

ACCLAIM

Celebrating
20
Years



A LEGACY *of* **LOVE**
and **ABUNDANCE**

SeneSisters everywhere
are living **their best lives!**

HAIRCOVERY™

HairCare System

- Enhance volume, thickness, strength, and shine
- System is safe and beneficial for color-treated hair
- With SenePlex+®, SenePeptides™ and nourishing vitamins and botanicals

REPAIR &
REVIVE



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SeneGence® SKINCARE

Discover SeneGence's
revolutionary line of
skin care products for all
skin types, based on
SenePlex® Complex
anti-aging technology,
providing a balanced,
hydrated skin care base.
Simply cleanse, moisturize,
and protect for healthy,
beautiful, age-defying skin!



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2019-2020

STAFF

EDITOR IN CHIEF

Shelley Rojas

EDITORIAL DIRECTOR

Lisa Robertson

COPY EDITOR

Peter Tepp

CREATIVE DIRECTOR

Julio Garcia

SENIOR ART DIRECTOR

Susan Douglass

ART DIRECTORS

Laura Castillo

Jenny Paredes

PRODUCTION MANAGER

Virginia Le

PHOTO EDITOR

Mark Perlstein

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a

lot has changed in the past 20 years—both in the way we do business and in the way we live our day-to-day lives. Smartphones, texting and social media keep us all constantly connected—news is shared instantaneously, and selfies are an inescapable part of our culture.

Thanks to technology, old friendships are reignited, and new, meaningful connections can be made with people we've never met whether they live across town or across the globe.

Of course, the expression “good news travels fast” isn't new, but it is more relevant today than ever before. When SeneGence® launched 20 years ago with their revolutionary product LipSense®, Distributors shared the products primarily with people they already knew. But today, thousands of women are building sustainable businesses with SeneGence that cross continents, not county lines.

You'll meet many women in the pages of this magazine that have done just that—some who have been with SeneGence from the very beginning and some who are just starting out. Although their methods may have evolved over time, the message and mission remain unchanged—support one another and share the opportunity to Live in Love and

Abundance... then work for it!

SeneGence has enjoyed an amazing, prosperous and inspiring 20 years of success. We hope you enjoy getting to know the people, products and culture that have created this direct selling titan.

We are excited to celebrate 20 years of SeneGence success in this issue of *Acclaim*, and we can't wait to see what the coming years will bring.

WOMEN are creating lifelong bonds and dream lifestyles thanks to SeneGence.



The Editorial Staff



THE
Beauty Business
is
BOOMING

EARN AN INCOME SHARING PRODUCTS
YOU KNOW & LOVE THROUGH **DIRECT SELLING**

by LESLIE J. THOMPSON



THE ACTRESS Sophia Vergara
once quipped, “If I walk outside

without my lipstick, I feel naked.” Across the U.S. and around the world, millions of women share her sentiment. Lipstick—and beauty products in general—make us feel more confident, more poised and more attractive.

A good hair day can turn around a bad mood. A soothing bubble bath can dissolve away stress. And a makeover can heal the wounds of a bad breakup, mark the beginning of a new career or provide a playful time of bonding between friends.

Women have indulged in beauty treatments since the beginning of civilization, but over the past several years, the beauty industry has seen unprecedented growth. Worldwide, the estimated market for cosmetics was worth more than \$570 billion in 2018, according to Orbis Research, and experts project annual revenues could surpass \$800 billion by 2023.

Beauty and personal care products is one of the top categories in the direct selling industry, accounting for

nearly a third of all direct sales revenue worldwide. That amounts to more than an estimated \$64 billion in annual sales for beauty products, according to 2018 industry data, driven in large part by the personalized service provided by independent direct sellers.

This emphasis on building long-term, trusted relationships is especially appealing to women, who make up nearly three-quarters of independent distributors involved in direct selling. Many are attracted to the business model because of their affinity for face-to-face interactions and their passion for the products they represent.

The camaraderie with their customers as well as with industry peers gives women involved in direct sales a sense of purpose and empowerment, which in turn drives the success of their business. Rather than focusing on the income, they focus on relationships, sharing their favorite finds and insights about the business opportunity with people they know and love, and forming new friendships along the way.



BE *your* OWN BOSS

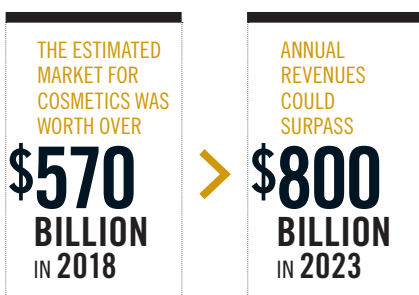
Also known as relationship marketing, the direct selling industry bypasses brick-and-mortar stores and connects independent representatives directly with their customers. The sales model is a natural fit for the beauty sector, because women love to try out products firsthand, get advice and ask questions before making a purchase.

Whether through a group gathering in someone's home or a casual conversation at a coffee shop, sales happen organically because distributors generally share products that they already use. They speak from experience when making recommendations, and their passion becomes contagious as they showcase their favorite cosmetics or share the business opportunity.

The direct selling industry also offers flexibility that generally is not found in the traditional workplace. Although a large percentage of independent direct sellers simply join to earn additional income on the side, thousands of others have built a thriving full-time business from the comfort of their own home.

Because independent distributors own their own business, they can set their own schedule and fit their work into their lifestyle, instead of the other way around. Unlike today's corporate culture, the direct sales industry also provides a level playing field for anyone to start a business, regardless of their level of education or work experience.

More than 18 million people are involved in



direct selling in the U.S. alone, from millennials to baby boomers, with more and more women discovering the freedom, flexibility and fun that relationship marketing offers.

PURSUE *your* PASSION

Although products by direct selling beauty companies can't be found in retail stores, many have become household names. For example, more than 80 million people caught a glimpse of the dazzling digital billboard featuring LipSense® by SeneGence® in New York City's Times Square last year.

SeneGence International® also invited its direct sellers to get in on the action by sponsoring a contest where they could submit photos or videos to be considered for the campaign. "Each of our billboard ads featured the winning entries of our lovely, hardworking Distributors, as our Distributors are our models and our business builders," says Founder, CEO and Chairwoman of SeneGence International Joni Rogers-Kante.

Joni herself is a testament to the incredible opportunity that direct selling affords women.

SENEGENCE has risen to the top not only because they have exceptional products that customers love, but because they promote the power of sisterhood.



Having already built a successful career for herself in the industry, she had the idea for her own line of long-lasting lip color after her young son kept smudging her makeup.

As part of her research, Joni traveled extensively to find the best ingredients, and in December 1998, she developed LipSense Lip Color. The newly established company released the first six shades of LipSense only five months later, and Joni has never looked back.

SeneGence now offers more than 300 beauty products, from makeup and skin care solutions to its newly released HairCovey™ shampoo, conditioner, and hair serum.

Thanks to the efforts of its passionate Distributors, the company also experienced over 100 percent annual sales growth for five straight years and has expanded its market reach into Canada, Australia, Mexico and New Zealand, among other countries.

President Philippe Guerreau explains, “Our goal is to empower women around the world regardless of their education, economic background or experience. SeneGence doesn’t just help your self-confidence. It allows you to make a difference in the world around you.”

NURTURE *new* SKILLS

The opportunity to share in the company’s continued growth and success while enjoying the flexibility of being their own boss has attracted thousands of women to join SeneGence. “Our Distributors are the lifeblood of the business,” says the company’s Senior Vice President of Marketing, Kirsten Aguilar.

SeneGence ensures that every Independent Distributor has the resources and knowledge she needs to build a thriving business by honing the company’s training packs, field events and rewards programs, providing Distributors with a proven framework to attract more customers and share the business opportunity with others.

“Last year, we launched a customer mobile app called SeneBiz,” shares Kirsten. “The app also gives us a great portal to provide content

AWARDS, ACHIEVEMENTS *and* ACCOLADES

SeneGence is getting noticed—here are just a few recent recognitions the beauty powerhouse has received!

2018 / APRIL

- *April 27 named Joni Rogers-Kante Day by Mayor of Tulsa, Oklahoma*

2018 / MAY

- *Direct Selling News* BRAVO Leadership Award
- *Orange County Business Journal* Women of the Year Awards
- *ACG Orange County's* Growth Award
- Lux Beauty Health, Beauty & Wellness: Best Makeup and Skin Care Products Provider, California

2018 / JUNE

- *Orange County Business Journal* Family-Owned Large Business Award
- *Tulsa Day* Woman of the Year

2019 / JANUARY

- *Business For Home*, Classified SeneGence as a Triple A (AAA+) Opportunity

for social media sharing, which the field relies on heavily to market their businesses,” she says.

The fact that top direct selling companies, like SeneGence and other industry leaders, provide Distributors with step-by-step training, helpful marketing tools and curated social media content is another big draw for women. For a modest investment, newcomers to the industry essentially get a “business in a box,” with proven products, effective marketing tools and a comprehensive sales system ready to go.

SeneGence also focuses heavily on empowering women through personal development, helping them become more confident leaders and speakers, while providing the resources and insights to foster their financial success.

SeneGence has risen to the top not only because they have exceptional products that customers love, but because they promote the power of sisterhood. Through direct selling, women are able to earn an income by sharing their passion and encouraging and supporting one another as they pursue their dreams.

And that’s the “Beauty in the Blend”. ■

Celebrating
SeneGence's

20th ANNIVERSARY

1995

The
SeneGence
story

1995

Joni has the idea
for SeneGence
and puts together
a business plan



1999

✓ **1999 / APRIL**

SeneGence introduces **SIX LipSense** colors

2000 / APRIL

SeneGence opens home office in Newport Beach, CA
and expands skin care and cosmetics lines



2001 / FALL

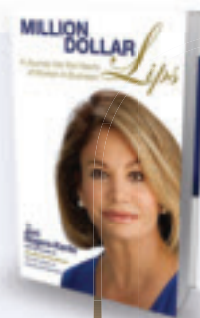
SeneGence opens **Canadian** market

2002

Joni creates **The Make Sense Foundation®**
as a 501(c)(3) non-profit organization



2012
Joni writes
*Million Dollar
Lips*



2013
SeneGence
launches in **Poland**
and **Switzerland**

2014

15th anniversary
of SeneGence



2017
Expansion and growth of our facilities
in the United States, Canada,
Australia and Mexico

2018

2018 / APRIL
SeneGence launches
SeneStyle line of women's and
men's **clothing, accessories
and activewear**

2018 / OCTOBER
SeneGence introduces
HairCovary™ trio of
hair care products and
LashSense® Mascara
line of products

2011
SeneGence launches
Solutions line of
treatment products



2009
10th anniversary
of SeneGence
SeneGence launches
in **Indonesia**

2010
SeneGence launches in
the **United Kingdom**

2018 / APRIL

2009

2008
SeneGence moves its
headquarters to a larger
space in Irvine, CA

2004
5th anniversary
of SeneGence



2004



2003 / SUMMER
SeneGence launches in
Australia



2018 / NOVEMBER
SeneGence launches
in **Mexico**

2003 / APRIL
Three Distributors reach
\$5 million in sales and are
awarded rank of Queen



2003

2019



2019 / JANUARY
SeneGence launches in
New Zealand

2019
SeneGence launches in
Hong Kong



SeneGence

A BRAVE & POWERFUL NEW YOU

Entertainment powerhouse **SHONDA RHIMES**

shares how saying yes to your fears can change your life.

S HONDA RHIMES imagines hit TV shows for a living. As the creator of *Grey's Anatomy* and *Scandal*, and the executive producer of *How to Get Away with Murder*, her imagination is in high demand.

In her book, *Year of Yes: How to Dance It Out, Stand in the Sun and Be Your Own Person*, the self-described introvert explains how she became a bolder, truer version of herself and shares key information to help others take control of their lives.

Stand Outside Your Comfort Zone

Shonda's sister once told her, "You never say yes to anything." Shonda didn't see herself that way and took that gentle rebuke as a wake-up call.

After some self-reflection, Shonda recognized that her default response of "no" ultimately kept her from experiencing life more fully. She decided it was time to push beyond what made her comfortable. Although it's easy—and tempting—to stay in your comfort zone, improving your quality of life almost always requires an honest assessment of yourself and the will to make changes.

Identify Your Fears

Shonda explains, "The point is to say yes to things that scare me, that challenge me. So, in order to say YES, I have to find whatever it is inside that makes me freak out." Once she recognized and acknowledged her limiting fears and beliefs, she began to take steps toward conquering them.

It's a lesson that easily translates to anyone, not just a reluctant celebrity. To become the best version of yourself, you must first identify your own stumbling blocks—figure out what keeps you from embracing life's challenges and then be determined to stop hiding and take your spot in the sun.

Embrace Your Discomfort

"I thought saying YES would feel good. I thought it would feel freeing," Shonda writes. However, as she forced herself to create new habits, she first experienced discomfort. It takes time to change mindsets and for hard work to start paying off. Anticipate internal and external resistance and be determined as you take on new challenges. Don't become apathetic or defeated!

Whenever an activity, idea or challenge leaves you feeling intimidated, take a moment to acknowledge the fear, then visualize yourself



ADVISOR

SHONDA RHIMES

Shonda Lynn Rhimes

is an American television producer, television and film writer and author. She is best known as the creator, head writer and executive producer of the television medical drama *Grey's Anatomy* and the political thriller series *Scandal*.

**REMEMBER, SAYING
“YES” ISN’T JUST
ABOUT STRETCHING
YOUR LIMITS. IT’S ABOUT
STRETCHING WHO YOU
ARE AS A PERSON.**

conquering it. If speaking in front of a group of people terrifies you, don’t say “no” to the opportunity—say “yes” to the possibility!

Create an action plan designed to help you succeed: research online tips for public speaking; study your material until you feel confident; practice your presentation; ask a loved one to help you rehearse.

Most importantly—imagine yourself standing at that podium delivering a speech that captivates your audience.

How would that moment of triumph feel? What would you gain?

Be Determined, Not Deterred

Ultimately, the determination to persevere and the shift that followed was pivotal for Shonda. “I said yes to something that terrified me, and then I did it. *And I didn’t die.*” Know that the process does

get easier, and that small victories along the way can add up to a brave and powerful new you.

Remember, saying “yes” isn’t just about stretching your limits. It’s about stretching who you are as a person. You aren’t just saying “yes” to something you are scared of—you are saying “yes” to a new you. Someone unafraid to take on a challenge. Someone positioned for a whole new level of success.

The Undeniable Power of Yes

As Shonda overcame her fears, she began to discover something new within herself. “Every yes changes something in me. Every yes sparks some new phase of evolution.” For Shonda, the payoff was huge.

“I now feel like I can see so many amazing things about myself and the people around me,” she writes. In just a short time, Shonda saw herself and her world in a whole new way. During the year, she became more relaxed, healthier, closer to the people she loved and more successful—just by embracing a positive mindset.

Imagine what your life would be like if you left your comfort zone. What would you discover about yourself? Where would you be if you lived life without limits? ■

Family Affair

AUTUMN FLORES HAS BROUGHT HER WHOLE FAMILY INTO THE BUSINESS. BY MICHELLE ALEXANDER



1

WHAT'S YOUR FAVORITE SENEENCE PRODUCT?

Climate Control

2

WHAT'S THE SECRET TO YOUR SENEENCE SUCCESS?

I don't obsess with finding balance. Instead I make sure my lifestyle is healthy, and I do what I can when I can.

"M

Y PARENTS

raised me to be an independent woman with a strong work

ethic, so it's important for me to teach my girls the same. I want them to know they can do anything, and that it's up to them to make their dreams come true," says Autumn Flores.

At the time she became a SeneGence® Distributor, Autumn was already involved in two businesses. With her husband working long hours out of town, she was unable to give her kids the attention they needed.

"Juggling three businesses isn't for everyone; it takes a sacrifice most people don't want to make. After lots of sacrifice and hard work, we get to be with the girls every single day, taking them to and from school and dance."

Her girls also help out with the business, making it a true family affair. "The girls help pack orders, take pictures, create social media videos. They even help come up with fun ideas for both my team and my customers. We have a much closer bond."

Autumn also loves how the business is centered around sisterhood and shared success. "Joni has created a culture of love and support that's even better than the opportunity itself. Women being so kind to other women and being cheerleaders for each other day in and day out—it's an incredible thing."

In addition to that bond, she was also impressed by the product line. "I've worn many high-end brands and nothing tops SeneGence." She especially loves Climate Control. "I cannot live without it. We go through bottles of it in my house."

When she first signed up, it was just for the discount, but she quickly recognized what an incredible opportunity it was. "This has provided us with a life and opportunities we could only have dreamed of. I truly believe it's possible for any family if they make the same commitment we did." ■

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Autumn FLORES

RANK
QUEEN

HOMETOWN
PHOENIX, AZ

“
We have a
much closer
bond.”



A LEGACY *of* LOVE *and* ABUNDANCE

by LISA ROBERTSON

*Whether they were among the first or are
just getting started building their empire—these
SeneSisters are living their best lives!*

Sisterhood. Solidarity. Support.

Three powerful words are at the heart and soul of SeneGence®, a company that's created a culture of love and shared success for women of all ages and lifestyles for 20 years.

In the following pages, you'll meet a collection

of confident, captivating women—all living their best lives with SeneGence.

We hope their words of wisdom will inspire others to create their own legacy of love and abundance—for themselves, for their families and for generations to come.

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Jeri Taylor-Swade

♦ **RANK**

Ruby Queen

♦ **HOME**

Washington

♦ **MUST-HAVE PRODUCT**

Climate Control—even my 83-year-old father uses it!

♦ **FUN FACT**

New Distributors call me the “OG” (Original Gangsta), but I thought it meant Old Gal!

Empower and Encourage

JERI TAYLOR-SWADE discovered SeneGence in 1999 at a trade show. “I had been in the beauty business for years, so I knew LipSense was a winner,” she says. “I signed up on the spot with no idea what I was doing. Twenty years later, I’ve become a confident, balanced and joy-filled woman. I couldn’t have done it without SeneGence.”

It’s the culture and camaraderie of the SeneSisterhood that Jeri loves most. “We encourage, empower and support each other. I love

“I LOVE my life!”

JERI TAYLOR-SWADE

to travel and have made lasting friendships all over the world. I LOVE my life.”

Jeri believes everyone can find their best life with SeneGence. “Take a chance on yourself and your future. You’ll gain a new sense of respect, self-worth and confidence. It’s all there if you do the work!” ■

The Best Journey

WHEN SHE was first introduced to SeneGence in 1999, Cathy Rice was so excited she could hardly sleep. “I knew every woman would need and love this product,” she shares.

But it took a leap of faith to get started. “I put my first \$1,000 order in, hoping to sell it in a year. I sold it all in two weeks!” Since then, she’s never looked back.

Cathy learned how to grow her business in stages. First, she focused on learning how to sell the products. Then, she tackled exemplary customer service. Finally, she transitioned

“I knew every woman would need and love this product.”

CATHY RICE

to building and training a team. She notes everyone’s journey is different.

Her advice? Never miss a training opportunity, always follow up and make sure to WOW each and every day! ■



Cathy Rice

♦ **RANK**

Lady

♦ **HOME**

Arizona

♦ **MUST-HAVE PRODUCT**

Climate Control

♦ **FUN FACT**

I collect dolls—my favorites have lots of makeup on their faces!



Sheila Young

♦ **RANK**

Sapphire Crown Princess

♦ **HOME**

California

♦ **MUST-HAVE PRODUCT**

LipSense—I feel like a million bucks when I put it on!

♦ **FUN FACT**

There's an inner red head inside me—but after chemo, I'm just happy I have hair!

Answered Prayers

SHEILA YOUNG had been praying for an opportunity—she found it in SeneGence.

After overhearing a group of women discussing LipSense, Sheila decided to try it for herself. After doing so, she was sold. “I thought, what woman wouldn’t want this? I’m signing up!”

It’s been a blessing for Sheila. “I value the relationships that have developed with my SeneSisters,” she shares. More than anything, Sheila loves helping others through the products and the opportunity. “It’s extremely fulfilling to help women look and feel beautiful.”

“It’s extremely fulfilling to help women look and feel beautiful!”

SHEILA YOUNG

Sheila is proof that anything is possible with an open mind and a willing heart. That’s why she encourages all new Distributors to dream big. “Believe it can happen for you,” she says. “You are included. You are valued. You are a part of us!” ■

Passionate Career

CATHY HOOLIHAN was looking for a career she could love when she discovered SeneGence at a car show. “Women were in line to try something called all day lip color,” she remembers. Cathy was immediately drawn to the products and bought a collection right away.

“I knew I wanted a career I could feel passionate about,” she says. “I had no idea it would be lip color!”

She encourages new Distributors to not get overwhelmed with information and to enjoy the journey. “You don’t need to know everything to start,” she

“It’s FUN to share the products with other women!”

CATHY HOOLIHAN

explains. “Ups and downs are normal. It’s FUN to share the products and opportunity with other women.”

She’s thrilled with the confidence and opportunities SeneGence has brought into her life. “I’m so grateful I found SeneGence 18 years ago.” ■



Cathy Hoolihan

♦ **RANK**

Sapphire Crown Princess

♦ **HOME**

Nevada

♦ **MUST-HAVE PRODUCT**

Climate Control and MakeSense Foundation.

♦ **FUN FACT**

I’ve completed three marathons, including the 100th Boston Marathon.

Inner Strength



Lisa Tippen-Morris

❖ **RANK**

Ruby Empress

❖ **HOME**

Louisiana

❖ **MUST-HAVE PRODUCT**

SeneDerm® Skin Care

❖ **FUN FACT**

I once said, “I will never make a video.” A thousand videos later—here I am!

LISA TIPPEN-MORRIS has been able to mentor thousands of women since joining SeneGence, and she has powerful words of wisdom to share with new Distributors. “You must be persistent, passionate, love the products and stay focused. And—most importantly—HAVE FUN!”

It’s a proven path this 53-year-old grandmother has followed to find financial success. “SeneGence gave me a career that works, and I’ve learned so many valuable lessons that allow me to grow my team confidently.”

Other important tips include

“SeneGence gave me a career that works.”

LISA TIPPEN-MORRIS

being a billboard for the product line by wearing your stripes.

“Share SeneGence with everyone you know and use it as a vehicle to meet new people too.”

SeneGence has helped Lisa find her inner strength. “It won’t always be easy,” she explains. “But this business is so worthwhile!” ■

Keep Going

L EANNE AVANT’s life has changed since launching her SeneGence business in 2000, but the one thing that has stayed consistent is her belief in the power of the opportunity—and herself.

She appreciates that her growth and success are entirely in her own hands. “Ultimately I’m responsible for my own success. I love the camaraderie of a team, and I encourage everyone to find a mentor,” she shares. “But only you can determine whether you succeed or not. There are no excuses.”

Leanne encourages new

“Never, never, never, never quit!”

LEANNE AVANT

Distributors to adopt her can-do attitude. “You will have many hills and valleys along the way. Spend more time on growth when you can; pull back at times if you need to—but quitting is not an option. Never, never, never, never quit!” ■



Leanne Avant

❖ **RANK**

Crown Princess

❖ **HOME**

Florida

❖ **MUST-HAVE PRODUCT**

Is this a trick question? I can’t choose just one.

❖ **FUN FACT**

I’m a “star gazer.” Thanks to SeneGence, I’ve run into Tom Hanks, Diane Keaton, Sylvester Stallone and Penelope Cruz!



Dawn Christian

- ✦ **RANK**
Sapphire Queen
- ✦ **HOME**
Oklahoma
- ✦ **MUST-HAVE PRODUCT**
ShadowSense
- ✦ **FUN FACT**
A big crowd of people watching me is terrifying—God takes our fears and places us in situations where we have to rise up.

Gaining Confidence

DAWN CHRISTIAN thought her shyness would prevent her from being successful in direct sales—but she’s found a career and confidence with SeneGence!

As a young wife and mother, Dawn loved SeneGence products so much that she joined the company primarily to get a discount. When her family relocated to a new town, Dawn was ready to break out of her shell and take on a new challenge.

“I was introverted, scared and inexperienced,” Dawn shares. “But I did have a strong work ethic and didn’t want to

“Although I am shy, I can still make an impact.”

DAWN CHRISTIAN

fail. I understood that although I am shy, I can still make an impact.”

She encourages anyone just starting out to be equally determined. It’s wisdom that has served her well over the years. “Let yourself grow through the process. Show up and keep moving forward!” ■

Countless Opportunities

IT WOULD be hard for Pamela Bennett to choose what part of her SeneGence career has been the most rewarding. That’s because she’s had so many positive experiences since joining in 2006.

She’s traveled the world, making enduring friendships with her SeneSisters along the way. She considers her loyal clients to be friends rather than just customers. Most importantly—she’s found an unshakeable sense of confidence in herself and her abilities. As she explains, “I’ve learned that I can do this career anytime, anywhere.”

Pamela’s best advice to new

“I can do this career anytime, anywhere!”

PAMELA BENNETT

Distributors is to make sure you always have inventory on hand and “get out there and share and sell!”

Pamela is beyond grateful for the opportunities she has been given with SeneGence. “This isn’t work to me,” she shares. “It’s my passion!” ■



Pamela Bennett

- ✦ **RANK**
Countess
- ✦ **HOME**
Tennessee
- ✦ **MUST-HAVE PRODUCT**
Climate Control
- ✦ **FUN FACT**
I wear LipSense everywhere—even when I SCUBA dive!



Rhonda Renkert

- ✦ **RANK**
Crown Princess
- ✦ **HOME**
Queensland, Australia
- ✦ **MUST-HAVE PRODUCT**
Detoxifying & Moisturizing Mask
- ✦ **FUN FACT**
I once did a fire walk at a Tony Robbins seminar—totally out of my comfort zone!

Growing and Glowing

RHONDA RENKERT believes SeneGence makes her shine—thanks to both the products and the opportunity! She joined because she loved the products and the idea of being her own boss. As she explains, “There was nothing else like LipSense out there. I just jumped in—and it was the best decision EVER!”

One of the best parts of her journey has been the life-long friendships she has developed along the way, and she’s thrilled with all the traveling she’s gotten to do with SeneGence.

“Best decision EVER!”

RHONDA RENKERT

To Rhonda, the future looks incredibly bright. “I have so much more to look forward to.”

She’s grateful for lessons learned too. “SeneGence has taught me to value everyone around me.” Her best advice to new Distributors is to enjoy the adventure. “Just keep focused and have fun!” ■

Staying Power

IT’S HARD for Lina Roth to pin down exactly what first drew her to SeneGence.

“As a retired grandmother, I enjoyed the comforts of home but felt something was missing,” Lina shares. “SeneGence gave me what I didn’t know I lacked.”

The changes have been remarkable. “I have gained so much self-confidence. I never dreamed I would enjoy building a team and forging new friendships.” Lina has felt passionate about SeneGence from day one, and her commitment gets stronger year after year. “It’s an honor to help other women in so many ways!”

When coaching new

“SeneGence gave me what I didn’t know I lacked.”

LINA ROTH

Distributors, Lina teaches them that sharing SeneGence should be a daily habit. “Share it with everyone you meet. Find ways of striking up conversations and let them know what you do and what you can offer.” ■



Lina Roth

- ✦ **RANK**
Princess
- ✦ **HOME**
Queensland, Australia
- ✦ **MUST-HAVE PRODUCT**
Nangai Oil
- ✦ **FUN FACT**
I have a very creative nature. People are astounded at the lengths I go to for my team trainings.



Patty Winter

- ❖ **RANK**
Amethyst Queen
- ❖ **HOME**
Nova Scotia, Canada
- ❖ **MUST-HAVE PRODUCT**
MakeSense Foundation
- ❖ **FUN FACT**
I love to bake! My friends call me Pattycakes.

Winning Together

DISCOVERING SeneGence has allowed Patty Winter to grow

in surprising ways. She was immediately impressed with both the product line and the opportunity. “I’d never seen a lipstick that lasted as long as LipSense,” she shares. “I was ready to tell the world and then help others do the same.”

Since joining, Patty has noticed an important shift in her mind set. “I think like a business owner now rather than an employee. I have more control and responsibility which lets me help others succeed.”

Patty has learned many

“I think like a business owner now.”

PATTY WINTER

lessons along the way—the most important being collaboration and learning to delegate, which allows others to “step up to their own greatness.”

When coaching new Distributors, Patty tells them, “Don’t wait until things are perfect before sharing SeneGence. Just get going!” ■

Ready to Soar

AS A BUSY MOM, Paige O’Byrne was always looking to work smarter, not harder.

It was this need for simplicity and flexibility that led her to SeneGence. “I was drawn to the science behind the products,” she says. “All the other WOW factors were just bonuses.”

Paige has used her tenacity and self-motivation to hold herself accountable for her own success, and her confidence and belief has soared. “My SeneGence journey has really been an awakening of personal growth. I was once a shy

“SeneGence has given me wings!”

PAIGE O’BYRNE

introvert, but SeneGence has given me wings!”

It’s a feeling she wants every new Distributor to experience, so she offers up words of wisdom when training others. “Commit to the business and treat it like a business. Get out of your own way and stop stopping yourself!” ■



Paige O’Byrne

- ❖ **RANK**
Princess
- ❖ **HOME**
Saskatchewan, Canada
- ❖ **MUST-HAVE PRODUCT**
Collagen Night Pak
- ❖ **FUN FACT**
I used to be a cattle dealer.



Andrea Turner

♦ **RANK**
Princess

♦ **HOME**
British Columbia, Canada

♦ **MUST-HAVE PRODUCT**
MakeSense Color Correcting
Tinted Moisturizer

♦ **FUN FACT**
I have three citizenships—
that means three passports
too!

Never Give Up

PERSEVERANCE is the secret to Andrea Turner's success.

As she explains, "Direct sales is like a Ferris wheel. Sometimes you're up; sometimes you're down. The key is staying on the wheel until you're at the top again!"

With a positive attitude, it's no wonder Andrea has found success since signing up. Like many, Andrea joined primarily for the discount but after falling in love with the products, she went all in. "I've been working the business full time and have made so many friends. I'm a SeneLifer!"

Andrea has trained in four

"Keep stretching yourself and think bigger."

ANDREA TURNER

countries and built a global business—all while doing something she loves. Her best advice? "Keep stretching yourself and think bigger."

She always tells new Distributors, "Take the time to read, watch and learn from others then follow the formula—it works!" ■

Dreams Fulfilled

LINDA NAKASHIMA first became a SeneGence customer to support her daughter who had joined as a Distributor. But after just three months of using the products, Linda was ready to join as well. "These products delivered—and SeneGence had everything I needed in one line. I just love the products!"

It's a decision Linda has never regretted. "I have enjoyed every aspect of the business and the friendships I've made," she shares. "No other career has given me the fulfillment of being in control of my life the way SeneGence has."

"I just love the products!"

LINDA NAKASHIMA

Linda believes in the power of personal development and encourages new Distributors to invest in themselves and trust in the established system, and don't overlook the value of a good coach as you begin your journey. ■



Linda Nakashima

♦ **RANK**
Maiden

♦ **HOME**
Ontario, Canada

♦ **MUST-HAVE PRODUCT**
Climate Control

♦ **FUN FACT**
It's taken me 13 years to become a Maiden! But I've never wanted to throw in the towel or give up.

Record Breakers

THESE **SENE SISTERS** ARE REACHING NEW HEIGHTS
BY HOLDING THESE EXCLUSIVE **COMPANY RECORDS**!



Sheila Young



1999-CURRENT

Most consecutive months
of achieving Significant
SeneSeller



Rhonda Rankert



2015-2017

Most Consecutive
Seminar Years as an
Ultimate Royal



Jeri Taylor-Swade



2013-2018

Most Consecutive
Seminar Years as an
Ultimate Royal



Karleigh Crouch



2017 • Leaders Year

- ◆ Dominion with the most
SeneSales achievers
- ◆ Dominion with the most
Inner Circle Downline
Personal Volume Court
achievers
- ◆ Dominion with the most
SeneSponsoring achievers
- ◆ Dominion with the most
Inner Circle Sponsors
Court achievers
- ◆ Dominion with the most
Fast Start achievers
- ◆ Dominion with the most
SeneCar drivers
- ◆ Most CPs broken out in a
Seminar Year



Chelsea Nielsen



2017

Dominion with the Highest
GSV in a Leaders Year



Jacqui Burns



2018

Most Sponsored in a
Leaders Year



Jalynn Schroeder



2018

Most Downline Personal Volume
Court members in a Leaders Year



Kate Trevean



2018

- ◆ Dominion with the most certified MUA achievers in a Seminar Year
- ◆ Dominion with the most Inner Circle Downline Personal Volume Court achievers in a Leaders Year



Lucia Broadby



2017

- ◆ Dominion with the most SeneSales achievers in a Leaders Year
- ◆ Dominion with the most Inner Circle Downline Personal Volume Court achievers in a Leaders Year
- ◆ Dominion with the most SeneSponsoring achievers in a Leaders Year
- ◆ Dominion with the most Inner Circle Sponsors Court achievers in a Leaders Year
- ◆ Dominion with the most Fast Start achievers in a Leaders Year
- ◆ Most CPs broken out in a Seminar Year
- ◆ Dominion with the highest GSV in a Leaders Year
- ◆ Dominion with the most SeneCar Drivers in a Leaders Year



Patty Winter



2017

- ◆ Most Consecutive Seminar Years as an Ultimate Royal
- ◆ Most Sponsored in a Seminar Year

2018

- ◆ Dominion with the most SeneSales achievers in a Leaders Year
- ◆ Dominion with the most Inner Circle Downline Personal Volume Court achievers in a Leaders Year
- ◆ Dominion with the most Inner Circle PV Court achievers in a Leaders Year
- ◆ Dominion with the highest GSV in a Dominion
- ◆ Dominion with the most SeneSponsoring achievers in a Leaders Year
- ◆ Dominion with the most certified MUA achievers in a Seminar Year
- ◆ Most CPs broken out in a Seminar Year



Ashley Gardner



2017

- ◆ Most Sponsored in a Leaders Year



Mandy Odle



2018

- ◆ Dominion with the most certified MUA achievers in a Seminar Year



NOTES TO A FUTURE DISTRIBUTOR

senecence has
changed my life,
and it can do the
same for you!
Have fun and be
consistent. It truly
is whatever you
make it out to be!

—Melissa
Buckingham♥



This journey through hustle
and consistency can change your
life. You are at the right place
at the right time. Jump in and
choose Faith over Fear. Remember,
together we are better!

Much love,
Sarah Evans

Girl, sister, friend—I want you to know that you can
achieve anything your little heart desires! NO ONE
gets to tell you how big your dreams can be! You can
do it, I know you can!

—Sana Saleh ♥ xoxo



I am here to tell you
that you can achieve
everything you desire
and so much more.
Take that leap of
faith. And when
faith meets action?
That's where the
MAGIC happens

xoxo

Molly Gorder♥



Welcome to the family!
The sky is truly the limit with
this opportunity. Have grace
with yourself and enjoy the
journey! Hustle with heart and
dig deep to find your why!

xoxo

—Kasie Lofton Smith



A woman with long brown hair is captured mid-jump over a beach. She is wearing a white crop top and dark blue leggings with a colorful floral pattern on the lower legs. Her arms are raised, and her legs are spread wide in a dynamic pose. The background shows a sandy beach, the ocean, and a small boat in the distance under a bright sky.

SeneStyle™

MAKE *a* SPLASH

SeneSisters everywhere are making waves in this stunning collection of swim, resort, and athletic wear from SeneStyle! The choices don't stop at the shoreline—this collection also includes beautiful pieces for every occasion—from casual to careerwear!

Proceeds benefit the Make Sense Foundation®.

SHOP NOW *at* www.senestylebysenegence.com

HELPING WOMEN AND CHILDREN IN NEED

A Sense of Belonging

SANA SALEH FOUND HER SECOND FAMILY IN SENECE. BY MICHELLE ALEXANDER



1

WHAT'S YOUR FAVORITE SENECE PRODUCT?

MakeSense Color Correcting Tinted Moisturizer—I cannot live without this stuff!

2

WHAT'S THE SECRET TO YOUR SENECE SUCCESS?

Consistency and passion!

T

HE moment she became a mother, Sana Saleh knew she was never going back to social work. She needed a job that would let her contribute financially while keeping her children as her first priority.

SeneGence® was the perfect fit. “The moment I saw that it would give me the creative freedom to be myself and run my business how I wanted—I jumped in with both feet. I am now doing things I never saw myself doing two years ago with complete confidence in myself and my abilities.”

Part of that confidence comes from the culture of sisterhood. “SeneGence recognizes women of all ethnicities, and it truly touches my heart. I feel comfortable enough to be myself around these women, especially as a woman in a hijab. The moment I met my SeneSisters, I felt like I belonged. They embraced me with open arms, and it’s completely changed my life.”

Another source of inspiration is the product line itself. “I use and love everything, but the Color Correcting Tinted Moisturizer is my favorite. This has changed my life!”

Her SeneGence sisters have also taught her that consistency is key. “You need to show up to run your business every day and by doing that, you will reap the rewards. Consistency is huge, and attending SeneGence events really helps fill my cup with inspiration and motivation to try new things.”

For Sana, that includes a lot of travel. “Before SeneGence, traveling this much was a dream. I feel so happy knowing my children get to experience the world with me.”

All of this inspiration and motivation has challenged her to step outside of her comfort zone and grow professionally. Her hard work has paid off—Sana has never had to spend a single day apart from her children. “This business has rewarded my hard work with everything I hoped and dreamed for when I became a mother. My children will now grow up seeing the value in hard work and will know that anything is possible when you set your mind to it.” ■

SeneGence does not guarantee any income from the independent distributor opportunity. As with any business opportunity, each independent distributor’s business results will vary. Each independent distributor’s success depends on numerous factors, including but not limited to, the independent distributor’s own efforts, diligence, skill, geographical location, expertise, quality and depth of your network, leadership and business experience. Persons interested in the SeneGence independent distributor opportunity are strongly urged to do their own investigation and due diligence before making any decision to participate in the opportunity.



“
The moment I met
my SeneSisters,
I felt like I
belonged.”

Sana
SALEH

RANK
DUCHESS

HOMETOWN
VERNON, BC, CANADA



THE POWER OF SISTERHOOD

*The bonds formed
through the
SeneSisterhood
empower and enrich
Distributors everywhere.*

By Lisa Robertson

SeneGence® was founded twenty years ago by Joni Rogers-Kante, an independent woman who wanted to be able to provide for her family and give other women the opportunity to do the same. This mission still flourishes through the capable, courageous and compassionate women of the SeneSisterhood and is perhaps best demonstrated in their unwavering support of one another.

The SeneGence opportunity lets women from all walks of life and from around the world pursue a career that supports their families while maintaining a healthy work-life balance. The bonds formed through the

SeneSisterhood promote a spirit of camaraderie and mutual encouragement that is unlike any other in direct selling.

Whether they are neighbors who get together each week over coffee or strangers who connect via video chats and social media, these strong women bond over a common goal—mutual success.

GROWING TOGETHER

The SeneSisterhood empowers and invigorates each Distributor and encourages her to reach new heights. Senior Vice President of Global Recognition and Sales Communication Karen Goodman explains, “When you’re surrounded



“
*The sisterhood
 is about much
 more than mutual
 encouragement
 and admiration.*
 ”



by like-minded people, an atmosphere of family emerges. You support each other through challenges and celebrate triumphs—together.”

Distributor Sarah Evans agrees, “We’re from different walks of life with different dreams, but SeneGence brings us together.”

The key for the thriving sisterhood is an abundance of support and a lack of judgment. However, the sisterhood is about much more than mutual encouragement and admiration. These budding entrepreneurs brainstorm new ideas and share powerful tips and tricks to help each other—and their businesses—grow.

As Distributor Sana Saleh explains, “There are no secrets. There is no competition. Everyone is on a level playing field and everyone wants success for one another—and that is



the most beautiful thing I have ever seen in a company.”

Whether they are in Sydney, Saskatoon, Sacramento or somewhere in between, SeneGence Distributors know they are surrounded by a powerful sisterhood laser focused on helping

each other succeed.

Distributor Autumn Flores sums it up perfectly when she says, “Joni has created a culture of love and support that’s even better than the opportunity itself!” ■

MS. SENESYNERGY

A CELEBRATION OF

LOVE & ABUNDANCE



N

No one builds a thriving SeneGence® business all on their own—they build their business with the help and support of a powerful group of women who are equally invested in their growth and success.

This spirit of sisterhood and shared success energizes each and every SeneGence story. From the beginning, Founder, CEO and Chairwoman Joni Rogers-Kante wanted to recognize and reward

Distributors who showed generosity to their SeneSisters. It is with that ideal in mind that the Ms. SenesSynergy court was born.

Ms. SenesSynergy is a Distributor who abundantly empowers

others to promote success and growth and by doing so, re-energizes her own. Each month, SeneGence Distributors nominate a peer who exemplifies the philosophy of giving selflessly to others.

During Seminar, each Ms. SenesSynergy is honored on stage and given a sash, plaque



and sterling silver lip lapel pin. Distributor Sana Saleh, Ms. SenesSynergy for January 2018, considers becoming part of the court one of her biggest achievements. “Meeting Joni on stage felt like a dream,” she shares.

From the 12 monthly Ms. SenesSynergy honorees, one is chosen who has gone above and beyond the call of generosity. She receives recognition at Seminar and in the semi-annual edition of *SeneScenes* magazine, as well as a sterling silver lip lapel pin with a solitaire topaz stone and a unique personal trophy.

This recognition is purely peer based and allows Distributors to thank and honor those who have helped them along the way. Becoming a member of the Ms. SenesSynergy court is a tremendous honor and emphasizes how vital it is for Distributors to embody the ideals of hard work and dedication—not just to their own businesses, but to the businesses of their SeneSisters. ■



COMMAND PERFORMANCES



*SeneGence helps these **military wives** keep the home fires glowing!*

Perfect Timing

Carol Leon Guerrero joined SeneGence® when her husband was deployed in Afghanistan. She was looking for a way to distract herself from worry and earn extra money for her family.

“As a teacher/school counselor, I had to put my career on hold when we moved, which many military spouses

CAROL LEON GUERRERO

RUBY CROWN PRINCESS, GEORGIA



understand,” she says.

Now Carol has complete professional freedom. “SeneGence goes where I go,” she explains. “I share the opportunity with other military spouses so they can have the same choices.”

Carol’s motto? “Changing lips and lives around the world, one woman at a time!”



JOANNE LUMAS

COUNTESS, FLORIDA

Leaving a Legacy

With five active kids and a husband in the military, Joanne Lumas constantly juggles priorities. Before joining SeneGence, Joanne was also looking for employment in a new state or country every 3-4 years.

“Finding a new job after each move has always been my biggest challenge,” Joanne shares. “SeneGence has really been a blessing.”

Now Joanne has more time and financial freedom, and her entire family helps out with the business, which gives Joanne peace of mind. “I know wherever the family goes, I’ll have SeneGence. I’m building a legacy for my children.”

DANIELLE SPRINGALL

ROYAL IN WAITING, KANSAS

A Chance to Bond

One of the toughest parts of being a military family is relocating frequently, but Danielle Springall sees it as an opportunity. “SeneGence gave me a way to make friends quickly,” she shares. “And I love the flexibility of building at my own pace.”

SeneGence appealed to Danielle because as a busy mom of four, she wanted to connect with other women and empower them too.

She loves sharing the product and opportunity with other military spouses because their resiliency makes them perfect for direct selling. “Military wives make the best boss babes!”



SeneGence®

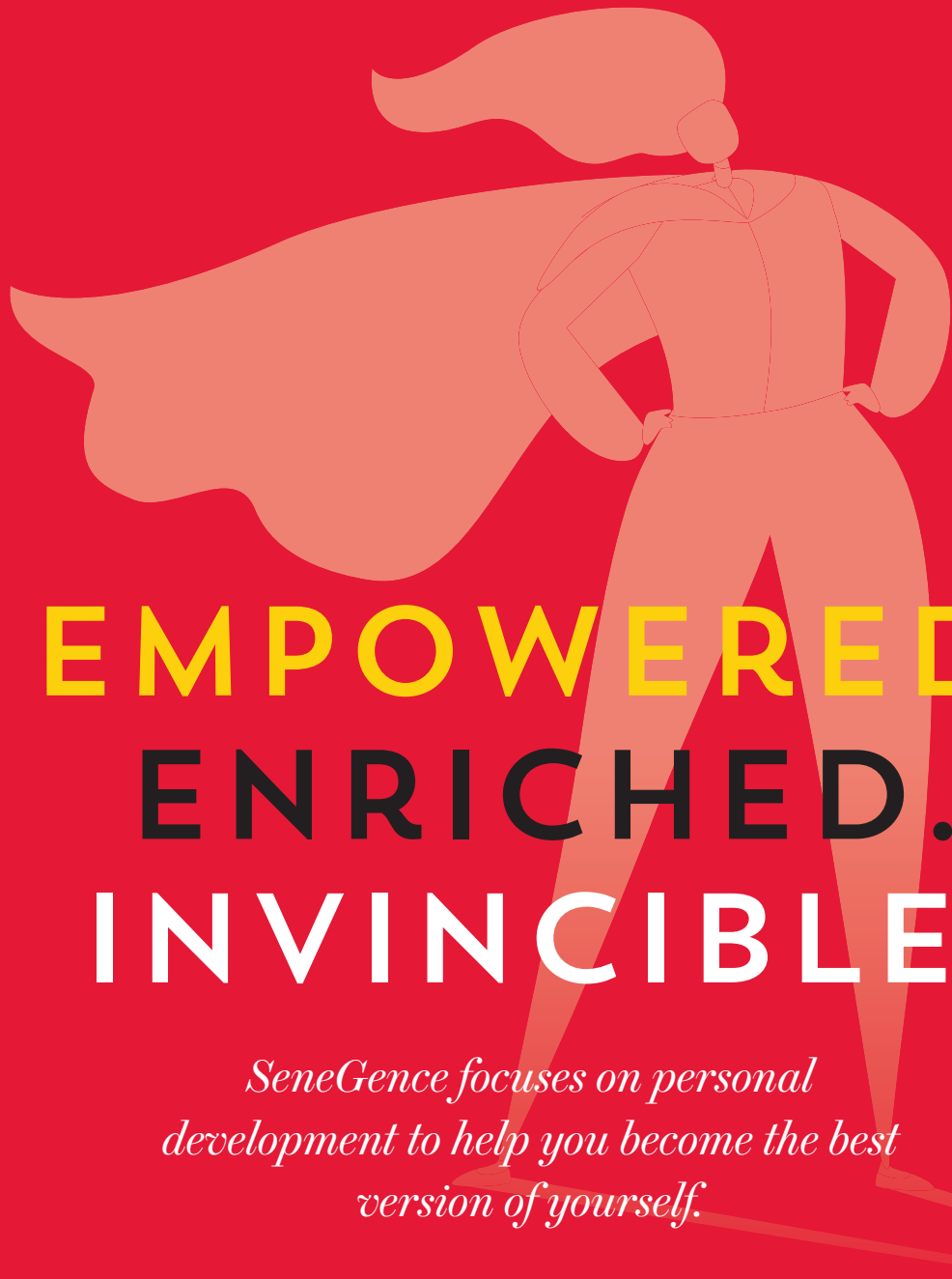
say GOODBYE TO DARK SPOTS



SeneGence® Solutions Brightening Multi-Vitamin Treatment

This powerful treatment targets dark spots and discoloration caused by hyperpigmentation, acne, aging, and sun damage to reveal brighter, firmer, and more even skin tone over time.

- Helps reduce the appearance of dark spots and wrinkles
- Two forms of stabilized Vitamin C support collagen synthesis and skin brightening
- Works immediately upon application to deliver noticeable brightening effects to skin with anti-aging benefits over time



EMPOWERED. ENRICHED. INVINCIBLE.

*SeneGence focuses on personal
development to help you become the best
version of yourself.*

by LISA ROBERTSON

THE CONSTANT IMPROVEMENT of self can unlock the key to more success, more happiness and more prosperity. It's this fundamental belief in the power of personal development that is at the heart of SeneGence's training programs.

Available to Distributors whether they are just starting their journey or already leading a

successful team, SeneGence® offers an impressive array of training courses aimed not only at building a better business but at building a better person too.

Monthly exclusive trainings focus on a variety of life-enhancing topics that can resonate and ripple throughout a Distributor's personal and professional life.



By participating in these ongoing training opportunities, Distributors will find themselves feeling that they are growing in confidence as they apply the principles they've learned to their family lives and businesses.

EMBRACING YOUR STRENGTHS, KNOWING YOUR WEAKNESSES

One of the most popular training courses SeneGence offers is on DISC® Behavioral Styles.* DISC is an acronym for the four Behavioral Styles that all people possess to varying degrees. The acronym stands for:

DOMINANCE—the way you deal with problems, assert yourself and control situations.

INFLUENCE—the way you handle people and the way you communicate and relate to others.

STEADINESS—your temperament: patience, persistence and thoughtfulness.

COMPLIANCE—how you approach and organize your activities, procedures and responsibilities.

Learning about DISC Behavioral Styles can provide you with powerful insights and skills to enhance both your career and your personal life.

By offering a fun and interactive skills assessment course, the training teaches each Distributor where their individual strengths

and weaknesses lie across each of the four types.

As SeneGence Vice President of Personal Development, Leslie Boyd-Bradley explains, “The Behavioral Styles can help you better understand yourself, your reactions, your strengths and your weaknesses. When you understand the DISC, you can turn obstacles into opportunities.”

SHARING YOUR STRENGTHS

When it comes to your SeneGence business, knowing your Behavioral Style strengths allows you to bring your unique gifts to the table and empowers you to work and communicate more effectively.

There are also many benefits to knowing the Behavioral Styles of others. It can greatly improve relationships because you will find yourself allowing people to be themselves. You'll not only begin to recognize the positive traits of others, you can start to appreciate and utilize their unique gifts and talents.

Ultimately, you will be communicating more clearly and effectively, causing the people in your life to feel heard and valued by you, which can only strength your bonds—be they personal or professional.

It's important to remember that everyone possesses all four styles. No one style is



* DISCProfile.com is owned by Personality Profile Solutions LLC, an Authorized Partner of Everything DISC, A Wiley Brand.

“YOU WILL
DEVELOP THE
MINDSET THAT
THE JOURNEY
CAN BE ITS
OWN REWARD.”

better or more successful than others. Knowing your style is just a tool to help you capitalize on your natural abilities and nurture others as well.

TAKE THE FIRST STEP

Remember, each of us is a work in progress! Personal development is a continual, ongoing commitment you make to yourself. It takes discipline, patience and effort to grow as a person, but when you can envision the insights, freedom and enhanced relationships that are possible as you learn and grow, you will develop the mindset that the journey can be its own reward.

As a company, SeneGence believes in the power of personal development, which is why they offer in-depth training to their Distributors. To put it plainly, as you grow as a person, your business will grow in tandem. It's a win-win situation for everyone involved.

As Leslie explains, “Personal development is the foundation that your business is built upon. Each Distributor should focus on personal development—not just for themselves but for their team and their family.”

Commit to a better you and let SeneGence's training opportunities guide you on your mission of constant personal growth and development. ■



SUPPORTING YOUR BUSINESS & YOU

WHETHER YOU work your business full or part time, SeneGence has developed Training Packages that help you continue to grow as a person and business owner. These business-building tools meet the needs of Distributors at all levels—from casual to career.

Depending on which Training Package you purchase, you can receive:

- Exclusive weekly and monthly training webinars
- Virtual or in-person launch Demos with your Regional Sales Manager
- Quarterly local and regional trainings
- Unlimited access to Back Office training materials and reports
- 50% savings on PIT Stop, Leaders Conference and the annual Seminar
- Tech service with up to 12 months of SeneSite and SeneBiz app services
- A donation in your name to The Make Sense Foundation®

For Distributors committed to growing their business and achieving their goals, Training Packages are a great way to jump start their success!

Dreamers & Doers

WITH PERSISTENCE AND PASSION, KASIE LOFTON SMITH EMPOWERS OTHERS. BY POLLY JETER



1

**WHAT'S YOUR
FAVORITE
SENEGENCE
PRODUCT?**

*Bright Pink
LipSense*

2

**WHAT'S THE
SECRET
TO YOUR
SENEGENCE
SUCCESS?**

Never give up!

BEFORE their first child was born, Kasie Lofton Smith and her husband made the decision for her to be a stay-at-home mom. But after the first year, they realized it wasn't a viable option. "We were often living with more month than money," she explains. "We decided it was time for me to go back to work."

Kasie opened a small women's and children's boutique. She decided to offer LipSense® in her store with no intentions of making it a career. "When I signed up, my goal was just to sell a product on a retail shelf. God had other plans," she says.

She researched SeneGence® prior to making the transition. "I was intrigued by the staying power of the product. When I really understood who Joni was and what her mission was, I knew I was home. This is my home."

Kasie began assembling her team and working hard to build her business. Soon she realized she was building much more than a business. "I realized I was building a legacy of women who were dreamers and doers. Women who encouraged me

and challenged me to do better in all aspects of my life."

Kasie attributes the secret of her success to never quitting. "You can't win if you quit. You have to choose every day to press on with perseverance and passion."

What began as a single shelf in a small store soon became a family affair when Kasie's husband joined her in her adventures. "This month we celebrated two years as a work-from-home family," she shares.

Recently they helped make history by launching the global expansion of Mexico. "This is why I do what I do. To experience the world with my family, while giving God all the glory."

Kasie feels her experience with SeneGence has been life changing. "I'm most grateful for the person I am becoming through this journey," she says. "Because of SeneGence, I am a better wife, mother and friend." ■

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Kasie Lofton
SMITH

RANK
SAPPHIRE EMPRESS

HOMETOWN
ROCKWALL, TX

*"I am a better
wife, mother
and friend."*



*"We want our cosmetics to
give women the confidence to
be exactly who they are."*

Founder, CEO and Chairwoman of SeneGence Joni Rogers-Kante.

Must-Have BEAUTY ESSENTIALS

*SeneGence offers the products
and colors women crave!*

by BRITTANY GLENN



From ancient times to modern day, women have always loved using cosmetics to enhance their natural beauty. This love of beauty has created a booming worldwide industry. Indeed, the global cosmetic products market is expected to reach over \$800 billion by 2023, according to a report by Orbis Research.

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

WHAT WOMEN WANT

Today, women are on a journey of exploration. They are

always seeking new ways of enhancing their appearance. One company providing endless opportunities for just that kind of self expression is SeneGence®.

SeneGence has been at the forefront of evolving trends in beauty for 20 years and continues to deliver the products and colors women want. Thanks to LipSense®, its proprietary color technology, SeneGence has experienced remarkable growth since launching in 1999.

With ever-expanding cosmetic, skin care and hair care lines, SeneGence is renowned for its long-lasting and anti-aging products that allow women around the world to look as good at the end of the





THE LIPS THAT LAUNCHED AN EMPIRE

The LipSense line

debuted with six basic shades, some of which are still a part of the permanent collection. Since 1999, LipSense has been offered in hundreds of shades, ranging from the deepest black to the sheerest pink. Today, the line features more than 50 confidence-building colors—shades like Fly Girl, Bella and Nude Pink among some of the favorites. The line is designed to capture current beauty trends while still celebrating the classic, cravable colors that never go out of style.

day as they do when they walk out the door each morning.

“We want our cosmetics to give women the confidence to be exactly who they are,” says Founder, CEO and Chairwoman of SeneGence Joni Rogers-Kante. “Our products allow women to embrace their inner beauty.”

And, as Senior Vice President of Marketing, Kirsten Aguilar explains, SeneGence is also a great value. “Our highly pigmented formulas allow for only a small amount of product to produce maximum impact.”

As a result of SeneGence’s groundbreaking advances, their beauty products are better, stronger and smarter than ever before. Here are just a few of SeneGence’s **top beauty breakthroughs** for **lips, eyes, skin and hair**. With timeless classics

and timely innovations, SeneGence has got you covered beautifully—from head to toe!

SEALED WITH *a* (SMUDGE-PROOF) KISS

Lip color, a key item in every woman’s beauty tool kit, can change an entire look. The trick is getting it to stay on all day. That’s where SeneGence excels—thanks to its flagship product, **LipSense**. This patented product marks an innovative departure from conventional lipsticks.

SeneGence’s LipSense line has real staying power—with color that lasts up to 18 hours. LipSense creates a waterproof, non-wax barrier that won’t smear or smudge when topped with its specially formulated glosses. Yet LipSense doesn’t dry out lips;



rather, it works to restore moisture to prevent lips from looking and feeling chapped.

To expand further into the lip category, SeneGence recently introduced **LipSmooth™ Conditioning Polish** to help those with damaged, dry lips exfoliate away dead skin cells. This polish includes natural exfoliators like bamboo and ivory seed along with exotic nangai oil to deeply hydrate and provide anti-aging protection.

THE EYES *Have* IT

Eye contact is how humans communicate nonverbally, so it's no wonder that women pay such attention to their eyes when crafting their personal style. SeneGence's SenseCosmetics® eye products include a full range of shades to enhance a woman's natural beauty.

One of the most unique products is **ShadowSense® Crème to Powder Eyeshadow**. This long-lasting eyeshadow



also includes SeneGence's **anti-aging SenePlex® Complex** which moisturizes and protects the thin, delicate skin around the eyes.

To expand its eye category, SeneGence recently released a new line of mascara products, including two volumizing mascaras—**LashSense® VolumeIntense™ Mascara** and **LashSense VolumeIntense Waterproof Mascara**—which work to separate, lift, coat and curl each lash to volumized perfection, creating 3D intensity and dramatic volume.

Additionally, SeneGence launched a new conditioning and volumizing lash primer called **UnderSense® 3-in-1 Maximizing Lash Primer**, which works to build greater volume and length while it conditions lashes and accentuates the color of mascara.

"These products have been so well received," Joni shares. "Each was carefully developed, and every detail was thought out—down to the shape and size of the brush. Simply put, we believe these are

the most sophisticated, wow-worthy mascaras available!"

TRESSED *for* SUCCESS

SeneGence has developed a comprehensive hair care line designed to keep hair healthy, shiny and beautiful.

Launched in late 2018, the **HairCovery™ HairCare** line is a three-step system that works to enhance volume, thickness, strength and shine by reviving hair to its healthiest state, from scalp to ends.

The HairCovery HairCare system recovers and repairs dry, damaged and thinning hair. Based on the Distributor feedback SeneGence has received on this new line of hair care products, the launch was a resounding success.

"The testimonials we have received have been absolutely amazing," Joni says. "Distributors and their partners, customers and friends are seeing huge results in the look and feel of their hair. The system's shampoo, conditioner,





and hair serum are applied directly to the scalp, because we understand healthy hair begins with a healthy scalp.”

***Exotic* INGREDIENTS, FLAWLESS SKIN**

SeneGence set a high standard with its revolutionary line of cosmetics and wanted something equally remarkable for its skin care line. To that end,

Joni embarked on a tireless search for unique ingredients to enhance SeneGence skin care and color cosmetics.

Her search led her to the South Pacific island nation of Vanuatu. She collaborated with local scientists to source anti-aging ingredients designed to protect and nurture the skin. Joni and her team infused scientific ingredients with the island’s rich botanicals and minerals to create a truly groundbreaking line of products.

SeneGence is available for four different skin types—dry, normal to dry, normal to oily and oily to acne.* It’s a simple, straightforward three-step system that cleanses, moisturizes

and protects the skin, helping to ensure a healthy, glowing complexion for every woman at every age and stage of her life.

SeneGence skin care features the proprietary **SenePlex Complex**, which powers each product through a kinetic enzyme reaction that works to eliminate dead skin cells and produce healthier, plumper skin. The system’s revolutionary ingredients work together to help encourage new cellular growth and improve skin properties by providing anti-aging benefits to the skin.

As Joni explains, “We’re so proud of the truly transformative ingredients in the SeneDerm line. We even

**Oily to acne currently available in the U.S. only*



"Our products allow women to embrace their inner beauty."

Joni Rogers-Kante.



used volcanic ash from Vanuatu in some products to act as a gentle exfoliator to help polish the skin. This line combines science and nature in a really unique and powerful way. No one else has anything quite like SeneGence skin care!"

THE LATEST *in* SKIN CARE *from* SENEENCE

Over the past year, SeneGence has introduced several new and notable products for your skin, including:

- **LipSmooth™ Conditioning Polish** which helps dry, damaged lips feel renewed and re-moisturized by exfoliating and conditioning.
- **Brightening Multi-Vitamin Treatment**, a powerhouse product that targets dark spots and discoloration caused by hyperpigmentation, acne, aging and sun damage to help reveal brighter and more even skin.
- **Hydrating Facial Serum Mist** allows you to rehydrate your skin throughout the day, even over your makeup. It includes a sophisticated complex that helps pull moisture into the skin and locks it in.
- **Fooops!® SenseCosmetics® Color Removing Wipes** remove long-lasting SenseCosmetics quickly, easily and gently. ■



Passion Project

MELISSA BUCKINGHAM'S AFFINITY FOR SENEENCE PRODUCTS PAYS OFF. BY CHELSEA HUGHES



1

WHAT'S YOUR FAVORITE SENEENCE PRODUCT?

ShadowSense

2

WHAT'S THE SECRET TO YOUR SENEENCE SUCCESS?

Consistency in both my personal business AND leadership.

"BEFORE SeneGence®, we were living on government aid in my parents' home," recalls Melissa Buckingham. "I was doing random jobs to earn extra money while my husband worked and went to school full time. Joining SeneGence was truly life-changing for my family!"

Melissa discovered the SeneGence opportunity by falling in love with the products first. "I've never gotten more compliments on my makeup or skin than after using our products!" she says. But with money being tight, Melissa felt she couldn't justify the expense of quality makeup and skin care.

"Because I loved the products so much and wanted every color, I knew getting a discount would be the best way to maximize my budget," she laughs. So, she made a practical decision that would ultimately transform her life: she signed up as a Distributor.

Given her enthusiasm for SeneGence products, Melissa turned her passion into a home-based business. "SeneGence backs their products with a 100% satisfaction guarantee for its Distributors'

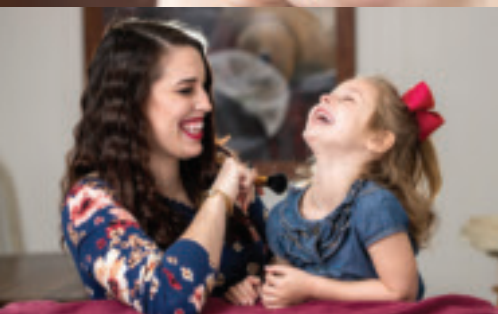
customers. This was a huge deal to me because I want to give my customers—people who trust me—a product I know I can stand behind. That confidence empowered me to share it easily," Melissa explains.

"Eventually, we were able to move out of my parents' house and buy a home for our growing family. My husband and I are high school sweethearts and owning a home was one of our biggest goals. Thanks in part to all of my hard work in my SeneGence business, we were able to achieve that! Since then, my husband graduated from college and now works the business with me. SeneGence is a family affair, and I love the example we're setting for our children."

Melissa believes the support of her fellow SeneGence sisters has also greatly contributed to her success. "This company completely changed my outlook on women. After being bullied in high school, I never thought I'd have a good group of girlfriends again. The life-long friendships I've made in this business have been one of my biggest blessings. This is an amazing group of women who care for and about you. I'm so proud to be part of this company." ■

SeneGence does not guarantee any income from the independent distributor opportunity. As with any business opportunity, each independent distributor's business results will vary. Each independent distributor's success depends on numerous factors, including but not limited to, the independent distributor's own efforts, diligence, skill, geographical location, expertise, quality and depth of your network, leadership and business experience. Persons interested in the SeneGence independent distributor opportunity are strongly urged to do their own investigation and due diligence before making any decision to participate in the opportunity.

“
I'm so proud
to be part
of this
company.”



Melissa
BUCKINGHAM

RANK

SAPPHIRE CROWN PRINCESS

HOMETOWN

GAINESVILLE, TX



TRAVEL LIKE **ROYALTY**

SeneGence pulls out all the stops.

By Chelsea Hughes

Imagine yourself sight-seeing amidst a bustling cityscape, being chauffeured about to soak up the culture and sample local cuisine. Or envision yourself relaxing in a tropical paradise, complete with palm-studded, white-sand beaches and waves lapping at your feet.

If either scenario sounds appealing, a select group of SeneGence® Independent Distributors would wholeheartedly agree. That's because they personally earned and experienced these dream vacations through the direct selling company's robust rewards program. Distributor Mel Buckingham recalls, "I earned an amazing trip to Costa Rica with my husband. It was the honeymoon we never had—all thanks to SeneGence!"

" My goal is to provide an escape of a lifetime for these fabulous lovelies and their families. **"**

Joni Rogers-Kante





A supreme sisterhood

World-class resorts, five-star dining, exhilarating activities and ample relaxation are all on the agenda for the getaways SeneGence plans for their Distributors. From zip lining and parties to massages and fine dining, every detail is thoughtfully arranged in advance to ensure that each family is treated like royalty. SeneGence Founder, CEO and Chairwoman Joni Rogers-Kante makes sure of it.

“I so enjoy spending time with our Distributors—or Lovelies, as I call them—on these unforgettable vacations. My goal is to provide an escape of a lifetime for these fabulous lovelies and their families,” says Joni. “It’s the perfect way to bond together, lift each other up and celebrate sisterhood.”

For Distributors, the exotic locations and luxury amenities are wonderful, but many say the highlight of these vacations is time spent with Joni. As Senior Vice President of Global Recognition and Sales Communications Karen Goodman explains, “Joni spends the majority of her time meeting with as many leaders as possible. SeneGence makes every trip memorable.”

And the experience truly pays off! Distributor Danae Treadway found inspiration on a recent LIPS Trip. “It truly lit my fire,” she shares. “I’ve really increased my sponsoring since the trip, and this has been one of my best sales months too!”

This mutual affection and support runs deep in SeneGence’s culture, even inspiring Distributors to name the phenomenon. The “SeneSisterhood” refers to the network of lifelong friendships created through one’s SeneGence business.



Senior Vice President of Marketing Kirsten Aguilar says, “These vacations feel more like family reunions. The SeneSisterhood is real!”

Karen agrees, “The friendships that are forged on these trips last a lifetime.”

Your dream vacation awaits

Incentive trips are open to all SeneGence Distributors, who can earn two types of vacations—SeneStar trips and League of Independent Personal Sponsors (LIPS) Trips—by reaching certain earnings and enrollment milestones. Previous destinations include Costa Rica, Hawaii, Alaska, the Bahamas, Cabo San Lucas, Puerto Rico and Bali.

This year, qualified SeneGence Distributors will enjoy vacations in Canada and Hong Kong! Those who qualify for the 2019 SeneStar trip will enjoy luxury accommodations, local cuisine and an exciting itinerary with their family in Montreal* this summer. For the 2020 LIPS Trip, Distributors can earn an all-expenses-paid adventure to Hong Kong**, for themselves and a loved one.***

“You’re invited,” says Joni, “I hope to see you on one of our elite excursions soon.” ■

* Complete SeneStar rules available at <https://bit.ly/2tYKU3n>.

** Complete LIPS Trip rules available at <https://bit.ly/2EMFEoc>.

*** Not every Distributor earns these rewards. Each Distributor has the opportunity to earn these rewards, but hard work is required.

What Matters Most

MOLLY CORDER NEVER MISSES A MOMENT.

BY CHELSEA HUGHES



1

**WHAT'S YOUR
FAVORITE
SENEGENCE
PRODUCT?**

Nangai Oil

2

**WHAT'S THE
SECRET
TO YOUR
SENEGENCE
SUCCESS?**

*Putting my
family's future
first.*

"I

F YOU have determination, you can achieve anything your heart desires." Molly Corder speaks from experience. Prior to joining SeneGence®, Molly's resolve was put to the test. "I had three children and twins on the way. I was also finishing up my twelfth year as a teacher. Our children went to daycare because our family relied on my income. Although I was thankful to have summers off, I longed to be home with them full time."

While Molly craved flexibility, she wasn't sure how her family's situation could change. She recalls, "One day, I was scrolling through Instagram when I saw a friend promoting lipstick that didn't come off. I thought it sounded pretty cool, but as someone who never wore much makeup, I wasn't really interested at first. Then, out of nowhere, I got this itch to join as a Distributor. I went all in!"

From that moment on, for Molly, there was simply no looking back! While her home-based business is booming, Molly credits SeneGence's products for making it all possible.

"After giving birth to my twins, my skin was a disaster. I had discoloration and wrinkles, and I looked way older than I was. I started using SeneGence's skin care line and realized that I hit the anti-aging jackpot! I'm obsessed with our products. I don't know how I lived without them!"

As she reflects on her time with SeneGence, Molly is overwhelmed with gratitude. "SeneGence has changed me as a person. I've been able to increase my income and work from home to raise our six children. Because of how hard I have worked in my business, now I am able to arrange my schedule to accommodate my kids' activities."

Now excitedly looking to the future, Molly has a renewed sense of purpose and an optimistic outlook for herself and her family: "My goal is to bring my husband home full time!" ■

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Molly
CORDER

RANK
RUBY CROWN PRINCESS

HOMETOWN
HAMPSTEAD, NC

“
SeneGence has
changed me as
a person.”
”

A close-up portrait of a woman with long, wavy brown hair, wearing a blue top. She is resting her chin on her clasped hands, which are adorned with several rings. She is looking directly at the camera with a slight smile.

*As SeneGence
celebrates
its 20th
anniversary,
Joni Rogers-
Kante reflects
on the past
and reveals
her vision for
the future.*

JONI'S VISION

MISSION STATEMENT

We empower women around the world to Live Life in Love and Abundance through careers that really work, selling innovative beauty products that really work.

WE RECENTLY
SAT DOWN WITH
FOUNDER, CEO AND
CHAIRWOMAN **JONI
ROGERS-KANTE** TO
GET HER PERSPECTIVE
ON THE PAST, THE
PRESENT AND—MOST
IMPORTANTLY—**THE
VERY BRIGHT FUTURE
OF SENEENCE!**

2019 marks 20 years of success for SeneGence®. What accomplishments stand out to you? What are you most looking forward to in the years to come?

J I think when I look back, I'm most proud of being able to give women the opportunity to feel empowered and have confidence in what they're selling because the products really work. What stands out to me in these last two decades is how quickly we were able to expand SeneGence internationally and to provide jobs and opportunities to people where opportunity might be scarce. I grew up in a small town, so it feels good to be able to give the people there an opportunity that could change their lives exponentially.



In the future, I look forward to continuing to change women's lives for the better and expanding to more countries to offer even more opportunities.

SeneGence has helped thousands of women create rewarding and satisfying careers that allow them to define success on their own terms. Empowering women seems to be a cornerstone not just of SeneGence, but for

you personally. What draws you to support women this way? Why does direct selling work so well for women?

J Being a single mom, I know it can feel impossible to reach career goals when you're the only one responsible for your home and child(ren), so I wanted to start a business that allowed women to work

and achieve their goals on their own terms. I wanted to be able to give women the choice to work hard, be rewarded, be offered opportunities for growth and still be able to spend time with their families. I think direct sales works so well for women because so many of us are caregivers. Whether it's professionally or just being a mom, we naturally want to help people. SeneGence gives women the opportunity to help other women feel confident and the SeneSisterhood is what brings our Distributors together to help and empower one another for success.

SeneGence has a comprehensive product line powered by proprietary ingredients and technology. What inspires and drives you to continue to innovate and evolve your product line?

J There are so many cosmetic products on the market that claim to do all these amazing things for your skin and your hair, but they don't really work. I've used many of them myself in my life and always felt let down. It really was the abundance of products that overpromised results and fell short that inspired me to create SeneGence products. I wanted to be able to give women products that not only claim to do great things but can actually prove it too.



SeneGence has enjoyed remarkable and sustained growth over the past 20 years. What is it about SeneGence's culture that fosters this type of continued success?

J I think the SeneSisterhood and having a network of intelligent, motivated women that are willing and wanting to help you succeed is really what keeps SeneGence thriving. Helping each other is so important. We want our Distributors to feel like this isn't a competition but a true sisterhood, to help raise each other up and support each other. This alone makes people want to join SeneGence which helps us grow as a whole.



It's natural to look back over your accomplishments as you reach this important milestone. What are your greatest lessons and learnings from the past 20 years? What have you learned from the women you've helped succeed? What do you think you've been able to teach them?

J Over the years I believe I've been able to teach these women to "give yourself grace"—time to learn, to allow for mistakes, to self-correct; that's the way forward and through this comes success. Do it in all areas of your life. ■



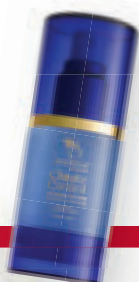
“I wanted to be able to give women the choice to work hard, be rewarded, be offered opportunities for growth and still be able to spend time with their families.”

—Joni Rogers-Kante



A Mommy & A Mentor

SENEGENCE GIVES **SARAH EVANS** A PLATFORM TO INSPIRE. BY POLLY JETER



1

WHAT'S YOUR FAVORITE SENEGENCE PRODUCT?

Climate Control. It truly is a miracle in a bottle!

2

WHAT'S THE SECRET TO YOUR SENEGENCE SUCCESS?

Choose faith over fear, then help others to do the same.

SARAH EVANS always dreamed of being a stay-at-home mom, but after going through a divorce that dream seemed further away than ever. She found herself raising a toddler alone and working as a nanny over 50 hours a week. “I wanted more for myself, my son and for women all over,” she shares.

A short time later, she discovered SeneGence®. After building a business from the ground up, she achieved a level of stability that allowed her to take a risk, quit her job as a nanny and focus on her new career with her son by her side. “I’ll never forget the day I came home to be with my son full time. I couldn’t believe I was going to be home with him every day.”

For Sarah, SeneGence is much more than just a job—it’s a sisterhood of women who uplift and inspire one another. “They are my village. We are all from different walks of life with different dreams, but SeneGence is what brings us together.”

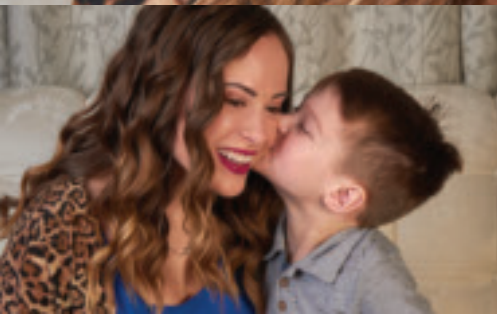
She’s not only grateful for the financial benefits SeneGence has provided her family, but also for the freedom from fear and self-limiting beliefs she always surrendered to in the past. “I’ve seen myself and others do things we never thought we could, because of the army of women behind us—breathing life into us, believing in us.”

Sarah wholeheartedly believes in the products she sells, “I’m obsessed with our skin care! My face is so much more vibrant, and I feel confident in my own skin again.” Her son has a favorite as well, “He loves LipSense® because he’s not getting it all over his face!”

Sarah had a powerful vision to inspire and empower women, and SeneGence has given her a platform to do just that. “It’s allowed me to mentor and speak to women. I look at them in the eyes and say ‘Sister, you, too! You were made to thrive! And you will!’” ■

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“
You were
made to
thrive!
And you
will!”
”



Sarah
EVANS

RANK
CROWN PRINCESS

HOMETOWN
GREEN BAY, WI





The Make Sense Foundation finds **meaningful ways for communities** to rally around women and children in need.

by CHELSEA HUGHES

From an early age, SeneGence® Founder, CEO and Chairwoman Joni Rogers-Kante dreamed of starting her own business. As she began pursuing her vision, Joni became a single mother—and suddenly life became a lot more complicated. While she was grateful for her loving network of family and friends, Joni was heartbroken that many in her situation lacked support.

In 1999, Joni realized her dream by founding SeneGence. However, it was her personal experience as a single mother that inspired her to establish The Make Sense Foundation® in 2002—with a mission of supporting women and children in need.

“The Make Sense Foundation assists organizations that support victims of domestic abuse, provide educational opportunities, rescue victims of sex trafficking, provide

incarceration alternatives for mothers and so much more,” says Vickie Beyer, the Foundation’s executive director. “A single donation champions all of these causes!”

Caring *for* the Community

The Make Sense Foundation (MSF) is a non-profit organization funded by contributions from SeneGence Independent Distributors, corporate partners and individuals in communities across the country who have embraced the Foundation’s mission.

“We thrive on helping worthy recipients in the communities where SeneGence Distributors live, work, run their businesses and raise their families,” says Vickie. “MSF provides ways for donors to love their neighbors. We enable them to provide help and hope.”



Opposite: Erika Hemanzes of Harlingen, Texas won a scholarship in 2018 from MSF. She is attending Dartmouth and plans to attend medical school.



*“We are women who believe in
empowering each other, and
that starts with giving of yourself.”*

—JONI ROGERS-KANTE, FOUNDER, CEO AND CHAIRWOMAN



One such impact comes from a deserving college student in Nevada who was nominated by a local SeneGence Distributor. She states, “Every year, The Make Sense Foundation awards five \$10,000 scholarships to women pursuing college degrees. Last year, I was one of them! I’m so grateful. Now, I can graduate debt-free as an elementary school teacher with a minor to teach English overseas. I’m excited to see how God uses my education to serve others in the world.”

Aside from nominating worthy recipients in their communities, SeneGence Distributors are also encouraged to get involved through volunteering, donating a portion of their personal sales or hosting a fundraiser. Says Distributor Kimberly Cassidy, “This organization does so much good! This year, I asked my friends and family to donate to MSF instead of giving me birthday presents. I’m so glad I did! I can’t wait to see what they do next.”

A Global Impact

With a heart for putting others first, Joni is proud that the focus of SeneGence and its philanthropic arm are both aimed at building relationships and helping others. “The culture of sisterhood at SeneGence inspires the culture of the foundation. We are women who believe in empowering each other, and that starts with giving of yourself—your time, strengths or other resources—to those who need it most,”



says Joni. “To whom much is given, much is expected. That’s why a portion of sales from select SeneGence products goes directly to the foundation.”

“Joni’s as invested in this foundation as she is in SeneGence,” states Vickie. “She believes in sharing success.” So far, MSF has been sharing that success across all 50 states. According to Vickie, as SeneGence grows, so grows the foundation. “As SeneGence expands globally, we plan to take MSF to those countries, too. In January 2019, we awarded our first grant to a Canadian group that supports single-parent families. Later this year, we plan to identify strategic partners in Australia and Mexico.”

As Joni considers the future of the foundation, she remembers the reason she started it so long ago. “Mother Teresa said, ‘Never worry about numbers. Help one person at a time and always start with the person nearest you.’ That’s how we plan to grow. If we can impact our own communities—wherever we are planted—we can eventually change the world.” ■



WOMEN
EVERYWHERE ARE
BUILDING THRIVING
BUSINESSES
WITH SENEENCE
INTERNATIONAL

GLOWING GLOBAL

Imagine starting your own beauty business featuring a line of cosmetics, skin care, hair care and fragrances you truly love. Then, imagine sharing those products with people you know and using it as a springboard to make new friends across town and across the globe. Next, imagine expanding that business with the encouragement of a sisterhood of like-minded lady bosses who value their families and flexibility as much as you do.

The beauty of this business? You don't have to imagine it. You can have it with SeneGence®.

Building a global business with SeneGence is a simple, straightforward process. No matter

where they live, any SeneGence Distributor can operate their business right from their computer or phone. Along with more traditional methods of face-to-face product demonstrations and sponsoring appointments, Distributors can utilize social media and interactive digital tools to build an international team comprised of Distributors around the world.

SeneGence Founder, CEO and Chairwoman Joni Rogers-Kante encourages new and established Distributors to expand their teams globally. "SeneGence empowers women to be in control of their destiny."



MAGIC IN MEXICO

SeneGence has a growing presence in Mexico. With a distribution and training facility in Monterrey, Mexico, the company has a professionally staffed home office team, including customer service representatives. Distributors living in Mexico as well as Distributors looking to build in the country have access to training and ongoing support to help them throughout their journey.

There is a synergy that exists between SeneGence's culture and Mexico's. SeneGence embraces sisterhood and shared success—a message that truly resonates with the deeply engrained values of family, sharing, hearth and home found in Mexico. As Joni explains, “Our culture is a perfect match for women in Mexico looking for ways to help support their families, become financially independent, create new friendships and strengthen existing ones.”

The products are also popular. The vibrant range of LipSense® colors celebrate the style of the women in the region, and the feminine fragrances appeal to women everywhere.

Carla Frey, one of the first Distributors in Mexico, can attest to the power of the opportunity. “It is so motivating to be successful and find something that I am passionate about,” she shares.

THE ZEAL FOR NEW ZEALAND

Since its recent launch, New Zealand has been a SeneGence success story of epic proportions. Perhaps it's because the SeneGence culture of sisterhood resonates powerfully with Kiwis, which is best illustrated in the Maori ceremonial dance, *haka*. *Haka* represents coming together and sharing time, space and energy.

There's a clear parallel to the SeneSisterhood experience, which blends perfectly with New Zealand's deep and abiding respect for tribe and family. “Our products and opportunity are an amazing fit for this market,” Joni shares. “This is a great moment to start or strengthen your team in this region.”



She continues, “Distributors in New Zealand have access to some of the best, most accomplished leadership in the SeneSphere.”

A GLOBAL SISTERHOOD

Women are looking for products that enhance their beauty and careers that offer time and financial flexibility, and they are finding it with SeneGence. From Joni's start in the United States through the successful launches of Canada and Australia to the unprecedented growth in Mexico and New Zealand, SeneGence is positioned to transform into a truly global beauty powerhouse. As President Philippe Guerreau shares, “Anywhere you are in the world, you have the opportunity to start a career, be independent and grow a network of customers, peers and friends with SeneGence.”

When SeneGence started, the world seemed to be a much bigger place. Emails and texts were still novelties and global growth presented daunting challenges for Distributors. But we live in a smaller world now, we can—and do—connect across borders, languages and cultures in real time and with real results.

Joni looks forward to offering women of all ages, backgrounds and lifestyles the same opportunity that has been available in the United States over the past 20 years. She sums it up perfectly, “We want women to choose to live a life in love and abundance—then work for it!” ■

Inspiring Confidence

CARLA FREY FOUND RENEWED PURPOSE WITH SENEENCE.

BY CHELSEA HUGHES



1

WHAT'S YOUR FAVORITE SENEENCE PRODUCT?

LipSense! I love how confident I feel when I wear it!

2

WHAT'S THE SECRET TO YOUR SENEENCE SUCCESS?

Sincerely loving the product and the company.



IT LOOKS LIKE 2019 is shaping up to be a year of prosperity, change and excitement for Carla Frey. As one of the first SeneGence® Distributors in Mexico, Carla is excited for this ground-floor opportunity. “My life has been so different since I joined SeneGence. It’s only been a few months, but I have more confidence and fewer insecurities,” she shares. “I feel more motivated and centered. I’m very grateful and excited for what is to come.”

Initially, Carla, a busy mother of two, planned on joining SeneGence just for the discount without pursuing the opportunity, but she soon changed her mind. “I thought I would sell occasionally to people who asked,” she shares. “But when I saw so much interest, I knew there was something more I could build from this.”

Carla loves spending time with her children, but she also wants to contribute to the family financially and branch out into a career as her children grow up. It’s why the flexibility of SeneGence has proven to be such a blessing for her and her family.

“I’m not one to stand still; I thrive on doing. But my family is always first. I love that I can work this business into my life—not the other

way around,” explains Carla. “With SeneGence, I’ve been able to bring in extra income for our household.”

Since becoming a SeneGence Distributor, Carla adores sharing her favorite makeup line with other women—although sometimes the products speak for themselves. “I was having lunch with some girlfriends recently when one of them noticed something very interesting,” recalls Carla. “She pointed out that while my napkin was lipstick-free, my friend’s napkin had lipstick stains everywhere. Just from that one experience, I gained a team member and several customers!”

As grateful as she is for the products and opportunity offered by SeneGence, Carla says she’s gained something even more wonderful since joining. “I feel confident in myself, and I believe that’s invaluable. I hope I can inspire other women to feel confident in who they are too.” ■



SeneGence does not guarantee any income from the independent distributor opportunity. As with any business opportunity, each independent distributor’s business results will vary. Each independent distributor’s success depends on numerous factors, including but not limited to, the independent distributor’s own efforts, diligence, skill, geographical location, expertise, quality and depth of your network, leadership and business experience. Persons interested in the SeneGence independent distributor opportunity are strongly urged to do their own investigation and due diligence before making any decision to participate in the opportunity.



“Me siento segura de mí misma, y creo que eso es invaluable.”

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L PARECER, 2019 se perfila como un año de prosperidad, cambio y emoción para Carla Frey. Como una de las primeras distribuidoras de SeneGence® en México, Carla está muy

entusiasmada por esta gran oportunidad. “Mi vida ha sido muy diferente desde que me uní a SeneGence. “Solo han pasado unos meses, pero siento más confianza y menos inseguridades”, comparte. “Me siento más motivada y centrada. Estoy muy

agradecida y emocionada por lo que está por venir”.

Inicialmente, Carla, ocupada

como madre de dos hijos, planeaba unirse a SeneGence solo por el descuento sin buscar la oportunidad, pero pronto cambió de opinión. “Pensé que podría vender ocasionalmente a las personas que preguntaran”, comparte. “Pero cuando vi tanto interés, supe que había algo más que podía construir a partir de esto”.

A Carla le encanta pasar tiempo con sus hijos, pero también quiere contribuir financieramente a la familia y desarrollar una carrera a medida que sus hijos crecen. Es por eso que la flexibilidad de SeneGence ha demostrado ser una bendición para ella y su familia.

Desde que se convirtió en distribuidora de SeneGence, a Carla le fascina compartir su línea de maquillaje favorita con otras mujeres, aunque a veces los productos hablan por sí mismos. “Estaba almorzando con unas amigas, cuando una de ellas notó algo muy interesante”, recuerda Carla. “¡Dijo que mientras mi servilleta no tenía lápiz labial, la de mi amiga tenía manchas de lápiz labial por todas partes! Solo con esa experiencia, gané un miembro del equipo y varias clientes”.

Tan agradecida como se siente por los productos y la oportunidad que ofrece SeneGence, Carla dice que ha ganado algo aún más maravilloso desde que se unió a la compañía. “Me siento segura de mí misma, y creo que eso es invaluable. Espero poder inspirar a otras mujeres a que también se sientan seguras de quiénes son”. ■

Carla FREY

RANK
MAIDEN

HOMETOWN
MEXICO CITY





Hello Lovely,

I want to thank you for taking the time to learn about all the new and exciting things happening at SeneGence International®. Whether you're a long-time Distributor or someone who is hearing about SeneGence for the first time, it is my joy to share with you my vision for the company as we embark on our 20th anniversary.

Being in business for two decades comes with challenges and immeasurable rewards. Everything we do at SeneGence is with our Distributors in our hearts and minds. Since the last issue of this publication, we were able to expand our product selection with fabulous limited edition shades, amazing new skin care products, a wonderful hair care line and reformulated mascaras—all with incredible results! Not only have we grown in product offerings, we have welcomed thousands of new Distributors to our family with the launch of SeneGence in Mexico and New Zealand. And this is just the beginning! We're looking forward to new endeavors as we explore new territories, introduce new colors and formulations and expand our sales and support teams—all for the benefit of our amazing Distributors.

When I look back at our humble beginnings, I am so deeply moved by the commitment that our family of Distributors have to our mission of empowering women around the world to live their life in love and abundance through careers that really work. Being able to watch pioneer Distributors grow thriving, sustainable businesses and develop others to do the same has been such a great honor. Even more incredible is watching an entirely new generation of women fall in love with the products we have worked so hard to develop



and see them do the same! Witnessing all of this on a daily basis reaffirms my commitment to expanding our mission throughout the world by continuing to bring innovative products to the forefront of the market, and opening up our opportunity to new markets throughout the globe.

To those who are part of the SeneSisterhood, I thank you for everything that you do. It may feel that you are simply working your business, but in reality, you are changing lives! When you share our products that really work, you are helping someone feel confident in their beauty. When you sponsor a new Distributor, you are opening the door to unlimited earning potential that can change their lives! To those who have yet to join, I hope that this magazine has provided insight into the life-changing possibilities that we aim to provide to every single one of our Distributors. I'm excited to continue this journey and hope to see new faces as we celebrate 20 years of living life in love and abundance.

All my love to you,

LashSense®

TURN UP *the* VOLUME!



VolumelIntense™ Mascara

- Humidity-resistant formula.
- Paired with a unique brush applicator for maximum results.
- Nourishes and moisturizes lashes.
- Separates, lifts, and curls with dramatic volume.
- Helps densify and thicken lashes with continued use.

SPLISH,
SPLASH
without
BATTING
A LASH!



VolumelIntense™ Waterproof Mascara

- Flake-free waterproof formula.
- Unique lash applicator delivers stunning, volumized results.
- Stays put all day and night while separating, lifting, coating, and curling lashes.
- Nourishing ingredients help condition brittle, dry lashes with every use to become more flexible and strong.
- Helps densify and thicken lashes with continued use.

LipSense®

Long Lasting
Liquid Lip Color

LipSense® is unlike any
lipstick or stain you
have ever experienced!

LipSense is waterproof,
smudge-proof and
stays perfectly for up
to 18 hours.

LIPSENSE
STAYS
with YOU

