lashes.

**Second Coat:** Adds dramatic false lash effect.

LashSense®

## FIBEREXTEND MASCARA

Amplify your lashes with ultra-pigmented rayon fibers for instant length and volume, minus clumps in just 1-2 coats. Our lash-lifting formula delivers a dramatic yet natural look for all-day wear, with humidity, water and smudge resistance.

**Rayon:** Boosts lash length and volume with lightweight, flexible fibers from natural plant sources. Creates natural-looking lashes, easily customisable from subtle to dramatic.

**Oryza Sativa Bran Wax:** Derived from rice bran oil and dewaxing, it conditions lashes while lengthening, separating and lifting for a long-lasting defined look with no smudging or flaking.

**\$55**

0.42 fl oz / 12.5 mL

\*This works to increase new lash growth by over 46%.

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



## 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 moisturise 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 responsibly sourced mineral that naturally reflects light, adding sheer radiance and glow to the skin.

\$69

3.55 fl oz / 105 mL



## GLOWIFY® LONG-LASTING EYESHADOW STICK

A versatile, retractable long-lasting pop of radiance with effortless glide for a smooth & velvety soft-focus highlight that adds a gorgeous wash of colour. Sets to a pearlescent powdery finish.

**SenoPlex+®:** Powerful proprietary complex that helps reduce the signs of ageing.

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

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

\$47

0.04 oz / 1.2 g



Juicy Pink



Caramel Kiss



Mauve Magic

## GLOWIFY®

### JUICY PLUMPING LIP GLOSS

Visibly plump your pout in this lip drenching sheer tinted lip gloss. Super hydrating, non-sticky and oh-so-shiny, it features a refreshing cooling sensation and watermelon-mint flavor. Wear alone or layer over your fave lip colour.

**Instaplump™ LQ:** A lip volume-boosting blend of Cayenne Fruit Extract and Ginger Root Oil.

**Pomegranate Flower Extract & Jojoba Oil:** Helps repair and plump lips for a naturally fuller appearance.

**Triglyceride Polymer:** Lightweight blend of coconut oil and glycerin provides smooth, long-lasting moisture.

**\$50**

0.14 oz / 4.2mL



Pillow Peach



Ethereal Rose



Dream Cloud



Berry Whip

## GLOWIFY®

### BOUNCY MOUSSE MULTI-USE PIGMENT

Get radiant, long-lasting colour with this all-in-one, lightweight whipped gel mousse. Its unique airy texture offers buildable, sheer coverage for highlighting, blushing, or adding a tint to lips and eyes for a natural, dewy look.

**Acrylates Copolymer:** Forms a barrier for soft, smooth texture and water-resistant, long-lasting wear.

**PEG-240/HDI Copolymer Bis-Decyltetradeceth-20**

**Ether:** A water-soluble binder that creates the mousse's bouncy, memory-gel texture, adapting seamlessly to your skin.

**Emulfree® CBG MB:** A bi-gel formula that blends oils and gels for a smooth, lightweight, texture and refreshing coolness.

**\$50**

0.23 oz / 6.5g



Flamingo Pink



Sunny Honey

## GLOWIFY®

### COLORSENSE MULTI-USE CREAM PIGMENT

A multipurpose, long-lasting and water-resistant cream pigment for face, lips, or both, delivering a gorgeous wash of colour with opaque matte finish.

**SenePlex+®:** Proprietary blend of herb oil extracts and vitamins, including tocopherol vitamin E, that helps enhance skin moisture.

**Sodium Hyaluronate:** Attracts and retains moisture in skin, helping to plump and reduce lines.

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

**\$42**

0.14 oz / 4.14 mL



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:** A natural antioxidant derived from flower herb that has calming properties.

**St. John's Wort Extract:** A natural herb which helps to soothe and comfort skin.

**Linden Flower Extract:** A natural flower extract rich with antioxidant properties that can lock in moisture.

### YELLOW-BASED/WARM

Matte



Apple Cider



Nude Honey



Summer Sunset



Fly Girl



Espresso

Shimmer



Bombshell



Cappuccino



Heart-breaker



Dawn Rising



Caramel Latte



Cocoa

Frost



Beige Champagne



Kiss Me Katie



Honey Rose



Nutmeg

### NEUTRAL

Matte



Creamer



Rose Quartz



Nude Pink



First Love



Hazelnut



Blush



Bella



Velvet

\$41

0.25 fl oz / 7.39 mL

## BLUE-BASED/COOL



## TRENDING SHADES:



## How to Apply

STEP 1: PREP LIPS - Start with clean, dry lips.

STEP 2: PREP PRODUCT - Shake LipSense vigorously.

STEP 3: APPLY COLOUR - For vibrant, long-lasting colour apply LipSense in three thin layers.

Start with lips apart. Layer One: Using the longest portion of the applicator apply from one corner to the other in one direction, maintaining separation and no swiping back-and-forth.

Let each layer set for 3 seconds before the next. Avoid touching or rubbing lips together.

STEP 4: GLOSS & GO - Once layer three sets, seal colour with LipSense Moisturizing Gloss for a hydrating finish.



1. Lip Liner

2. Lip Colour - Layer 1

3. Lip Colour - Layer 2



4. Lip Colour - Layer 3

5. Moisturizing Gloss

6. Long-Lasting Look



MATTE FINISH

SATIN FINISH

|                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|   |   |   |   |   |   |  |
| Nude Honey (W)                                                                    | Apricot Angel (W)                                                                 | Strawberry Cream (W)                                                               | Candy Coral (W)                                                                     | Melon Mojito (W)                                                                    | Beautiful Brick (W)                                                                 | Chocolate Bar (W)                                                                  |
|  |  |  |                                                                                     |                                                                                     |                                                                                     |                                                                                    |
| Bare Beauty (N)                                                                   | Caramel Velvet (N)                                                                | Bella (N)                                                                          |                                                                                     |                                                                                     |                                                                                     |                                                                                    |
|  |  |  |  |  |  |                                                                                    |
| Praline Rose (C)                                                                  | Milk Rose (C)                                                                     | Chilled Pink (C)                                                                   | Pink Suede (C)                                                                      | On Pointe Pink (C)                                                                  | Wild Berry (C)                                                                      |                                                                                    |
|  |  |  |  |  |  |                                                                                    |
| Peony Pink (C)                                                                    | Drama Queen (C)                                                                   | Rich Ruby (C)                                                                      | Blu-Red (C)                                                                         | Vintage Rose (C)                                                                    | Burgundy Plum (C)                                                                   |                                                                                    |
|  |  |  |  |                                                                                     |                                                                                     |                                                                                    |
| Pink Quartz (N)                                                                   | Bella (N)                                                                         | Winter Rose (C)                                                                    | Ruby Berry (C)                                                                      |                                                                                     |                                                                                     |                                                                                    |

## LipSense® CREAM HYDRATING LONG-LASTING LIP COLOR (FORMERLY HYDRAMATTE)

A water-based, long-lasting creamy-liquid lip colour with bold, full coverage and one-step application. Enjoy vibrant, hydrating, waterproof wear in matte and satin finishes—no touch-ups or gloss needed.

**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 moisturisation.

**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:** Attracts and retains moisture in skin, helping to plump and reduce lines.

**\$52**

0.25 fl oz / 7.39 mL



## ORIGINAL SHEER



## LIGHTLY TINTED



## RICHLY TINTED



LipSense®

## MOISTURIZING GLOSS

Revitalise lips with vibrant colour and moisture. This gloss combines Shea Butter and vitamin E for superior hydration. Wear alone or over LipSense® Long-Lasting Liquid Lip Color for extended wear.

**Shea Butter:** A plant lipid that is emollient rich providing deep hydration.

**Vitamin E:** Fat soluble powerful antioxidant that helps soften, nourish and hydrate skin. It helps prevent the lips from becoming dry and chapped.

TRENDING  
MOISTURIZING  
GLOSSSES:

## CLEAR:



## TINTED:



LipSense®

## MOISTURIZING LIP BALM

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

**Coconut Oil:** Rich in fatty acids and triglycerides to help hydrate, lock in moisture and soothe skin. It helps improve dry, cracked skin.

**Cocoa & Shea Butters:** A plant lipid that is emollient rich providing deep hydration.

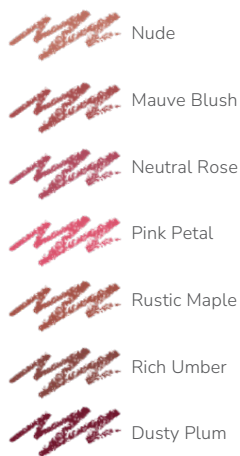
\$33

0.25 fl oz / 7.39 mL

\$33 CLEAR | \$39 TINTED

0.25 fl oz / 7.3 mL

NEW!



### LipSense<sup>®</sup> LONG-LASTING LIP LINER PENCIL

Define, contour, and condition your lips with this long-lasting, peptide-infused liner. The creamy, smudge-resistant formula glides on effortlessly for all-day, waterproof wear. Plus, a retractable tip with a built-in sharpener for a pout-perfect finish every time.

**Palmitoyl Tripeptide-1:** A powerful anti-ageing, collagen-boosting peptide that helps to reduce the appearance of fine lines and promote firmness.

**Hydrogenated Jojoba Oil:** A natural emollient rich in vitamin E & B that hydrates, smooths, and conditions lips while mimicking the skin's natural oils.

**Isoamyl Laurate:** Plant-based, non-greasy emollient that enhances smooth application and provides a silky finish.

\$42

0.012 oz / 0.35 g



Cherry  
Bloom



Enchanted  
Orchid

### LipSense<sup>®</sup> pH GLOSSY TINT

Your lips have found their perfect match. This pH-reactive, high-shine gloss adapts to your skin's natural chemistry, blooming into a custom, yours-truly hue. Skin-loving and hydrating, it keeps lips soft and moisturised while delivering long-lasting, buildable colour—made just for you.

**Mica:** A naturally occurring mineral that adds a subtle shimmer and luminous finish, giving lips a radiant, glossy glow.

**Caprylyl Glycol:** A skin-conditioning agent that boosts hydration, helping lips feel soft, smooth and moisturised without feeling greasy.

\$38

0.14 fl oz / 4.14 mL



### LipSense® LIP LINER

Defined lips give a polished finish appearance that adds to that sophisticated level of artistry.

Create that precise, defined lip with the same long-lasting formula of LipSense®.

**\$21**

0.125 fl oz / 3.69 mL



### LipSmooth® CONDITIONING POLISH

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

**Bamboo & Ivory Seed Powder:** Gentle, effective exfoliators.

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

**Shea Butter:** A plant lipid that is emollient rich providing deep hydration.

**\$42**

0.5 fl oz / 15 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:** A plant lipid that is emollient rich providing deep hydration.

**\$52** INDIVIDUAL

0.39 oz / 11 g

**\$55** LIP MASK WITH APPLICATOR



LipSense®

## OOOPS!™ REMOVER

Effortlessly remove LipSense® mistakes in just a few gentle swipes with this non-drying, oil-based remover. It quickly lifts long-lasting lip colour, making it easy to change shades or remove LipSense at the end of the day.

**Vitamins A, B, C and E:** Condition and moisturise.

**Isohexadecane:** Acts as a solvent with excellent spreading properties, effectively dissolving and removing makeup from the skin.

**Coco-Caprylate:** Derived from coconut oil, it's an emollient that softens and smooths skin without leaving a greasy residue. It dissolves makeup while keeping the skin hydrated, ensuring it doesn't feel dry after removal.



## MELT-AWAY DEEP CLEANSING BALM

Effortlessly dissolve long-lasting and waterproof makeup from SeneGence cosmetics. Rinse away daily grime with this silky, non-greasy formula that won't strip your skin.

**Oleic Safflower Oil:** Antioxidant and skin conditioner that breaks down makeup and impurities.

**Rose Hip Seed Oil:** Antioxidant vitamin C and essential fatty acids support collagen production, soothes and hydrates skin and protects against photo-ageing.

**Marula Oil:** Helps improve hydration and smoothness.

**\$17**

0.25 fl oz / 7.39 mL

**\$83**

2.6 oz / 75 g



*Foracaps!®*

## DUAL PHASE COLOR REMOVER

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

**Green Tea Extract:** Helps protect, calm and nourish skin with antioxidant properties

**Arnica Flower:** Antioxidant that helps calm and soothe sensitive skin while reducing redness.

**Spirulina:** A type of blue-green algae is a potent source of antioxidants, vitamins, minerals and amino acids. Nourishes and hydrates the delicate eye area, leaving it soft and supple.

**\$35**

1.7 fl oz / 50 mL



*Foracaps!®*

## 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:** Moisturises and helps soothe skin.

**Vitamin B:** Helps condition skin, lashes and brows.

**\$35**

Pack of 35 wipes



## BRUSH CLEANER

Preserve your artistry tools pristine for flawless application! Weekly brush cleaning helps protect your skin and maintain their performance. Safe to use on synthetic or natural hair bristle brushes.

**Sodium Lauroyl Methyl Isethionate:** Derived from coconut fatty acids, it's a mild surfactant that creates a rich lather to cleanse brush bristles, removing dirt, oil, impurities and makeup residue.

**\$33**

6 fl oz / 177.5 mL



# BODYCARE & PERSONAL CARE

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

The BodyCare line harnesses the potency of SenePlex+® and luxurious botanicals - Ceramides, Shea Butter, Nangai Oil and Sodium Hyaluronate for unmatched moisture infusion and skin barrier defense.



## MOISTURIZING BODY WASH

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

**Prickly Pear Flower Extract:** Rich in Nopal oligosaccharides, helps boost skin enzyme activity and gently exfoliates dead cells for a fresher, radiant appearance and smoother texture.

**Aloe Vera Leaf Juice:** Hydrating and rich in nutrients, it helps nourish, calm and soothe the skin while helping strengthen its natural barrier function.

**\$40**

8 fl oz / 237 mL



## ADVANCED HYDRATION BODY LOTION

Pamper your skin with this rich, luxurious but light weight body moisturiser that delivers advanced hydration and anti-ageing benefits for firmer-looking, radiant skin without leaving a sticky residue.

**French Plum Oil:** Derived from fruit, this botanical oil is rich in tocopherols, triglycerides and fatty acids. It helps nourish and moisturise skin with a light, quick-absorbing formula.

**Jobaba Oil:** Botanical oil rich in fatty acids, triglycerides and polyphenols, it helps nourish and condition the skin with antioxidant properties.

**\$75**

6 fl oz / 178 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 emollient rich plant lipid providing deep moisture to soothe dry skin.

**Nangai Oil:** Deeply hydrates and soothes skin.

**\$58**

3.9 oz / 111 g



## MOISTURIZING HAND SOAP

A conditioning and hydrating hand cleanser with a refreshing burst of watermelon scent made with SenePlex+® and moisturising 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.

**\$30**

8 fl oz / 237 mL

## SMILESENSE™ WITH BRITEPOP™ TECHNOLOGY

Say hello to a tiny party in your mouth with oral care innovations infused with **99.9% organic coconut oil** to help brighten and soothe gums!

### HYDROXYAPATITE TOOTHPASTE

Brighten your oral care routine with a naturally occurring form of calcium phosphate for a holistic cavity fighting formula to remineralise and fortify teeth with every brush.



Fun Brushing Experience

Britepop™ Technology adds a tactile sensation with sugar-free granules that crackle and pop when wet for nearly two minutes—a dentist recommended duration.



Triple Whitening System

Helps naturally brighten teeth using baking soda, micro and macro silica to gently remove surface stains while maintaining enamel strength.



Triple Mint Freshness

Provides long-lasting freshness and a sweet cooling effect with a natural blend of sugar-free sweeteners, xylitol and mint extracts like spearmint, peppermint and menthol.



Microbiome+

Helps maintain a healthy, balanced oral microbiome with antimicrobial, antibacterial and antifungal properties.



Oral Health Support

Combats dry mouth with organic coconut oil and helps reduce sensitivity and tartar with tripotassium citrate—all while balancing pH to minimise acid-related damage.



Anti-Cavity Support

Helps prevent cavities and tooth decay.



\$42

3.8 oz / 108 g

Discover haircare personalised to your needs! From hydration to revitalization, our clean beauty formulas are here to support your hair goals - **healthy, gorgeous locks start here!**

## THICKENING & VOLUMIZING SHAMPOO

WITH UV COLOR PROTECTION

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

**Hydrolyzed Rice Protein:** Derived from rice grains and rich in amino acids, helps fortify hair to prevent damage and improve hair volume.

**Panthenol:** Vitamin B complex, promotes healthier-looking hair by adding moisture, improving hydration and enhancing shine and silkiness.

**Jojoba Esters:** This lightweight emollient is rich in antioxidants and enhances moisture control, increases hair volume and helps hair dye to maintain its colour for a longer period.



\$66

7 fl oz / 207 mL

## 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.

**Panthenol:** Vitamin B complex, promotes healthier-looking hair by adding moisture, improving hydration and enhancing shine and silkiness.

**Tocopheryl Acetate:** Vitamin E that is a lipid antioxidant to help retain and nourish the hair with moisture.



\$66

7 fl oz / 207 mL

## MOISTURIZING & SHINE ENHANCING CONDITIONER

WITH UV COLOR PROTECTION

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

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

**ChromAveil™:** Ultraviolet absorber that helps protect tryptophan within the hair to prevent degradation and help prevent visible colour fade in processed hair.



\$66

7 fl oz / 207 mL

## STRENGTHENING & THICKENING HAIR SERUM

Formulated with nourishing botanical extracts and powerful peptides that help to moisturise 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.

**Defenscalp™:** A highly bioactive polyphenol herb that is antioxidant-rich and derived from the Rosebay Plant. It helps rebalance the scalp microbiome to decrease sebum production and reduce the appearance of dandruff flakes. It protects against free radicals, soothes and calms the scalp.

**Lecigel™:** Phospholipid lipids that form a thin film copolymer gel on the hair that helps improve hydration with long-lasting effect.



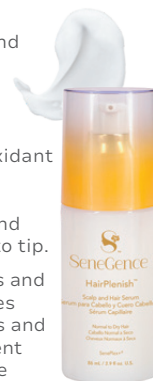
## SCALP & HAIR SERUM FOR NORMAL TO OILY HAIR

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

**Activated Charcoal:** Vegetable derived and 100% naturally steamed, helps to absorb impurities, excess oil and defend against free radicals from pollution.

**Rambutan Seed Extract:** A superfruit with potent antioxidant properties to protect hair from the impact of pollution on hair and scalp while moisturising and revitalising the hair from root to tip.

**Water Mint:** A plant of wetlands and cool places with active molecules consisting of tannins, flavonoids and saccharides that offers astringent and antioxidant properties while moisturising the hair with a refreshing sensation.



## SCALP & HAIR SERUM FOR NORMAL TO DRY HAIR

A potent leave-in serum with intense moisture for scalp and hair nourishment to help revitalise hair at its most luminous and vibrant condition.

**Aquaxyl™:** Complex of natural sugars that help boost hyaluronic acid levels to help optimise the scalp's water reserves, providing immediate and long-term moisturisation.

**Botanimoist AMS™ Complex:** Naturally moisturising saccharide complex of Apple Fruit Extract and Glycerin to help condition dry/damaged hair.

**Hydromanil Complex:** Derived from seeds of the Tara Tree with the unique ability to retain long-term moisture.

**\$99**

2.9 fl oz / 86 mL

**\$99**

2.9 fl oz / 86 mL

**\$99**

2.9 fl oz / 86 mL

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

All registered marks are the property of their respective owners.



## DEEP CLEANSING SCALP SCRUB

Exfoliate, cleanse and detoxify with this sulphate-free, sugar-based scalp scrub treatment featuring a fresh tea tree and mint scent.

**Sucrose (Sugar):** Helps provide gentle exfoliation to remove dead skin cells, dirt, oil and product buildup from scalp.

**Ginger Root Extract:** An antioxidant with various bioactive compounds that can help protect skin from oxidative stress, help remove buildup of product and excess oil while soothing and calming the scalp.

**Sarcosine:** An amino acid that helps reduce oil and supports a healthy scalp microbiome.

## CONDITIONING HAIR DETANGLER & PRIMER



Comb through your day with ease with our lightweight, do-it-all detangler and primer that provides frizz-free, healthy hair and helps protect against UV rays and heat damage. Perfect for even the thirstiest hair types, it ensures a smooth, polished finish and lasting shine from root to tip.

**Aloe Vera Leaf Juice:** Rich succulent plant packed with fatty acids, nutrients, minerals, amino acids and vitamins to help preserve and promote shiny, healthier looking hair.

**Baobab Tein NPNF®:** Baobab tree extract, rich in essential fatty acids, vitamins and hydrolyzed proteins that help repair damaged strands, enhance strength and provide robust UV and heat protection.

**Chromaveil™:** An ultraviolet absorber that shields hair from UV damage and prevents colour fade, keeping your locks vibrant and shiny.

**\$68**

INDIVIDUAL

5 fl oz / 148 mL

**\$78**SCALP SCRUB WITH SCALP  
SCRUBBER TOOL

5 fl oz / 148 mL

**\$58**

6 fl oz / 177 mL



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

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

**\$395**



### Microbiome Anti-Ageing Collection

- Correcting Cleanser
- Restorative Evening Moisturizer
- Boosting Serum

**\$375**



### Advanced Anti-Ageing Collection

- Climate Control
- SeneSerum-C
- Nangai Oil

**\$295**



### Treatments Collection

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

**\$335**



### LipSense® Collection

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

**\$91**



### 5 Minute Face Collection

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

**\$255**

**Peptides\*\*:** Essential for skin health, aiding in collagen production and fighting ageing.

**SelPlex Complex\*\*:** Helps enhance skin moisture.

**Orchid Stem Cells\*:** Helps improve the appearance of sagging skin.

**Sodium Hyaluronate\*\*:** Attracts and retains moisture, helping to plump and reduce ageing signs.

**Microbiome:** Skin's diverse microorganisms help regulate skin's pH and boost immune defense for a balanced barrier function.

**Probiotics in Skincare\*\*:** Helps balance skin's microbiome, reduces harmful bacteria, maintains hydration.

**Prebiotics in Skincare\*\*:** Feeds good bacteria, helps balance skin's microbiome and pH, improves hydration and texture.

**Collagen:** Essential protein for skin elasticity and structure, aiding against ageing.

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

**Magnesium:** Vital mineral for overall health and well-being, abundant in the human body.

**Shea Butter:** Plant lipid that is emollient rich providing deep hydration.

**SenePeptide\*\*:** Peptides that help boost keratin for stronger, fuller lashes and hair.

**Capixyl™\*\*:** Helps stimulate hair growth, minimises loss, for denser, fuller hair.

**SenePlex+®\*:** Proprietary complex that helps reduce signs of ageing while moisturising.

**Aquaxyl™\*\*:** Natural sugar complex fortifies skin barrier, balances microbiome, and optimises moisture.

**Triglycerides:** Essential fatty acids that help retain moisture and support skin elasticity.

**SeneCeuticals\*\*:** SeneGence® products blend cosmetics with active ingredients to target skin concerns, enhancing aesthetics while nourishing skin.

**Clinical Trials:** Human studies assessing cosmetics and skincare, validating claims, ensuring safety, and improving formulations.





# 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 SeneGence 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.

## MAKE A CHOICE:

### 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:<br>Hostess personal order | Discount Off:<br>Hostess personal order |
|---------------------------------------------|-----------------------------------------|
| <b>\$1-500</b>                              | <b>10%</b>                              |
| <b>\$501-750</b>                            | <b>20%</b>                              |
| <b>\$751 +</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 \$500 or more. Ask your Distributor for details and gift choices.

### Become a Distributor

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

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

# Kiss & Tell Customer Rewards Program

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

## OH, THE PERKS

- FREE to start
- Free shipping with order above for \$170+
- Earn 1 Point for every \$1 spent
- Earn 10 - 100 EXTRA points for your loyalty and interacting with us
- Redeem points for dollars or makeup
- Exclusive offers, early access and free samples
- Refer a friend: GIVE 15% off GET \$10 when your friend spends \$100

## HOW IT WORKS:



### SIGN UP:

Customers create an account after checkout.



### SHOP:

Customers earn points every time they shop.



### GET REWARDED:

Customers redeem points for exclusive offers.

## HOW TO EARN POINTS:



### SHOP

\$1 spent = 1 point



### CELEBRATE

Anniversary & Birthday = 100 points



### POST REVIEWS

Written, Photo & Video = 25 points



### FOLLOW US

Facebook, Instagram & TikTok = 10 points

## HOW TO REDEEM POINTS:

Apply at checkout and ring up the savings!

|                 |                 |                 |                 |                 |                 |                 |                 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| <b>\$10 OFF</b> | <b>\$15 OFF</b> | <b>\$20 OFF</b> | <b>\$25 OFF</b> | <b>\$30 OFF</b> | <b>\$35 OFF</b> | <b>\$40 OFF</b> | <b>\$45 OFF</b> |
| 100 Points      | 150 Points      | 200 Points      | 250 Points      | 300 Points      | 350 Points      | 400 Points      | 450 Points      |

# YOUR JOURNEY, YOUR CHOICE: 3 WAYS TO START



## DIGITAL KIT

Spread the word to your friends with a welcome code and Customer website portal. Plus, explore top tips with your own Back Office and emails — all yours for an incredible price!

**\$25**



## LIPS KIT

Our most popular startup option to help you navigate your new adventure! Includes everything in the Digital Kit, PLUS over \$243 worth of business-building essentials. A printed copy of our newest Beauty Book, testers of our Original Long-Lasting LipSense®, and lots of lip and SkinCare samples and applicators for sharing.

**\$85**



## BEAUTY PORTFOLIO KIT

This beauty boss starter kit is packed with EVERYTHING that's in the Digital and Lips Kits, PLUS over \$1,300 worth of products and business building essentials. Experience the complete package with LipSense® testers, SeneGence long-lasting colour cosmetics, as well as samples.

**\$208**

# BEGIN YOUR JOURNEY WITH FAST START

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 (\$1,015 Retail) or more



## GO FAST

QUALIFY TO EARN UP TO \$1,900 of FREE Products in your first 30, 60 and 90 days!



**30 Days**



**60 Days**



**90 Days**

# DARE TO ACHIEVE, EARN TO SUCCEED



## SIGNIFICANT SENESELLER PROGRAM

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



## SENETRIPS

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



## SENECAR®

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

## SSTYLE

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

Learn more or purchase at  
[senestylebysenegence.com](http://senestylebysenegence.com)



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

Senescence

The natural  
process of  
ageing

+

Intelligence

The power to learn,  
adapt and innovate

=

SeneGence

Smart beauty that  
empowers you to age  
gracefully while staying  
confident and radiant



April 2025



Download the Wishlist

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