

ACCLAIM

LIPSENSE® WORLD

Women All Over the World Are Choosing to **Live Life in Abundance**

And Are **Working for It**



PLUS BEAUTY *at your* **FINGERTIPS**
SENEGENCE INTERNATIONAL MAKES EVERY DAY **BEAUTIFUL**

LipSmooth™

LOVE YOUR LIPS

LipSmooth Conditioning
Polish helps lips feel
renewed, re-moisturized
and conditioned. Formulated
with natural exfoliators
and anti-aging ingredients
to nourish and reveal
smooth, beautiful lips.



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ACCLAIM

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The success or failure of each individual is dependent on their own efforts. SeneGence International, Inc. has generally expected results which can be obtained by visiting www.SeneGence.com

b

ON THE COVER

Distributors jump for joy on a beautiful beach in Costa Rica for L.I.P.S. Trip 2018. They are wearing the exclusive SeneStyle™ line of clothing.



Before the advent of the Internet, connecting with people from other countries was no small feat. Letters took a week or longer to arrive, and international phone calls were expensive. Today, thanks to email, smartphones and social media, we can nurture relationships beyond our borders with ease.

These same technologies also have made it possible for thousands of women to grow their SeneGence business beyond the confines of their hometown, or even their native country. From California to Canada and beyond, SeneGence is changing the world by empowering women.

The SeneGence opportunity lets women pursue a satisfying and fulfilling career that supports their families while maintaining a healthy work-life balance. Distributors have all the tools they need for success, including top-quality training, powerful marketing materials and exciting live events. More importantly, they get to share products that really work, and products that they love.

SeneGence also offers a supportive family culture that is second to none in the direct selling industry. The bonds formed through the SeneSisterhood™ promote a spirit of camaraderie and mutual encouragement that has a ripple effect throughout the Distributor community, and helps fuel SeneGence's philanthropic work around the globe.

As the beauty industry leader nears its 20th anniversary, we believe the best is yet to come. We hope you enjoy getting to know the people and culture that make SeneGence great, and look forward to celebrating the company's continued success!

The Editorial Staff

SKIN DEEP BEAUTY

A revolutionary line of
skincare products for all
skin types, based on the
SenePlex Complex anti-aging
technology that provides a
balanced, hydrated skincare
base. Simply cleanse,
moisturize and protect for
healthy, beautiful skin.

SeneDerm

SkinCare



*Across America and around the world, people wake up every day and go through the motions of life, longing for more freedom, **more flexibility and more security.** They dream big, and they're looking for a way to have it all.*



IN THE UNITED STATES
ALONE, MORE THAN

20 MILLION
PEOPLE

WERE INVOLVED IN
DIRECT SELLING IN 2016,
THREE-QUARTERS OF
THEM WOMEN.

A GLAMOROUS LIFE

by LESLIE J. THOMPSON





THE EMPHASIS on building lasting, trusted relationships and empowering people to achieve their goals is what makes the direct selling industry so special.

THE DIRECT SELLING INDUSTRY PROVIDES AN OPPORTUNITY TO PURSUE THOSE DREAMS,

offering a proven pathway forward for anyone with an entrepreneurial spirit. In the United States alone, more than 20 million people were involved in direct selling in 2016, three-quarters of them women. The majority of direct sellers are building an independent business part-time as a way to make extra money on the side. Others have made direct selling their full-time career, earning an income that directly reflects the time and energy they invest into their business. They are no longer restricted by salary caps or pay raise limits imposed by their employer, and they have the freedom to choose when and where they work. Because it generally takes only a small investment and no special training to get started, direct selling—also known as relationship marketing—attracts people of every age, ethnicity and educational background.

Even more exciting, the direct selling industry continues to grow, reaching \$183 billion in global sales volume in 2016, according to the World Federation of Direct Selling Associations (WFDSA). Wellness and beauty are the most popular categories, the organization notes, which makes the industry particularly appealing to

women. The model of relationship marketing also resonates strongly with women, since it focuses on relationships and word of mouth. Direct sellers tell others about the products and services they love and use themselves, and share the opportunity to build a business of their own. Many women in the industry claim that they never feel like they are selling, because they simply want others to experience the same benefits from their favorite products and enjoy the same freedom to work on their own terms. The emphasis on building lasting, trusted relationships and empowering people to achieve their goals is what makes the direct selling industry so special.

MEETING *a* NEED

The most successful direct selling companies identify a need in the marketplace and create a product or service to meet consumer demand. In many cases, this process is based on extensive market research and revenue forecasts. For Joni Rogers-Kante, CEO and founder of SeneGence International, it was more personal. As a single mother trying to support her family, she came up with the idea for long-lasting color cosmetics after her young son kept smudging her makeup. She believed other women had the same issue and was committed to creating a solution.

“Joni wrote the business plan years before the first product was sold,” says Ben Kante, Chief Strategy Officer for SeneGence. “She didn’t have



***DIRECT SELLING,
also known as relationship
marketing, ATTRACTS
PEOPLE OF EVERY
AGE, ETHNICITY
AND EDUCATIONAL
BACKGROUND.”***

any money, lived in her friend's apartment and used a closet as an office,” he shares, recalling the company's origins. Joni spent several years searching out both the ingredients and the scientists who could bring her vision to life, using frequent flyer miles donated by friends to travel across the U.S. and overseas. In 1999, she introduced the first six shades of LipSense® Lip Color, and SeneGence was born.

EXPERIENCING GROWTH

Today, the direct sales company is experiencing explosive growth, making it an optimal prospect for women interested in earning a part-time or full-time income through relationship marketing. In 2016, SeneGence broke ground on a 225-acre property outside of Tulsa, Oklahoma, which soon will be home to its corporate headquarters. The campus will include state-of-the-art manufacturing and distribution facilities, a convention center and a training area. The company also is bringing a new manufacturing facility online this year, and expanding its global footprint. In addition to its current operations in the United States, Canada and Australia, SeneGence is planning to open new markets later this year.

“The goal is to become the number one direct sales personal care company in the world,” says SeneGence President Philippe Guerreau. “Two years ago, people would have thought we were crazy, but now they realize it's possible, and we're just getting started,” he adds.

This growth is fueled in large part by Joni's vision to help women worldwide improve their lives and achieve independence while enjoying time with family and loved ones. Her heart and passion are reflected in the company's culture, where Distributors are more than direct sellers, they are family.

“One of the reasons I came to this company is Joni's philosophy to help and empower women, and to give back,” says Chief Information Officer Tom Doria.

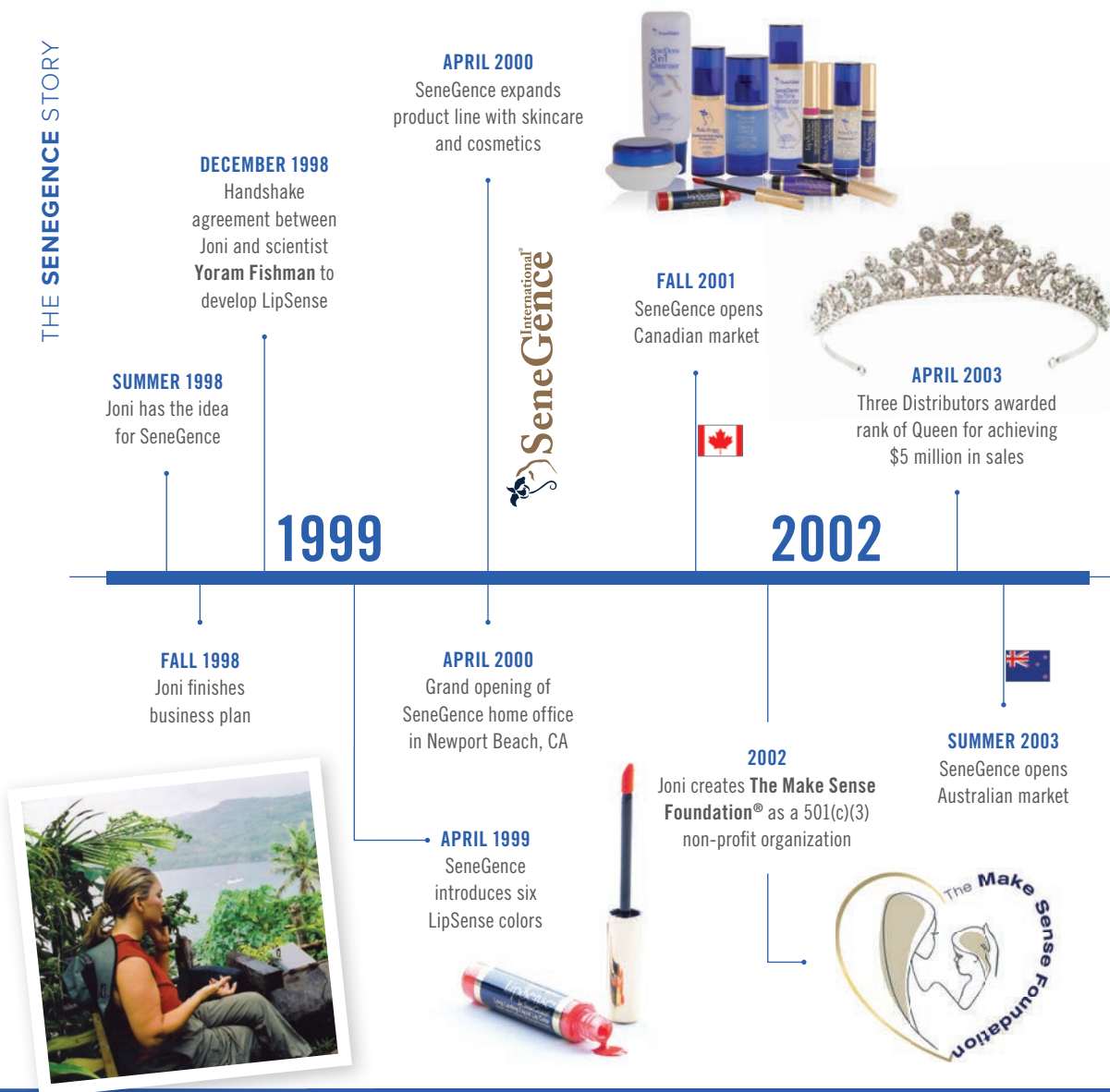
“We have leading Distributors who were jobless, homeless and hopeless when they made a choice to join us,” notes Kirsten Aguilar, Senior Vice President of Marketing. “We aim to never lose sight of our goal to make a positive impact in the world and support the careers of our independent business owners,” she says.

RAISING *up* LEADERS

SeneGence provides a comprehensive training program to ensure the success of the entrepreneurs who join as independent Distributors, offering step-by-step guidance to help them launch and run their business. They learn how to find customers, host product demonstrations, order inventory and share the business opportunity to help other women take control of their financial future. The company also offers a wide range of marketing tools to support Distributors, from a customized website to printed brochures and a New Distributor Kit. The unbridled encouragement from group leaders, corporate office staff and company executives also provides SeneGence Distributors with the motivation and help they need to start and grow their business.

“It's a get-everyone-involved model,” says Lara Bolton, Senior Vice President of Global Sales. Regardless of someone's background, SeneGence offers a level playing field for success, she says. True to the values of top direct selling companies, the beauty industry trailblazer also places a strong emphasis on personal development, equipping the women in its ranks to become gifted leaders by building their confidence, and helping them grow professionally.

In keeping with its culture of generosity and care for others, SeneGence also is committed to giving back to the communities that have



supported the women who have embarked on a career as an independent Distributor. In 2002, Joni established The Make Sense Foundation®, a non-profit organization dedicated to helping women and children in need. The foundation provides a way for the company and Distributors to share their collective success through community involvement.

The foundation has donated directly to more than 30 deserving organizations, and last year gave away \$100,000 in scholarships to young women entering college.

SHARING ABUNDANCE

The company's compensation plan for its independent Distributors—affectionally referred

to as the SeneSisterhood—is also second to none in the direct selling industry. It was designed so that women could begin earning commissions and income immediately within their first month, explains Joni, and there is no cap on the amount that a Distributor and her team can earn.

Joni reflected on her own experience as a single mother and wanted to ensure women could start earning right away. “She felt it was important that Distributors would be able to double their money when they sold the product,” Ben says. As added incentive, Distributors are rewarded for their accomplishments as they reach different milestones in their business, earning jewelry, luxury cars and extravagant vacations to celebrate their success.



2012
Joni writes
Million Dollar Lips



OCTOBER 2016
Groundbreaking
for corporate
headquarters in
Sapulpa, OK



JANUARY 2017
Ribbon cutting
for new corporate
office in Foothill
Ranch, CA

2018-2019
SeneGence
opens in new
markets

2012

2017



SUMMER 2016
Purchase of
manufacturing and
warehousing facilities
in Sapulpa, OK

OCTOBER 2016
Ribbon cutting for
new call center
in Sapulpa, OK

2018
New manufacturing
facility opens



“It’s not just about the money, it’s about the relationships, the achievements and the recognition,” says Joni, explaining what sets SeneGence apart from other direct selling companies.

Chief Legal Officer Michael Moad speaks to the value of SeneGence Sisterhood. “Success is not a zero sum game for our Distributors. My success does not diminish the chance of your success. Neither does your success hurt me. And we all find more success together when we help others, regardless of any direct benefit to ourselves.”

COMING HOME

As the beauty industry leader continues on the pathway to becoming a household name,

SeneGence offers women looking for a part-time or full-time income an open door into the field of direct selling.

“SeneGence lets women from all walks of life discover that their love for cosmetics can translate into an incredible, lucrative business,” says Chief Operations Officer Steve Jarvi. “The company offers personal growth, lifelong friendships, challenging milestones, and recognition programs for committed individuals,” he adds.

Most importantly, SeneGence gives women the opportunity to share in the lives of others and be a part of a family-focused culture. Says Lara, “There is no other company like it, no other company with a heart that is actively demonstrated in everything we do.” ■



Finding herself

by BRITTANY FINCH



1

What makes you feel BEAUTIFUL?

Clear, healthy skin that glows!

2

What's the SeneGence PRODUCT you can't leave home without?

MakeSense Color Correcting Tinted Moisturizer. It's my go-to product, even on days I don't wear makeup!

3

What's your FAVORITE thing about SeneGence?

Joni's vision to empower women to reach their full potential. It's the core of SeneGence.

"I was very hesitant. I just couldn't believe there could be a lipstick that didn't come off," says Kelly Clayton. "But even after trying LipSense, I was still not easily convinced about the opportunity. How could I sell makeup when I rarely use it anymore?"

As she debated the opportunity, Kelly confided in a friend who offered her a new perspective. "What my friend expressed sealed the deal. She said, 'Kelly, you are more than just a mom and wife. Maybe you need to find your way back to being a person, too. This is why you need to sign up.' She couldn't have been more right!"

"I never realized before joining SeneGence how important it was to take care of my needs as my own person and how much my lack of doing so affected my children," Kelly continues. "I was a mom that never took risks. I never stepped out of my comfort zone and always pushed back my own feelings to serve the needs and

feelings of my children. After all, it is what most moms do, right?" she recalls. "I wasn't even aware that I was doing them a huge disservice because they watched me and learned from my example. My children didn't take risks."

Thanks to her work with SeneGence, Kelly's newfound direction and confidence has caused a dramatic, positive change for her whole family. "When my children see me going out there into the world, meeting new people, trying new things and having fun. They, too, have become more independent, better risk takers, and lead more fulfilling lives."

"Sometimes as a woman transitions through the stages of her life, she can accidentally lose herself without even realizing it. That's what happened to me. I was so focused on taking care of my family and being the best mom and wife that I could be, that I forgot who I was," she explains. "SeneGence helped push me out of a comfort zone. And for that, I will be forever grateful." ■

SeneGence helped push me out of a comfort zone. And for that, I will be forever grateful."



Kelly
Clayton

stepped out of her comfort zone, and her whole family was rewarded.





CALL

IN THE

FAMILY

SeneGence enhances **family life.**

BY BRITTANY FINCH

SeneGence was founded by an independent woman who wanted nothing more than to take care of her family and herself, and to give others the opportunity to do the same. This mission and the attendant values are alive and well today, as seen among the SeneGence Distributors. Perhaps the most vibrant example are the lovely ladies of the SeneSisterhood and their unfailing support for each other.

As the SeneSisterhood has empowered more and more women, the wives and mothers among them have discovered tremendous

value by running their own business from home. Beyond the freedom and flexibility this can offer, these women have discovered their business is a rare opportunity to set an example for their children, teaching and demonstrating hard work, persistence and helping others.

Because of this, the wives and mothers of the SeneSisterhood often receive support from their families that goes well beyond encouragement. In fact, for some, SeneGence has become a family business, and a growing number of women are finding that running their business is a little sweeter with their SeneMen™. »

AIMÉE Enlow

Celina, Texas /
Sapphire Queen

A NEW VENTURE

Aimee Enlow opens a new world for those she loves.

Aimee Enlow's husband knew she'd be a success with SeneGence. "My wife is very successful in everything I've seen her do," says Ben Enlow. "And if she wants to try a new business venture, then I support her 100%."

Aimee loves the valuable lessons she can teach her children by running her SeneGence business from home. "My kids are old enough to truly understand my business. They see how hard I work for what we have and they get to experience it firsthand," she explains. "I feel so blessed to be able to show my kids you can

have a successful career working for yourself, and it comes with so much more freedom! I feel blessed to take them to other countries, to show them how other people live, work and play. I want my kids to have a worldly vision and SeneGence is allowing me to provide that." ■

"I WANT MY
KIDS TO HAVE A
WORLDLY VISION
AND SENEENCE IS
ALLOWING ME TO
PROVIDE THAT."



AMY Henderson

San Antonio, Texas / Amethyst Queen

A BLESSING TO SHARE

Amy Henderson's gifts and talents are a blessing to others.

Amy Henderson's work with SeneGence has been a source of personal growth. "My greatest joy is being a wife and mom. Thanks to SeneGence, I've re-discovered my gifts and talents and found a way I can use them to support my family," she says. "I've enjoyed being able to grow as an individual, and being able to pour my heart into others."

"THANKS TO SENEENCE,
I'VE FOUND A WAY TO
SUPPORT MY FAMILY."

Amy's path has also helped her family live the life they've worked so hard for. "My husband was doing whatever it took, working 100+ hours a week to give our family a life he could have only dreamed of as a child. And, because of SeneGence, I have been able to take a huge chunk of that burden off of him."

"My heart is so full. I feel like we are finally living the life we have sacrificed so much and worked so hard for." ■



"I feel so blessed that my husband encouraged me and saw the benefits of traveling to my team."

JALYNN SCHROEDER

JALYNN Schroeder

Pleasant Grove, Utah / Amethyst Ruler

NO MATTER THE CHALLENGE

Jalynn Schroeder's path to success has crisscrossed the country.

Jalynn Schroeder's success with SeneGence turned heads. "What sold people on SeneGence is the results they saw my team producing. They watched as SeneGence started changing my life, even early on," she recalls.

"Once my team started growing fast, my husband and I knew we had to invest to keep the growth up," says Jalynn. "I started traveling frequently. We knew it was going to be a sacrifice on everyone's part but my husband would always encourage me to stay focused."

To say Jalynn kept at it would be an understatement. "In 2017 alone, I traveled to twenty states, some multiple times, to meet and train my amazing leaders. The experiences I have had are remarkable. I feel so blessed that my husband encouraged me and saw the benefits of traveling to my team," she says. "I know what my first training did for me, and I want to be that inspiration for others." ■

CHANTELLE Patu

Coooloongup, Western Australia / Emerald Crown Princess

SHE'S GOT THIS

SeneGence opens new doors for **Chantelle Patu** and her family.

"My husband called me at 9:30am on a Monday morning," recalls Chantelle Patu. "It was raining and he was miserable at work. He's a welder and they can't do much in the rain, so they hang around. I said to him, 'Just quit.' 'Sorry, what did you say?' was his response. 'Do it, just quit. Come home and be a dad, I got this.' And that's literally how my husband came home."

Chantelle loves taking care of her family, especially through her work with SeneGence. "My husband and I now travel the world together and actually get to spend quality time together!" she exclaims. "The fact I can leave my empire to my children is just unbelievable."

TAYLOR Oerter

Charleston, South Carolina / Sapphire Queen

FOREVER HOME

Taylor Oerter created roots for her family, thanks to SeneGence.

"SeneGence is allowing military wives an opportunity!" exclaims Taylor Oerter. "An opportunity to make their dreams, goals and career happen."

"I feel like I am more myself now than I ever have been. I am my truest self. I feel whole," continues Taylor. "I am able to be a better wife and mother because I have found my passion."

"SeneGence has provided my family with freedom. SeneGence has provided my family with security. SeneGence has provided my family with roots. As a former military kid and now a military wife, I have never had a forever home. Because of SeneGence, we have that, and our children will have that."

For Taylor, the company's leadership sets

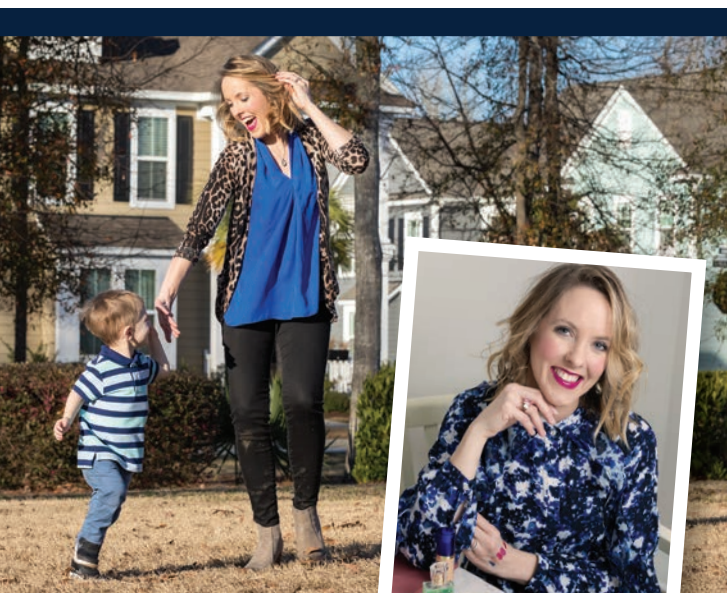
SCHROEDER: © ASHLEE LARSEN; PATU: © TAM SHEIL AT TAKE YA PICK PHOTOGRAPHY



Chantelle knows sharing SeneGence can be fun and easy, and open an entirely new world for people. In fact, “I was even selling product while sitting in hospital with a newborn baby!” ■

“My husband and I now travel the world together and actually get to spend quality time together!”

CHANTELLE PATU



“I AM ABLE TO BE A BETTER WIFE AND MOTHER BECAUSE I HAVE FOUND MY PASSION.”

SeneGence apart. “When Joni speaks, she moves mountains. She’s the most incredible human. I am proud to be a part of her company. I am proud to represent SeneGence. I strive to always follow her example.” ■

OPPORTUNITY: © MARK PERLSTEIN; TIPTON: © AUDRY RIDER

AMY Tipton

McKinney, Texas /
Ruby Queen

LOOK TO THE FUTURE

Amy Tipton and her husband, Tim, create a legacy of success.

Things began to change for Amy Tipton not long after she started her business with SeneGence. “My husband started noticing these changes, too. At first, it was my confidence,” she continues, “Then it was the added income that began to relieve some of the financial burden he’d carried alone for so many years.”

“About a year into SeneGence, my business started to become our business, and my husband began looking for ways to help me,” she explains. As their SeneGence business continued to grow, even bigger changes started happening for the whole family. “Tim was able to quit his corporate job when we were just shy of two years with SeneGence. Now, he’s come home to work our family business!” says Amy. “As we look to the future, we are confident we are building a business all four of our daughters will be able to join and be proud of!” ■



“Tim was able to quit his corporate job and he’s come home to work our family business!”

AMY TIPTON

SeneDerm®

Hydrating Facial Serum Mist

REFRESH. RE-ENERGIZE. REVITALIZE.



Instantly refresh and
re-energize your skin
anytime with lightweight,
oil-free, alcohol-free
Hydrating Facial Serum Mist,
while simultaneously treating
your complexion to long-
term anti-aging benefits.

LipSense WORLD

Joni Rogers-Kante's vision for SeneGence is to offer women the opportunity to empower themselves through products and a career that really work. It sounds simple enough, but its simplicity belies the profound implications of her vision for the world.

SeneGence has already expanded to countries all over the world, including Canada and Australia, with plans for more. Many different kinds of women living many different kinds of lives are empowering themselves with SeneGence.

Distributors in different parts of their respective countries and different parts of the world allow the business to work for them, letting it adapt to their lives, communities and goals. It's easy enough to get started, but robust enough to be effective. Women all over the world are choosing to live life in abundance and are working for it.



By Brittany Finch



HAWAII



"It's cool to see Hawaii taking back their schedules and working on their own terms."

FLIP THE SCRIPT

TORI

SALUDEZ

WORKS ON HER OWN TERMS

“We are taught that we need to get a good ‘regular’ job, work hard and slowly advance toward eventual retirement,” says

Tori Saludez. “SeneGence flips the script and has taught me not to settle. Instead of spending more than a third of our lives apart trying to earn a living, my husband and I get to create a future together.”

Time apart working can be particularly pronounced where the cost of living is high. “The cost of living in Hawaii is among the highest in the world,” explains Tori. “It’s very common to have both members of the household working, sometimes multiple jobs. SeneGence has provided an alternative opportunity. Whether it’s the mom who gets to stay home with her kids at night or the college student who is able to work on their own time between classes, everyone benefits. It’s cool to see Hawaii taking back their schedules and working on their own terms. And it’s only just the beginning.”

Her business with SeneGence has also connected her to the SeneSisterhood. “The

SeneSisterhood is real. One of the best parts of coming to work every day is the amazing women I get to grow with and learn from. I’ve never been a part of such a collaborative, smart, supportive group. It’s honestly so refreshing to be able to cross-train and share ideas,” she says. “Because of our geographical location, it’s easy to feel disconnected from the rest of the country. It is also quite expensive to fly to and from the mainland for corporate events. I was blown away when Joni offered to come out and train our Distributors here. It was a milestone event and truly showcased the SeneGence culture in Hawaii.”

Thanks to SeneGence, Tori also has the resources to give back. “I recently did a GIVE HOPE campaign, which raised awareness and funds for local organizations that help women and children, locally and internationally, who have been rescued from human trafficking. Helping people and telling the stories of those who have no voice have always been important to me, so it’s something that I incorporate in the mission of my SeneGence business.” ■



SPEAK TO THE HEART

THE SENEENCE OPPORTUNITY HAS

A BEAUTY ALL ITS OWN FOR

JENNY

FAST

So many of my Alaskan teammates are now able to contribute financially to charities that speak to their hearts,” says Jenny Fast. “Several of my SeneGence friends have monthly events where 100% of the proceeds go to a specific charity or cause. A few have used their SeneGence earnings to help pay off school lunch debts for neighborhood schools. For the past few Christmases, our team has also sponsored over 50 children in need through the Special Santa Program.”

In her view, the difference is palpable. “SeneGence has most definitely made a positive impact on Alaska. I think there will always be people who are skeptical of relationship marketing, but this organization has really opened doors and opportunities for everyone,” she says. “I have seen so much more participation in direct sales since SeneGence was introduced to Alaska! I think the initial boom of success SeneGence Distributors experienced really empowered people all over the state to find something that was a good fit for them. I absolutely love that so many of my friends, and their friends, have started their own businesses. They’ve been moved to pursue something they are passionate about. I think a lot of that inspiration has come from watching the success and passion of SeneGence Distributors.”

Jenny knew she’d found a good fit for herself with SeneGence. “I hadn’t seen anyone talking about LipSense in Alaska, or in my circle of friends and acquaintances, and it surprised me. I love makeup, so I knew I’d be able to casually sell at least enough to make some extra money for a housekeeper, which was my immediate goal at the time – three kids and two working parents makes for a lot of cleaning and laundry!” she laughs. “After trying SeneGence’s product, I was confident that everyone would love them as much as I did!”

Since then, things have only gotten better for Jenny. “I can barely put into words what SeneGence has done for me.” ■

Jenny Fast is a Sapphire Crown Princess.

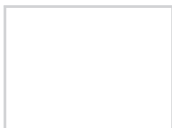




ALASKA

"SeneGence has most definitely made a positive impact on Alaska."





TIME TO SHINE

SARAH

REGISTER

SHARES HER UNIQUE SUCCESS IN COLORADO

Sarah Regester's hometown is a little different from most. "My Colorado area is a resort town surrounded by ranching and other agricultural operations," she says. As Sarah has successfully run her SeneGence business, she's started to connect to her hometown in new ways. "I had to learn about the local people and customize my approach to gain customers and grow my team. Ranch life gives a different set of opportunities, which makes me appreciate my success that much more."

Her new approach has worked. "People may have been skeptical about SeneGence at first. However, after watching me find success for five years, people are really coming around. And once they try SeneGence products, they are hooked." Sarah continues. "It's heartwarming when a stranger contacts me because they have heard good things from my customers," she explains. "As momentum builds so does the excitement. With every new Distributor comes more fun, and another lifelong relationship that I never would have had before." It also means Sarah has given someone a new opportunity to change their life with SeneGence. "I know if someone wants success badly enough they can make it happen. Joni has made sure to provide everything a Distributor needs to be

successful. I'm so thankful for these tools, as I am a true example of success by following Joni's steps. Being the first in my area was rough but I still had everything at the tips of my fingers to make it work."

With Sarah's unique area has also come some one-of-a-kind experiences. "My husband and I attended a livestock sale and some cattle got out, so my husband pursued them in my car. Later, the guys gave him a hard time about all the LipSense that was flying around in the car," she laughs. "He said, 'That lip color pays for that car!' Everyone laughed in disbelief until we told them our SeneGence story."

Despite the differences in her local area, Sarah's success and experience has yielded sound advice for the entire SeneSisterhood: "Don't give up! You never know when is your time to shine." ■

Sarah Regester is a Ruby Crown Princess.



© ASHLEY BURSON



*“Ranch life gives
a different set of
opportunities, which
makes me appreciate my
success that much more.”*

COLOR ADO



UTAH

"I tell my team, 'Be ready to change the world one pair of lips at a time.'"





THE BEST DREAMS

EMILY

ARNOLD

AND HER UTAH TEAM ARE CHANGING THE WORLD

“My husband used to say every few years that I needed to ‘find myself.’ That would drive me crazy! I would tell him that I’m a wife, mother and daughter of God. That’s who I am!” laughs Emily Arnold.

“I now tell him that he was right,” she continues. “It wasn’t until SeneGence that I really and truly found myself. I have found what completes me. Being around other amazing women and learning from them has changed who I am. In return, I hope to inspire others.”

Emily reflects on what SeneGence has taught her and what she now teaches others in her Utah area. “I believe I can do anything I want to, thanks to this business. I know I can be the happy wife and mother I’ve always wanted to be because I’m taking care of myself and being fulfilled as a person.”

“Joni believes that family is everything and it comes first. I, too, believe that. Family always comes first. My husband and my children are my world. They are what keep

me going.” So many women can relate to this feeling. Emily is proud to present SeneGence to an increasingly large group of people in her life, knowing the opportunity will bring them and their families the same happiness that means so much to her. “We can have it all,” remarks Emily. “With SeneGence, you don’t have to choose.”

Emily has continued to gain knowledge that she shares with her team. “The most important lesson I’ve learned is that a confident woman can do anything she sets her mind to. Give a woman a little self-confidence and can she can surprise even herself,” she explains. “When my business started to explode, my confidence grew. It has continued to grow over the past two years and I feel unstoppable.”

Emily makes sure to share her excitement with new Distributors. “I always tell my new girls that they will start to dream about LipSense. Those are the best dreams ever! I tell my team, ‘Be ready to change the world one pair of lips at a time.’” ■



“Since I started SeneGence, many women in the local area have pursued the business, as well,” says Crystal Tiringer.

“I live in a small, rural Saskatchewan town and there are many surrounding towns, so travel is necessary,” she explains, describing the area. “Our customers are loving the products! It’s improved many women’s self-esteem because what they were trying in the past wasn’t working for them. They weren’t getting results. With SeneGence skincare products and color cosmetics, I have seen transformations! Not only do people see their skin improving, but also their self-worth

improves. The smile that these women have beams with beauty!”

Crystal has seen other kinds of changes, too. “Even though I live in a small town, there are many of us with successful SeneGence businesses. It’s amazing to see, because it proves that everyone has their own unique circle of people to share the product and opportunity with. That circle is so much bigger than people first think it is. There is room for us all to be successful,” she says. “SeneGence exceeded all expectations and continues to amaze us here in Canada. It’s really exciting to see Canada grow, and SeneGence continues to build its presence with trainings and belief in us.”

“I make sure to always tell every customer about the opportunity we offer. Maybe they are saving for a trip or their children’s sports teams. No matter what people’s personal goals may be, they can work to accomplish them,” Crystal says. “If people are willing to learn from those doing well, they can also do well. It’s no secret that you can do this business from anywhere, which makes it perfect for a small town like mine. The opportunity for an amazing change is there and, with SeneGence, it’s achievable.” ■

Crystal Tiringer is a Crown Princess.

CRYSTAL

TIRINGER

WORKS ON HER OWN TERMS

CANADA

*“SeneGence
exceeded all
expectations
and continues
to amaze
us here in
Canada.”*



WAKERLY,
QUEENSLAND,
AUSTRALIA



AUSTRALIA



*"It's a habit of mine
to help people feel
beautiful whenever
I can."*



UNFOLDING ACROSS THE GLOBE

RHIANNE

ALLEN

SEES THE BEAUTY IN LIFE

“**T**he SeneGence future is bright, particularly in Australia. We are so young here, and we are WOW-ing more and more people every day,” says Rhianne Allen.

“I never intended to kick off a business,” she recalls. “I only envisioned stocking some SeneGence colors to complement my bridal makeup work.” Thankfully, Rhianne decided to test the waters. “A few weeks after I joined the company, I sponsored a fashion parade at my daughter’s school. I decided to place my very limited testers at an event table and the response was incredible! Much bigger than I ever would have imagined. With the support of my family, we decided to go all in with SeneGence.”

Through her entrepreneurship, she’s making a difference in her community. “I use my SeneGence business to give back

whenever possible. I’ve been an active sponsor for major fundraising events at my children’s school, which includes donating prizes and my makeup services.” Rhianne chooses to incorporate beauty into her everyday life and outlook. “It’s a habit of mine to help people feel beautiful whenever I can. I offer free makeovers to women who perhaps haven’t had the opportunity and deserve the treat.”

Rhianne makes it a point to share the gift of beauty with others, and not just through makeup. “I have made a pledge that money earned through raffles at my local trainings will be donated to The Make Sense Foundation. I love what Joni’s foundation stands for! It gives to women and children in crisis and I want to do my part to help that vision.”

Like many SeneSisters all over the world, the relationships Rhianne has formed have been their own reward. “One of the most meaningful roles in my life is that of a SeneSister. Watching women grow their confidence, find their strengths and experience changed lives is amazing. It just makes my heart swell with pride that, because of the SeneGence opportunity, these things are happening for more and more women. There are friendships unfolding around the globe which are also making huge impacts in lives. Inspiring, deeply supportive friendships that I personally love being a part of.” ■

Rhianne Allen is a Princess.





DEL CORAZÓN

FLO R

GASPER



SEES LIFE-CHANGING POTENTIAL

IN HER SENEENCE BUSINESS

“When Latina women fall in love with anything, we quickly develop a unique passion for it. It is in our nature to share with everyone; our primas, tias, hermanas, comadres, vecinas, you name it!” says Flor Gasper. “Sharing just comes naturally. When I was WOW-ing people left and right, I thought I was just talking about my amazing new makeup! I didn’t initially realize that by simply sharing something I loved, I was actually selling SeneGence’s products and opportunity.”

“The SeneGence possibilities in the Spanish community are endless,” she continues. “The company has so much to offer. It’s just a matter of continuing to share it and then cultivating the seeds we already planted.” Flor’s efforts are already bearing fruit in Fresno, California. “Everyone I’ve encountered has been super excited about SeneGence as a company. Most of them, I’d say 98%, have asked to be Distributors even before I mentioned the opportunity! They see the beauty of the product and it excites them.”

“SeneGence has been an amazing experience for me. Our team has grown very rapidly, especially after we had an event we call the SeneFiesta; 18 women signed up,” recalls

an excited Flor. “Being part of SeneGence has given me hope at so many levels, professionally and personally. It has helped me set new goals that I know can be life-changing,” she says. “My passion, enthusiasm and drive to share SeneGence with everyone comes desde el fondo de mi corazón (from the bottom of my heart). I am confident that with the right guidance we can take SeneGence to a whole new level in the Spanish community.” ■

“Cuando las mujeres latinas nos enamoramos de algo, rápidamente desarrollamos una pasión única. Nuestra naturaleza es compartirlo con todo el mundo: primas, tías, hermanas, comadres, vecinas, ¡con todas!”, indicó Flor Gasper.

“Compartir sale naturalmente. ¡Al compartir el producto y oportunidad con mujeres en todas partes, pensaba que solo hablaba de mi nuevo y sorprendente maquillaje! No me había dado cuenta inicialmente que al compartir algo que yo adoraba, de hecho estaba vendiendo productos de SeneGence y oportunidades”.

“Las posibilidades de SeneGence en la

*“The
SeneGence
possibilities in
the Spanish
community
are endless.”*



comunidad hispana son incalculables”, continuó Flor.

“La empresa tiene mucho para ofrecer. Solo es cuestión de continuar compartiéndolo y después cultivar las semillas de lo que ya plantamos”. Los esfuerzos de Flor ya tienen frutos en Fresno, California. “Todas las mujeres con las que me encontré percibieron que SeneGence es una empresa muy atractiva. ¡La mayoría de ellas, diría que un 98 %, solicitaron ser Distribuidoras incluso antes de que yo les mencionara la oportunidad! Ellas miran la belleza del producto y les resulta atractiva”.

“SeneGence es una experiencia sorprendente para mí. Nuestro equipo creció

con mucha rapidez, particularmente después de que celebramos un evento que denominamos SeneFiesta, en el cual se registraron 18 Distribuidoras nuevas”, recuerda Flor con emoción. “Ser parte de SeneGence me dio esperanza a muchos niveles, en lo profesional y en lo personal. Me ayudó a establecer nuevas metas que sé que pueden cambiar mi vida”, indicó. “Mi pasión, mi entusiasmo y el impulso de compartir SeneGence con todo el mundo vienen desde el fondo de mi corazón. Tengo confianza de que con la orientación correcta podemos llevar SeneGence a un nivel muy superior en la comunidad hispana”. ■

Flor Gasper is a Lady.

TEXAS

PLANO,
TEXAS

*“SeneGence
wants to
help you be
the strongest
version of
yourself you
can be.”*



“I started out sitting in our tractor in the middle of our pasture, posting a live video full of self-doubt,” says Alison Duke recalling earlier days. But, “I forced myself to branch out of my comfort zone and tell my story. To this day, I still have people say that my vulnerability encouraged them and their SeneGence teams to take control and just go for it.”

By stepping outside of her comfort zone with SeneGence, Alison and her family have been rewarded. “We have experienced a new paradigm in what *family* means,” she explains. “My husband, Daniel, is now a full-time member of our household after working and living away from home for over five years. Our marriage has flourished.”



SeneGence has also changed her family’s ability to support others, which is key to fulfilling Alison’s own personal mission. “SeneGence makes it possible to give back in ways I couldn’t have imagined prior. One of my first checks was used to cover the lunch debt at neighborhood schools,” says Alison. “Daniel and I try to always ask ourselves, ‘*Who we can help today?*’ I love supporting our area and building a SeneGence Sisterhood who believes in doing the same.”

Working the company has also reframed her views on what is possible in the business world. “SeneGence has changed my perspective on how a business can be structured. It allowed me to let go of the previous business model I had in my mind that was extremely labor intensive. SeneGence is amazing! It’s a business that works for people not against them.”

“Time has now become a commodity that we control. We are able to spend more time as husband and wife, parents, friends, and children of God,” she says. And, “The moments that we share on Earth are rare and should be cherished. Most people have a few memories that stand out over a lifetime. SeneGence allows such freedoms that provide the opportunities to create lasting memories in every situation.”

“We want to spread hope,” says Alison. “This company is about supporting others. SeneGence wants to help you be the strongest version of yourself you can be.” ■

Alison Duke is a Sapphire Queen.

NEW PARADIGM

ALISON

DUKE

BEING HERSELF HAS BEEN LIFE-CHANGING



Together

by BRITTANY FINCH



1

What makes you feel BEAUTIFUL?
Smudge-proof makeup really has been a game changer for me and my confidence.

2

What's the SeneGence PRODUCT you can't leave home without?
Climate Control is 100% my favorite product. The best hydration that I've ever felt.

3

What's your FAVORITE thing about SeneGence?
The SeneSisterhood!

“**T**he moment I first put LipSense on, I totally cried!” says Megan LaRiviere. “I felt beautiful for the first time in years, and couldn’t believe that a lip color could do that for me. The confidence I’ve gained from our cosmetics is on an entirely different level. I get to choose, every single day, to put makeup on, feel put together in minutes and conquer any situation that comes my way! It’s crazy what a little makeup can do for the way you feel about yourself.”

“I can’t even explain the difference in my family dynamic since joining SeneGence,” she continues. “My husband and I have never been closer, and have never been happier.” Megan is clearly a fulfilled woman. “My husband is my biggest supporter! Our relationship has gotten so much closer. We finally have something to do together that will provide our children with the best future.

The everyday money stress that we were living under has disappeared. Overall, that makes us so happy.”

“The best part of this journey is definitely the legacy we can leave for our three little boys,” Megan explains. “They are the most important parts of our lives, and we couldn’t be more grateful for the opportunity to build an incredible future for them. SeneGence has been the biggest blessing in our lives. We can now balance taking time off with building a business. This opportunity changes your future in the best way possible!”

While Megan and her husband look toward the future, they also find time to enjoy the present. “It’s so simple to incorporate my family into my SeneGence business. We get to have fun packaging orders, brainstorming new ideas together and sharing in the feeling of freedom.” ■

“My husband and I have never been closer, and have never been happier.”



Megan
LaRiviere

SeneGence brings
her family
closer together.



MEGAN
PURNELL
WITH HER
CHILDREN



MOM KNOWS BEST



One cosmetics company helps
moms be their best selves.

BY BRITTANY FINCH



Imagine a job where you're on call all day, every day. There are no promotions and there are no sick days. At a minimum, it requires the skills of a therapist, chauffeur, housekeeper and short order cook. If you can imagine that, you're beginning to imagine what a job posting for a mom might look like. It may sound exhausting, but any mother can

tell you the compensation plan is unmatched by any other profession.

A growing number of women are turning to SeneGence to find that elusive work/life balance and to build a substantial career while keeping their families first. The company not only offers a remarkable line of beauty and skincare products but an impressive career opportunity that rivals any corporate ladder. »



AMBER ANDERSON

"I LOVE BEING A MOM BUT I DIDN'T FEEL PROFESSIONALLY FULFILLED PRIOR TO SENEENCE."

AA

EDMONTON,
ALBERTA,
CANADA //
RUBY CROWN
PRINCESS



ALL MOM, ALL BUSINESS

Amber Anderson balances work and family with grace, thanks to SeneGence.

"You just can't put a value on a woman feeling beautiful," says Amber Anderson. "The second I put LipSense on, I knew it was a game changer. And just about every person I shared the products with agreed!"

"I love being a mom but I didn't feel professionally fulfilled prior to SeneGence," she relates. "SeneGence has given me something I truly didn't think was possible: a

job where I can not only stay at home with my girls, but also can continue to support my husband through his rigorous education and training. I never dreamed a job would allow me to continue in those two roles, make an incredible income and also grow personally."

"This company knows what it's like to be a working stay-at-home mom. SeneGence supports and encourages us to have both!" ■



HSB

PITTSBURGH,
PENNSYLVANIA //
AMETHYST QUEEN

IN PERFECT BALANCE

A SeneGence career and motherhood complement each other for **Heather Shriver Burns**.

"I have been a part of three direct sales businesses over the last ten years," says Heather Shriver Burns. "I've met great people in every business, but there is something different about SeneGence. The sisterhood culture is unlike any other."

"My family is why I chose this career path," she explains. "Our CEO is a mother first and she knows that our families are

a huge reason why we choose to do this job. SeneGence is designed to complement our lives, not complicate them."

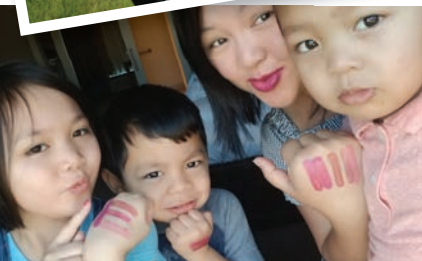
"If I have to choose one accomplishment I am most proud of, it would be retiring my husband from the corporate world so he can pursue his passions and dreams," says Heather. "I love waking up to him every morning, eating breakfast with him and soaking



HEATHER
SHRIVER BURNS

"SENEGENCE IS DESIGNED TO COMPLEMENT OUR LIVES, NOT COMPLICATE THEM."

up our children together before we start our work day. Being a working stay-at-home mom is much better with a working stay-at-home dad." ■



ALICIA MENDIOLA

"SENEGENCE IS A GREAT WAY TO TEACH YOUR KIDS WHAT SUCCESS AND HARD WORK CAN AMOUNT TO!"



IN THE PRESENT

Lacey Ivancevic's greatest gift laid outside her comfort zone.

"Senegence provides everything you need in order to succeed," says Lacey Ivancevic. "I no longer have to stress about the future. I am able to live in the present with my family and know that we will be set."

Her recipe for success is simple. "This business is not hard, in fact, the roads have been paved for us. I listen to all of the advice given and apply it to my business," she

AM

GROVETOWN,
GEORGIA //
CROWN
PRINCESS



WHAT IT TAKES

Alicia Mendiola teaches her children to believe for the best.

"Knowing this opportunity was built by a single mom with a vision reminds me that I am in the right place!" says Alicia Mendiola. "I want all my kids to pursue their dreams and not settle for anything less. Having the Senegence opportunity allows me to show them what it takes to be successful."

Her children learn through her example, and they help out, too. "My two-year-old knows how to drop packages in the

mail. He hand delivers orders and says, 'Thank you.' My four-year-old knows how to clean brushes and he helps me after makeovers. My six-year-old wears LipSense stripes and isn't afraid to WOW people! My fifteen-year-old handwrites notes to clients saying, 'If you love these products as much as my mom does, you can do what she does, too.' Senegence is a great way to teach your kids what hard work can amount to!" ■

L

JUPITER, FLORIDA //
AMETHYST QUEEN



LACEY IVANCEVIC

"SENEGENCE PROVIDES EVERYTHING YOU NEED IN ORDER TO SUCCEED."

explains. "One big thought to inspire success is knowing that nothing great happens inside your comfort zone. So, each and every time someone challenges you or you get a chance to stretch yourself, go for it!"

Lacey's tenacity has paid off in spades. In fact, she has the pictures to prove it. "When Senegence's billboard competition came out, I knew if I didn't at least try in the

competition, I'd never make it. So, I made a video and submitted it. Guess what? My video was chosen and I got to see myself on a Times Square billboard!" ■



JENNIFER EL-ABBADI

"BEING A MOM AND WORKING FOR SENEENCE IS EMPOWERING."



LIKE A FAIRY TALE

With SeneGence, **Megan Purnell** spends her time where it matters most.

"My family life is like a fairy tale this year," says Megan Purnell. Starting her business with SeneGence has allowed her husband more time at home, which meant more family time. "SeneGence makes work/life balance possible. Joni trains us to create balance in our lives while also maintaining a career."

Megan has witnessed a lot of success stories with SeneGence,

JE

CONCORD,
NORTH CAROLINA //
DUCHESS

EMPOWERED

SeneGence gives **Jennifer El-Abbadi** the key to success.

"This company is so flexible," says Jennifer El-Abbadi. "SeneGence makes it possible to run a successful business while taking care of my family. Being a mom and working for SeneGence is empowering."

This independence is especially important to Jennifer as it allows her to be present with her son. "The fear of losing your job because you want to put your family first is the worst.



I have a son with disabilities and SeneGence allows me to be there for him any time he needs me."

SeneGence has also afforded Jennifer and her family to go on a much-needed vacation. "This past summer, we enjoyed seven days in the Mexican Riviera, all paid for with money I earned from my business. It was an experience I would not have gotten to share with my husband and kids if not for SeneGence." ■

MP

KELOWNA, BRITISH
COLUMBIA, CANADA //
RUBY CROWN PRINCESS



MEGAN PURNELL

"JONI TRAINS US TO CREATE BALANCE IN OUR LIVES WHILE ALSO MAINTAINING A CAREER."

amount of time on this earth, so why not put our presence where it matters most?" ■

Q&A

JONI'S VISION

BY
KYLE
STANTON

*As her company, **SeneGence**, reaches
new heights, CEO and Founder
Joni Rogers-Kante reflects on her journey*

“Our Distributors’ happiness and success is our first priority, and that will never change.”

—Joni Rogers-Kante

While it may seem like **HAVING IT ALL** is always just out of reach, many SeneGence Distributors have discovered how to make it happen.

Following a remarkable year of growth, we sat down with SeneGence Founder and CEO Joni Rogers-Kante to get her views on the past, present and future of the company.



Joni, you’ve created something truly amazing with SeneGence. The company doesn’t just have outstanding products, it also creates an atmosphere where women can be empowered. This seems to be a very personal mission. What draws you to support women in such a manner?

J It is a very personal mission because I have been there, too. I’ve met women who, unfortunately, like me, have gone through tough times, but still supported themselves and their children with their SeneGence earnings while gaining the freedom and flexibility to be there for their children. That’s the draw. SeneGence is about empowering women, and that’s true in every facet. The products make women feel better personally through the way they look and feel, but they also gain confidence, and in many cases a new life; with SeneGence they

have an opportunity to provide for their families and realize their dreams. To be able to give and receive that gift is a true blessing. I love watching our Distributors becoming more empowered as they share the SeneGence opportunity, and watch as that opportunity blossoms into something truly valuable to that person.

How did the idea for SeneGence come about?

J I wanted color cosmetics that would not come off when my son, Alan, then an infant, innocently smeared my makeup. I envisioned color that would look just as beautiful at the end of the day as when you applied it in the morning, and products that were capable of nourishing a woman’s skin while making it more beautiful. I wanted to change women’s lives around the world with a great product and a business plan that would benefit them. Yes, I wanted it all!

What is it about the direct selling world, and SeneGence in particular, that offers such brilliant futures for women? How is SeneGence perfect for women who want to take care of their families while also pursuing a satisfying career?

J With SeneGence, we have done the work of creating the structure and the business plan, so you

get to focus on selling and training your sales force. SeneGence also sponsors formal training on a weekly, monthly, quarterly and annual basis to help teach Distributors all aspects of the SeneGence career. The base and the support are already there for our Distributors to come join us and start finding success right away. With SeneGence, your family life and career work together instead of against each other. You can join at any commitment level and progress year after year.

It's becoming increasingly common for Distributors to run their business with their families. What do you think is driving this trend and how does it help strengthen familial relationships?

J Spouses start helping out where they can, from helping pack inventory and orders into cars to introducing SeneGence to their coworkers, and helping their spouse track inventory. The children can help too, building their work ethic and strengthening the bond between parent and child. It becomes a family business that everyone has a stake in, and when everyone has an attachment, everyone works their hardest. Once family members begin to see the hard work paying off, whether financially or by

allowing mom to spend more time with them, the SeneGence business really becomes a family effort that benefits each individual. The idea of family is paramount to SeneGence, as we were founded as, and remain a family business, and our Distributors are part of the SeneGence family.

As SeneGence has steadily grown throughout the years, its reputation for having a strong, family-like atmosphere has remained. How has SeneGence created an environment that actively fosters this type of community, collaboration and care?

J SeneGence is an environment of teaching and supporting, of lifting up one another and helping everyone to do their best. Our Distributors, who are all part of our SeneSisterhood, are generous and supportive,

while always striving not only to improve their lives and the lives of their friends, but also look out more broadly for the betterment of their communities. And, although we have grown significantly larger as a company, we will never lose that personal touch and responsibility we feel towards each individual Distributor. We want our Distributors to feel like a part of our family, and we show them this by truly caring about them. We help solve problems and



Joni with her SeneGence Distributors



We will never lose that

personal touch and responsibility we feel towards each individual Distributor."

answer questions through our SeneCare department, support individual needs through our Marketing and Sales teams, and connect personally at events and trips, where Executives really get the time to talk to individuals and find out their dreams and goals. Our Distributors' happiness and success is our first priority, and that will never change.

What are some of the ways SeneGence invests in people's development?

J We provide countless resources, from our SeneBiz App stocked with training resources and sharable media, to our SeneLibrary full of guides and manuals for every level of Distributor. Our social channels and communities are an excellent resource for connecting with other Distributors and our executive staff. And our corporate sponsored events are always inspirational and information-packed. Whether you prefer to learn in the privacy of your own home or in a room full of your peers, SeneGence gives you the option to be in control. At our events, retreats, L.I.P.S. and SeneStar Trips, the corporate team makes it a priority to connect personally with each valued Distributor. One of my favorite events was our 2017 Queen Retreat,



where I personally invited all SeneGence Queens and above to my home in California. We trained, set personal development and team goals, and bonded together over a fun weekend of being treated like royalty!

As SeneGence continues to grow, the emphasis on giving back also remains. Your non-profit, The Make Sense Foundation, was established in 2002 with the goal of sharing success through community involvement. Why is giving back to others such a large part of SeneGence's mission?

J SeneGence is a multi-faceted, international corporation that is committed to making a positive contribution to women everywhere. That includes not only our Distributors, but also those that live in our Distributors' communities. The Make



Sense Foundation is our sister non-profit organization that gives help and support to women and children in crisis, through monetary donations and volunteer work. No matter how hardworking or determined you may be, sometimes life throws curveballs and you end up in tough situations. I received a little help and a lot of encouragement when I was younger, and wouldn't be where I am today if it weren't for the generosity and kindness of others. ■



The
SeneGence
team
training on
the tour.



HOP on the ROAD TO ROYALTY

The journey to SeneGence success starts with step-by-step training.

THE SPIRIT of sisterhood and shared success energizes each SeneGence story. Because of this, the company understands how important training is for each Distributor at every step of their journey.

It's this fundamental belief in the power of training that brought SeneGence's Road to Royalty Tour to life. The company took this exciting, educational event to 11 North American cities before heading to Australia then back through the U.S. and Canada in the first quarter of 2018, including the first-ever Spanish-language events.

Road to Royalty is open to Distributors of any rank and provides a unique opportunity for established and emerging Distributors to learn exactly how to build a successful, sustainable SeneGence business. The tour is a grass-roots effort designed to meet Distributors where they are now and give them the tools they need

to grow toward the future. As Chief Sales & Development Officer Chris Simonian explains, "We're completely invested in the success of our Distributors. The Road to Royalty definitely puts them in the driver's seat!"

The tour's philosophy is simple. Offer a step-by-step process for Distributors to understand and embrace SeneGence's three key steps to success:

- 1** *Sponsoring in duplication*
- 2** *Onboarding and associated activities*
- 3** *Embracing the power of personal development*

Training offers tangible tips that can immediately impact attendees' businesses. It also provides aspirational advice that encourages Distributors to continue to grow long after the tour ends in their city.

Three

pieces of knowledge you can gain from the tour:

- 1** *Insights on taking your existing SeneGence business to new heights.*
- 2** *Step-by-step instructions to successfully onboard brand new Distributors.*
- 3** *A deeper understanding of the fundamental steps to SeneGence success.*



While many important aspects of the business are covered, one vital area is personal branding. Simonian says, “Each Distributor has a compelling story to tell. We provide tools to help you determine and articulate your ‘why’ and explain how to share it with others in a meaningful way.” By creating their own, distinct personal message, Distributors are immediately empowered to reach customers and prospects alike in a compelling manner.

Much time is also devoted to recruitment and sponsorship during the tour. Specific tips are given to help each new Distributor start with success in their first 24 hours, first three days and first week in order to build momentum and a springboard for the future. “That first week is imperative to new Distributors’ immediate and future success. Road to Royalty makes sure Distributors understand exactly how to give their new team

members a platform that allows them to hit the ground running,” shares Lara Bolton, Senior Vice President, Global Sales.

Every SeneGence Distributor knows personal development is extremely important to the business. As you grow as a person, your business inherently grows, too. “Personal development is the foundation that your business is built upon. It’s vital each Distributor focuses on it for themselves and their team. The Tour shows you how to do just that,” says Leslie Boyd-Bradley, Vice President of Personal Development.

Whether you are a new Distributor hoping to start strong or an established SeneGence pro looking to refresh and grow your business, the Road to Royalty Tour can provide the jump start you need. It’s a can’t-miss opportunity to make connections and gain an even better understanding of building SeneGence success. ■



TRIP OF A *lifetime*

Imagine a **once-in-a-lifetime** trip to Cabo San Lucas.

By Leslie J. Thompson

You spend six relaxing days lounging by an infinity pool, strolling on pristine white sand beaches, enjoying the finest foods and sleeping in luxurious accommodations. Better still, you are part of a select group of women entrepreneurs from across the country and around the globe, all of whom are happy to share the knowledge and insights that fostered their business success.

This is exactly what you can expect on a SeneStar or L.I.P.S. trip, available to SeneGence independent Distributors as part of the direct selling company's rewards program.

"We have been to Rome. We have been to Canada, the Bahamas, Australia, Mexico and more!" says Sharon Scott, who has built a thriving SeneGence business together with her daughter-in-law, Jada Cecil. "To travel with Joni and SeneGence cannot be described in words," she says.

SeneGence CEO and founder Joni Rogers-Kante is always in attendance on the luxury getaways, joining in the events and making sure everybody is treated like royalty.

"It is so wonderful to meet and spend time with the inspiring women that have absolutely blossomed through their SeneGence businesses," says Joni.

SENEGENCE CEO AND FOUNDER **JONI ROGERS-KANTE** IS ALWAYS IN ATTENDANCE ON THE LUXURY GETAWAYS, JOINING IN THE EVENTS AND MAKING SURE EVERYBODY IS TREATED LIKE ROYALTY.



COSTA RICA
L.I.P.S. TRIP 2018



We love sharing success stories and celebrating achievements, so that every accomplishment our valuable Distributors make may give them a boost.”

Joni Rogers-Kante

Activities range from ziplining to snorkeling, along with themed parties and plenty of fine dining. “It’s a time to be rewarded,” says Lara Bolton, Senior Vice President of Global Sales. “You get to spend time with people who have become your family. It’s great to do these amazing and fun things together.”

Close-Knit Culture

The sense of family is woven into the very fiber of SeneGence, with Distributors forming lifelong bonds and referring to each other fondly as the SeneSisterhood. The voyages also help create valuable connections with the supportive corporate team.

“We firmly believe in the importance of work-life balance and love interacting with our Distributors and their families,” says Senior

Vice President of Marketing Kirsten Aguilar.

“My family has always been invited, accepted and expected at SeneGence events,” notes Jada Cecil, who brought her husband and son along when she and mother-in-law Sharon were invited to train at a corporate event in Australia. “My son has made so many friends around the globe through this company,” she adds.

An Open Door

Incentive trips are available to anyone who is a part of SeneGence and are a great tool to get others excited about the company’s business opportunity. Sharing photos on social media and explaining how the trip was earned as a reward “can help you present a specific lifestyle to your prospects,” notes Lara.

Distributors can earn two types of vacations—SeneStar trips and League of Independent Personal Sponsors (L.I.P.S.) trips—based on reaching certain earnings and enrollment milestones. Previous destinations include Costa Rica, Hawaii, Alaska, Vancouver, the Bahamas, Cabo San Lucas, Puerto Rico and Bali.

SeneGence Distributors who qualified for the 2018 SeneStar trip will be treated to deluxe accommodations, gourmet meals and incredible adventures at Walt Disney World and Universal Studios in Orlando, Florida in June. For the next L.I.P.S. Trip, Distributors can earn an all-expenses-paid adventure to Sydney, Australia for themselves and a loved one by reaching specified milestones with the support of SeneGence’s corporate team and tools. ■



CABO SAN LUCAS
SENESTAR TRIP 2017





More is less

by BRITTANY FINCH



1

**What makes
you feel BEAUTIFUL?**

Laughing... and makeup.

2

**What's the SeneGence
PRODUCT you can't
leave home without?**

Samon LipSense.
It's my jam.

3

**What's your
FAVORITE thing about
SeneGence?**

The excellent
comp plan.

“I’m just gonna get pretty real and raw with this one,” says Krysten Tidwell. “I wasn’t juggling all the different aspects of my life very well before SeneGence. In fact, sometimes I’d look at all the other working moms and wives and wonder why I couldn’t get my act together like them.”

In short, Krysten was both a busy mother and professional woman with experience in the direct selling world. “Don’t get me wrong, I love being a mother,” explains Krysten. “But I still wanted and very much needed something that was just mine. I think a lot of moms can relate. It’s definitely not fun feeling like the ‘World’s Okay-est Mom.’ But, interestingly, adding SeneGence provided me with a sense of purpose, fulfillment and happiness that ultimately made me a better, happier wife and mother.”

“SeneGence has both an excellent product line and a great commission structure. Founder

and CEO Joni Rogers-Kante believes in us before we even believe in ourselves. It’s amazing to see someone step into this business opportunity and experience success they didn’t think was possible,” says Krysten. “From what I understand, generally about 50% of people leave the industry within their first year. And by year 10, only 5% are still running their businesses. That number is so disappointing. With this company, it’s different. SeneGence sets you up for success right from the beginning and helps you build a career for the long run.”

“Not carrying around a burdened feeling which can come from being away from family has made me happier, lighter, more positive and more present with my kids. I feel like I can truly focus on them and their interests and even their cute little stories they tell me at the end of each day.” ■

SeneGence sets you up for success right from the beginning and helps you build a career for the long run.”



Krysten
Tidwell

When she found the right
company, everything
came together.







BEAUTY *at your* *fingertips*

Across continents and across time, cosmetics have been present in almost every civilization for over 6,000 years. From ancient Egypt to today, **women have always loved incorporating color to enhance their natural beauty.**

by LISA ROBERTSON

THIS LOVE OF BEAUTY

has led to a booming worldwide industry. In fact, a 2017 report from businesswire.com estimates the global cosmetic market will reach \$390 billion by 2020. Factor skin and haircare into the beauty industry and the number skyrockets to \$675 billion, according to marketresearch.com.

Why is beauty such big business? Because women around the world understand how looking good can translate to feeling good and being your best.

One company uniquely positioned to create a remarkable opportunity for women who want to share their passion for looking and feeling great with others is SeneGence International. Thanks to LipSense, its proprietary color technology, SeneGence has experienced remarkable growth since its debut in 1999.

With an ever-expanding, comprehensive cosmetic and skincare line, SeneGence is renowned for its long-lasting and smudge-proof products that allow women around the world to look as good at the end of the day as they do when they walk out the door each morning.

CREAMY, CUSTOMIZABLE COLOR

Long-lasting colors highlight SeneGence's exclusive line, SenseCosmetics®. Each product combines rich colors with smear and smudge-proof technologies. The result? Customizable makeup that can be mixed, matched, blended and combined into a myriad of possibilities,

THE GLOBAL COSMETIC
MARKET WILL REACH*

\$390
BILLION
BY 2020

INCLUDING SKIN AND
HAIRCARE IT WILL REACH**

\$675
BILLION



letting women create looks that are uniquely their own. With makeup that lasts up to 18 hours, it's easy for women to look their best no matter how hectic their day.

But color isn't all SenseCosmetics has to offer. Each creamy cosmetic product also features anti-aging ingredients. Beneficial botanicals and the proprietary SenePlex Complex combine in all creamy SenseCosmetics to help fight the signs of aging. Independent clinical tests show that the SenePlex Complex renews skin cells an average of 23.3 percent faster; creates a 45 percent increase in skin smoothness; and eliminates fine lines and wrinkles by 55.7 percent in just four to eight weeks.

"SenePlex accelerates cellular growth activity which helps fight lines and wrinkles," Joni explains. "By promoting the exfoliation of dead skin cells, our products leave your skin looking dewy and fresh."

*With makeup that **lasts up to 18 hours**, it's easy for women to look their best no matter how hectic their day.*

EARNING THEIR STRIPES

The SeneGence sensation started with their flagship product, LipSense. These long-lasting liquid lip colors have real staying power.

Upon application, LipSense creates a non-wax barrier that won't smear or smudge, no matter what.

To demonstrate the lip color's durability, Distributors are encouraged to display their three favorite shades on their hands



in vibrant stripes that stay put throughout the day, sparking countless conversations. This playful, powerful testimonial has become synonymous with the brand.

The same proprietary formulations and color pigments that make LipSense long lasting also offer its protective and restorative benefits. The wax-free shield protects lips from natural elements, and LipSense Moisturizing Glosses—formulated with nourishing shea butter—keep lips looking moist, soft and plump.

SKINCARE SOURCED IN PARADISE

Looking to expand on the success of LipSense, Joni embarked on a global search for rare, beneficial and unique ingredients that could partner perfectly with existing SeneGence formulations for a new skincare line. Joni's travels led her to the remote, ruggedly beautiful island nation of Vanuatu in the South Pacific. Once there, she collaborated with local scientists to

source anti-aging ingredients designed to protect and nurture the skin.

Finding a treasure trove of unique elements from Vanuatu's rich bounty of plants, flowers and minerals, Joni and her team developed the SeneDerm® line of anti-aging skincare products. The scientific ingredients infused with rich botanicals and beneficial minerals form a revolutionary skincare system that offers solutions for every skin type. SeneDerm SkinCare and SenseCosmetics work in tandem to protect the skin and promote increased cellular renewal, ensuring a healthy, glowing complexion for every woman at every age.

"The natural beauty of Vanuatu really inspired us," shares Joni. "We were even able to incorporate volcanic ash from the island into some products, which acts as a gentle exfoliator to help polish the skin. These ingredients are truly transformative. And they are only available through SeneGence."

THE ENVIRONMENTAL FACTOR

Skin faces a host of daily environmental aggressors such as air pollutants, UV rays and free radicals. Always looking to create new products that make women their best, SeneGence developed the ultimate solution, SeneShield™, which draws from ingredients that protect the skin from these damaging elements. Found in some SenseCosmetics and SeneDerm products, this exclusive blend incorporates a natural plant sorbitol and yeast extract, creating a non-clogging, transparent shield to protect skin and reduce the signs of aging. »

KRYSTEN TIDWELL

displays her three favorite LipSense shades on her hands.



WRITE YOUR *own color* STORY

Women understand that feeling great and living your best life go hand in hand. This is why women experiment with colors that complement complexions, choose products that reflect unique personalities and protect their natural beauty with quality skincare.

“We want our cosmetics to give women the confidence to be exactly who they are. Beauty is unique to each person, and I’m proud that our products allow women to embrace their inner beauty and reflect their individual shine, personality and glow,” Joni says.



FRESH FACE FORWARD

Skincare That **Makes Sense**

The desire to look one’s best is universal. In that spirit, SeneGence International brings their revolutionary skincare to the world.

The SeneDerm SkinCare System features SenePlex Complex. Following the system creates a balanced, comprehensive daily regimen. When used with SenseCosmetics, SeneDerm

products offer 24-hours of anti-aging protection and incorporate an exclusive blend of ingredients designed to dramatically improve the look and feel of your skin.

The SenePlex Complex powers each product within the SeneDerm line, through a kinetic enzyme reaction that works to eliminate dead skin cells

Three steps to flawless

SeneDerm employs a simple, three-step system made specifically for four different skin types: Dry, Normal to Dry, Normal to Oily and Oily to Acne.

1
A gentle **3 in 1 Cleanser** to tone, hydrate and moisturize. Each detergent-free formula works to restore pH while removing dirt, oil and bacteria.



2
A **lightweight DayTime Moisturizer** that naturally hydrates the skin and protects from oxidation and environmental aggressors.



3
A **highly-concentrated Evening Moisturizer** which offers extra protection from free radicals and aids in increased cell regeneration, making you more beautiful as you sleep.





SENEGENCE'S new
product, **LIPSMOOTH
CONDITIONING
POLISH.**

and produce healthier, plumper skin. This regeneration is known as cellular renewal and it's an essential component of SeneGence's approach to skincare.

As SeneGence's Chief Research Officer Jose Fermin explains, "Cellular renewal is how our skin produces new cells which travel from the lowest layer of the epidermis to the top layer and then shed off. This keeps dead cells from building up."

Because SenePlex accelerates this renewal process, users can see diminished fine lines faster. Improving the skin cell turnover rate is key to a clear, radiant complexion and helps skin maintain its elasticity and tone.

In 2018, SeneGence is proud to introduce new products including LipSmooth Conditioning Polish, Hydrating Facial Serum Mist and Fooops!® Wipes, oil-free wipes that easily remove makeup.

BEAUTY FOR EVERY SKIN TYPE

Because the SeneDerm SkinCare line is grouped by skin type, it can offer laser-focused solutions for everyone.

The Dry line offers solutions for tight and itchy skin; red, rough patches; small pores and visible flaking. Ingredients appearing in this line include: Algae Extract to hydrate and soften; Humectants to bind moisture to the skin; Moringa Oil to smooth, de-puff and moisturize; and Amino Acids and Vitamin E to build and maintain healthy cells.

Normal to Dry skin types maintain a generally healthy appearance with occasional tightness or flaking. The SeneDerm line for this skin type includes: soothing Aloe Vera and Lavender; rich Avocado Oil; Vitamin B to help new cells form, Sodium Hyaluronate to bind moisture; and Vitamin E, an essential antioxidant to maintain healthy cells.

Normal to Oily skin is characterized by an oily forehead, nose and chin; occasional breakouts and blemishes; medium to large pores; and shiny, oily skin. Products designed for this skin type contain: Vanuatu Volcanic Ash to exfoliate dead cells; Cone Flower Extract to increase collagen synthesis; Borago Seed Oil to reduce redness; and Vitamin E for maintaining healthy cells.

Oily to Acne skin can exhibit an overall shiny appearance; is prone to blemishes, acne, visible discoloration, whiteheads, blackheads and enlarged pores. SeneDerm products in this line feature: Salicylic Acid to help reduce pore blockage; Sodium Hyaluronate to restore damaged cell walls; and Coffee Seed Oil, to boost collagen and elastin.

All SeneDerm products are made with naturally reoccurring ingredients, with no animal testing or byproducts, and without the use of any unnecessary chemicals. ■



JERI TAYLOR-SWADE
on a yacht in
Costa Rica.



REACHING THE HORIZON

by LESLIE J. THOMPSON

SENEGENCE SHOWS
YOU THE WORLD.

“

When you support other SeneSisters, they become empowered right in front of your eyes.”

SADIE CARTER
Independent Distributor



SADIE CARTER has spoken at the Leaders Conference and helps train her fellow SeneSisters abroad.



RENEE STEWART
celebrates success
with her team.



Sadie Carter owed her mother a debt of gratitude. After moving to Las Vegas for a short period, the hairdresser and stylists’ trainer had returned to St. George, Utah to look for work in her field. But, when a friend encouraged her to try on SeneGence LipSense, Sadie’s career path suddenly took a different trajectory.

“I had to ask my mom for the \$55 to buy my starter kit,” recalls Sadie, who signed up as an independent Distributor after falling in love with the product. She was inspired by the vision of founder Joni Rogers-Kante and couldn’t wait to start building her business.

Today, Sadie is grateful for the opportunity to share her success with the woman who believed in her from the

start. Sadie has earned numerous trips to exotic locations through her SeneGence business and taken her mother along every time. “She has traveled to the Bahamas, Cabo and even Australia with me,” Sadie says.

The voyage Down Under was especially exciting, because Sadie had been asked to speak at the Leaders Conference and help train her fellow SeneSisters abroad. Already passionate about teaching, Sadie had started monthly trainings in her home state with the nearby Distributors in her area, and then expanded to multiple states to train and support other members of her team. “I started to be asked

to train at corporate events, such as P.I.T. Stop and Seminar,” she explains. When Vice President of Personal Development Leslie Boyd-Bradley asked her to speak in Australia, it was a dream come true.

Says Sadie, “When you train and support other SeneSisters, you are sharing information that has aided in your success to help others achieve success, too. They become empowered right in front of your very eyes,” she says.

A *Chain* REACTION

Empowering Distributors around the globe with best practices for a thriving business is precisely what founder Joni Rogers-Kante envisioned when she launched the company in 1999. More than just a means of building a team, training helps Distributors develop effective leadership and speaking skills, while also passing on the keys to running your own business, so that others can realize their dreams.

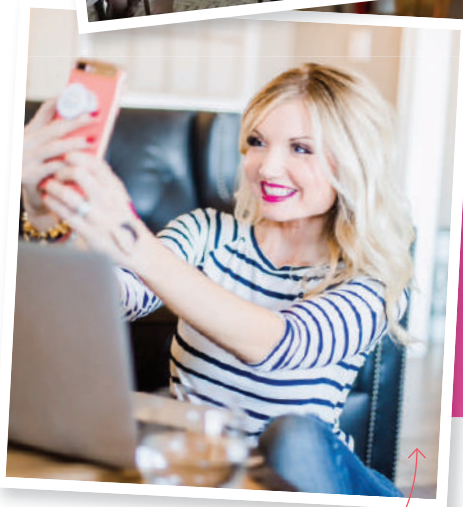
“What sets us apart from other companies is how we truly want everyone to be successful. We have women who open up their own trainings and meetings for any SeneGence team,” says Casey Rubly, who stepped away from a teaching career of 11 years when her SeneGence business took off. “When I started, my ‘why’ was to make some extra income to help support my family,” she says. After earning trips to Mexico, the Bahamas, Canada and Disneyland—and being asked to speak at the July P.I.T. Stop in Australia—Casey’s motivation for telling others about SeneGence became much bigger. “I wanted to share this opportunity with as many women as possible, because I wanted them to feel how I felt. I wanted them to see what financial freedom felt like. I wanted them to see what it was like to travel and see the world,” she says.

Independent Distributor Jada Cecil is also inspired by women giving back through training around the globe. “SeneGence is different from many companies because of the culture. Here, Distributors help Distributors. We are for each other, not against each other,” says Jada. SeneGence’s willingness to work with and support other women has been vital to the company’s and her own success, she notes.

A *Proven* SYSTEM

Of course, the power of relationships is fundamental to the direct selling industry as a whole. But SeneGence extends the dynamic beyond just the relationship with the customer, nurturing connectedness and trust between the

JERI TAYLOR-SWADE doing Glamour Training in Issaquah, WA.



CASEY RUBLY has been asked to speak at the July P.I.T. Stop in Australia.

Distributors worldwide who make up the SeneSisterhood. “Joni has crafted the SeneGence opportunity to be the best in the business,” says Chief Financial Officer Jerome Kaiser.

More than just teaching women how to share the product and opportunity, training equips and inspires them to help others pursue their passion and achieve the lifestyle they envision. As they gain valuable skills in public speaking, coordinating events, managing inventory and building a team,



JADA CECIL and
SHARON SCOTT
traveled to Australia
to train at Seminar.

one-time industry newcomers are given opportunities to teach locally and even travel internationally to help women around the world live more abundantly.

AN *Open* DOOR

The opportunity to rise in the ranks and train other Distributors on the international stage is available to anyone who has the drive to pursue their dreams. “As SeneGence continues to expand and open new markets, we are working to develop, support and grow new leaders who can teach and train Distributors locally and globally,” says Joni. “Hearing from someone who has been there and built a business and a team is inspiring and gives Distributors the motivation and direction they need to reach their goals,” she adds.

“Through SeneGence I have been able to grow into the woman that God created me to be,” says Jeri Taylor-Swade, who has been with the company since its inception and was the first to achieve the rank of Queen. “I am a master of beauty and business now!” she adds, gleefully.

Distributor Renee Stewart attributes much of her success

with SeneGence to the sense of family and supportive culture. “I love to travel the globe with SeneGence and share the heart of this amazing company,” says Renee. She adds, “Women are not our enemies, they are our empowerment.”

Many women stay stuck in fear, notes Sadie Carter, who admits that she sometimes struggles with insecurity when speaking in front of a large crowd. “That fear never goes away, not even for me. But you can’t allow it to hold you back,” she says. She encourages people who want to travel as a trainer to tell everyone about their goals, study leadership skills, attend every event and most importantly, dream big. ■



Sisterhood benefits

by BRITTANY FINCH



1

**What makes
you feel BEAUTIFUL?**
Confidence

2

**What's the SeneGence
PRODUCT you can't
leave home without?**

My Normal to Dry
3 in 1 Cleanser. I use
it day and night no
matter what!

3

**What's your
FAVORITE thing about
SeneGence?**

How the company
makes me feel
like family.

Not long after starting her journey with SeneGence, Glea Lahr saw the potential of a family business, and knew she wanted to get hers involved. “I saw a sister team, and I immediately wanted to have that same success and bond with my own sister,” she says. “I made my sister sign up, holding onto the belief that we could find that same type of success. Then, my mom entered into the business. Supporting each other as we run our own SeneGence businesses has been amazing! Having my family work SeneGence with me has been so incredible to experience.”

It has also strengthened their relationships. “Even though my sister is in Wyoming, we are so close because SeneGence gives us a common goal and extra time to spend with each other on trips. Family is always number one for me and SeneGence believes that same thing,” Glea continues. “That’s part of the reason I’m so proud to help build a legacy for my mom, mine own, and my kids’

generations with the company. At SeneGence, you don’t have to choose between career and family. You can put the two of them together. Joni says our families are the biggest shareholders in our companies. I include my kids in developing my team and company because this is a family business. We’re all in this together. I explain everything I’m doing and decisions I’m making to my kids so they understand and can support the business, too. As a family, we have a common goal and work together and then we share in the rewards.” Her family continues to support in trying times. “I was diagnosed with cancer recently. I can honestly say that I don’t know what I would have done without the support of the SeneGence sisterhood or my mom and my sister,” she says. “They have had my back, which speaks volumes. God knew what He was doing when He put SeneGence in my life.” ■

“We’re all in this together.”

Glea Lahr

has a SeneGence
family she can
count on.



SEALED *WITH A* KISS

FROM JONI

SENEGENCE STEADFAST VALUES

Hello Lovely,

For those of you who are new to SeneGence, I hope what you have just read has given you insight into who we are, what we value and what we strive for. To those of you who have already been on this voyage with us, thank you. Your continued dedication to fostering a culture of love, respect, generosity and friendship reaches farther than you might realize.

2017 was an amazing year for SeneGence: we broke previously held sales records several times over, we made amazing progress on new SeneGence facilities, grew our Distributor base around the world, as well as our staff family to help support our Distributors. We also launched dozens of new amazing products, and hosted the largest corporate training events in SeneGence history.

What is truly inspiring, though, is to see your work paying off. SeneGence has transformed the lives of many, but it goes both ways; you have transformed SeneGence, too. Each time a Distributor sponsors someone new into SeneGence they, of course, nurture and guide them to become successful. But they also impart the values of SeneGence to them. As we engage with that new Distributor, we can see our values through the lens of their unique experience and personality, which reinforces these values, and gives us a fuller understanding of their beauty.

Together, especially this year, we have achieved so much, but we can reach further still. By continuing to offer products and a career that both really work, we can give hope and light to so many, whether helping someone look and feel their best, or changing their life for the better. Whether you have already joined us, or are considering joining us, please know that every Distributor and every Customer is not only near and dear to my heart, they are valued by the entire SeneGence family of Distributors and employees. I am thankful for everyone who has embarked on this journey with us. Keep reaching for your dreams with confidence and purpose.

Choose to live life in love and abundance, then work for it!

All my love to you,

Joni Rogers-Kante



1

SENEGYNERGY & ETHICS

We strive always to do the right thing to support our communities of Distributors and empower others to promote success and growth.

2

GROWTH & ENHANCEMENT

We are committed to providing our Distributors and employees equal growth opportunities through positive experiences and relationships.

3

TECHNOLOGY

We believe ongoing product development is a priority. With our exclusive proprietary technologies, SeneGence continues to bring revolutionary products to the world.

4

FAMILY

We support and nurture the concept of family, as it is the basic framework of a safe, stable and prosperous society.

5

LOYALTY

We are all—employees, Distributors, and partners alike—loyal to the company's vision, mission, and beliefs.

Sene&style™

A STATEMENT OF SISTERHOOD



Introducing a beautiful collection of apparel elegantly designed for stylish SeneSisters. Available in a variety of styles from athletic to business wear.

Choose to live life in love and abundance and look great doing it.

LipSense®

Long-lasting lip color that is unlike any lipstick

or stain you have ever tried.

LipSense is waterproof, kiss-proof and stays exactly in place

FOR UP TO 18 AMAZING HOURS.



STAYS
with YOU