

Acclaim

SKIN CARE STAPLES

*Go-to products to achieve
your skin care goals*

BEAUTY ROUTINE ROUNDUP

From day to night

We are
SeneGence

Leading **THROUGH INNOVATION**

for more than two decades



PLUS

Carry-on checklist

Five times SeneGence triumphed in 2019

SeneGence™



Firm up with
DRAMATIC RESULTS

Lifting & Firming Neck Cream is a rich cream formula specifically formulated to help smooth the delicate area around the neck and décolletage for firmer-looking skin.



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PAMPER

Yourself

SeneGence™



SeneGence® Spa Collection products improve skin's appearance, suppleness, and texture, seeking to relax the user by giving a sense of pampering and well-being.

Acclaim

2020

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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.

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PRINTED IN USA.



Editor's Letter

Last year, SeneGence® celebrated their 20-year success with a special *Acclaim* edition that highlighted the journey of the iconic brand, where it all started, and how far and wide it had reached in those two decades since. As 2020 takes shape, the SeneGence journey is shaping up to be just as exciting, with new adventures, international expansion, new products, and amazing achievements.

Welcome to *Acclaim* 2020, as we usher in a new decade of equipping women with tried and true practices that have been created and perfected over the past 20 years.

In this issue, we will highlight the SeneGence Certified Field Trainers and how their hosting of in-depth training sessions equip Distributors with many of the same skills that SeneGence Founder, CEO, and Chairwoman Joni Rogers-Kante used to grow the company. We will highlight new products like the new **SeneGence Spa Collection**, formulated with ingredients to help exfoliate and hydrate skin, while also providing a sense of harmony. We'll introduce the expanded **SeneGence For Men Collection**, designed specifically for men's skin care needs, as well as pinpoint skin care essentials and beauty products to help you curate a flawless face for any occasion, from day to night!

This issue will also take a look at how **The Make Sense Foundation®**, founded in 2002 by Joni Rogers-Kante, is helping change the lives of women and children in the communities where SeneGence

Distributors live and serve. The Foundation is expanding into other countries, and has so far awarded \$1 million in grants and scholarships to various organizations.

Plus, we'll visit Hong Kong, where SeneGence has expanded its international footprint with its fifth global office, and highlight the Incentive Trip program, where SeneGence rewards top achievers with vacations in exotic locations.

SeneGence has always been a trendsetter, standing out in a sea of competitors, even since its early days with the launch of its original creation, LipSense®. We'll take a look at how SeneGence leads the market through innovation and its dedication to ensure that each new product is built on a

SeneGence HAS
ALWAYS BEEN A
TRENDSETTER,
STANDING OUT IN A
SEA OF COMPETITORS.

quality formula that lives up to its claims.

Finally, you'll meet many women in the pages of this magazine that have followed in the footsteps of Joni, living the message and mission that has remained unchanged since the beginning—to support each other and share the opportunity to Live Life in Love and Abundance!

We hope you enjoy reading about the amazing people, products, and culture that is SeneGence in this latest edition of *Acclaim*.

The Editorial Staff



on the cover

LIVE LOUD!

PHOTO BY **GREG CARTER**

In this issue of *Acclaim*, we're celebrating all things bold, beautiful, and being your authentic, spirited self. SeneGence® Independent Distributor **Tamra Lords**, who has achieved the rank of **Ruby Crown Princess**, exemplifies our love for striking, colorful hues and living a life that's true to who she is. Our cosmetics color palette includes a variety of innovative, statement-making shades that will fit to whatever mood you're feeling on any particular day. We believe in being unafraid to show others your colors – whether makeup or your character. **How will you show others who you are?**

COVER CREDITS



LIPSENSE®

Waterproof, smudge-proof, and budge-proof, LipSense stays put for up to 18 hours.

BLUSHSENSE®

The perfect touch of natural-looking, long-lasting color, blended with beneficial and nourishing ingredients.



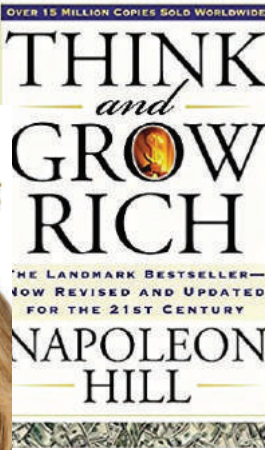
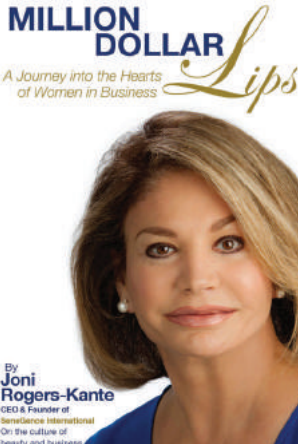
MAKESENSE® ORIGINAL FOUNDATION

Non-smearing, long-lasting coverage in a unique formula to give you an impeccably flawless finish.



SHADOWSENSE® CRÈME TO POWDER EYESHADOW

Long-lasting, rich eye shadow shades that start as a crème and finish as a powder.



What We're Reading

In need of some additions to your home library? We've asked our Distributors to share their **favorite reads** that'll have you invested from cover to cover.

1 **MILLION DOLLAR LIPS: A JOURNEY INTO THE HEARTS OF WOMEN IN BUSINESS**

By Joni Rogers-Kante

Discover how our founder and CEO built SeneGence and gave the opportunity to women across the globe to build their own business. You can also learn how to succeed in direct sales, navigate the beauty industry, and get organized in your personal life with Joni's expertise and practical tips. Plus, you can listen to *Million Dollar Lips* anytime, anywhere, as it's now available as an audiobook!

2 **THINK AND GROW RICH**

By Napoleon Hill

One of the first authors of personal success literature, Hill wrote this book during the Great Depression after researching financially successful individuals and how they amassed their wealth. He breaks down his findings into 13 lessons and discusses the power of thought in relation to becoming rich. Despite the title, this read isn't just about income; it's great for anyone who is looking to achieve their goals.

3 **GIRL, STOP APOLOGIZING: A SHAME-FREE PLAN FOR EMBRACING AND ACHIEVING YOUR GOALS**

By Rachel Hollis

This is the sequel to Hollis' 2018 best-seller, *Girl, Wash Your Face*. She considers the book to be "what she would tell her younger self." Hollis discusses the skills, steps, and behaviors she adopted to make progress on her personal and professional goals, as well as the importance of living unapologetically as yourself and how to take ownership of your dreams and aspirations.

4 **THE 5 SECOND RULE: TRANSFORM YOUR LIFE, WORK, AND CONFIDENCE WITH EVERYDAY COURAGE**

By Mel Robbins

5, 4, 3, 2, 1, GO! This five-second countdown is the whole premise of Robbins' book. She explains that if you have an impulse to act on a goal, you must physically move within five seconds, or your brain will kill the impulse. This can prevent us from reaching our full potential. Robbins dives into the science behind this psychological hack that helps you procrastinate less, reach your goals, and overcome your fears.



#mysenelook On Instagram

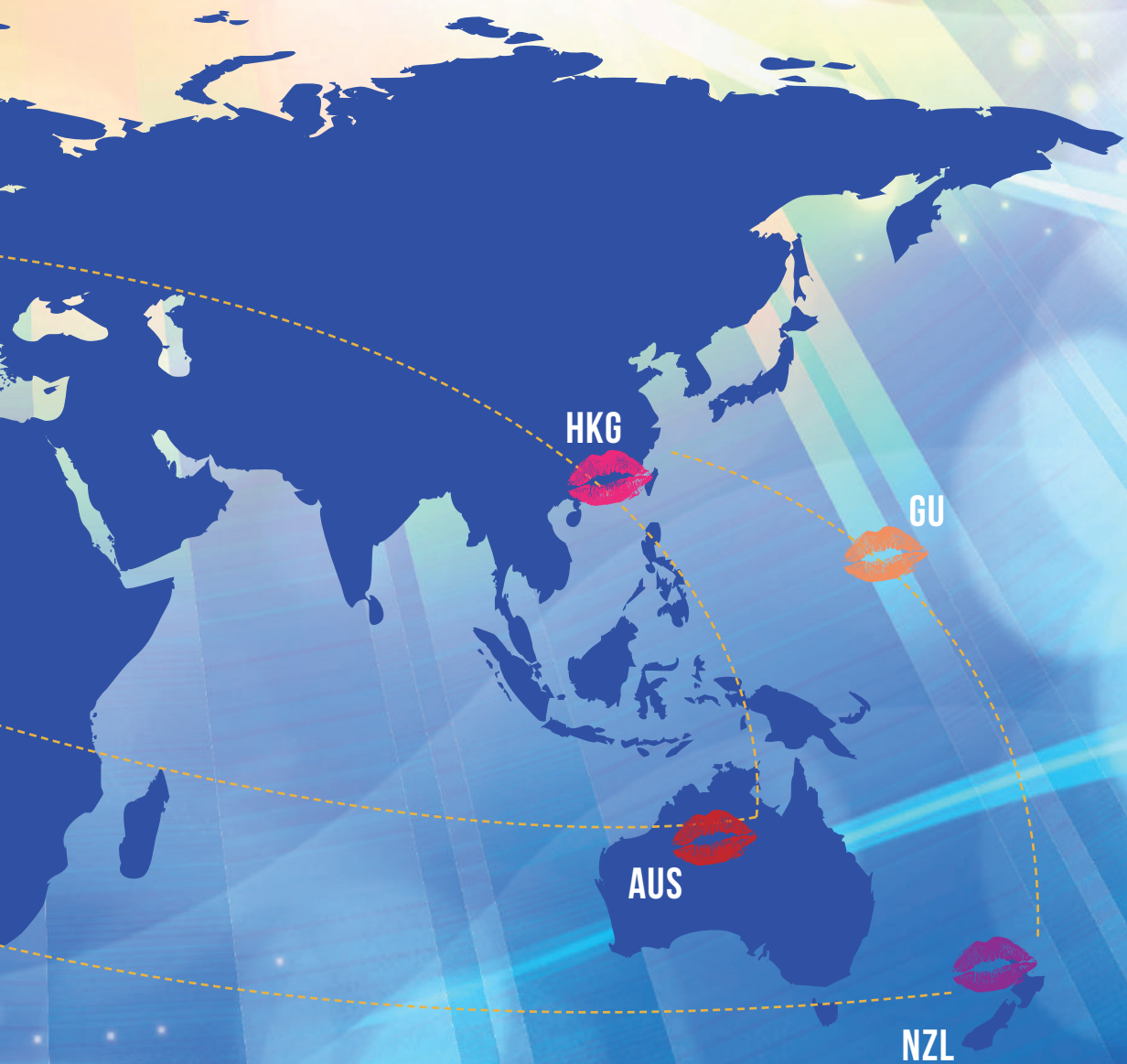
Whether you're trying out one of our SeneTips, practicing your MUA skills, or just digging the makeup you've put on for the day, you can share a photo of yourself using #mysenelook on Instagram for a chance to be featured on our social media pages. We can't wait to see the looks you create!

IT STARTED



AUS AUSTRALIA
CAN CANADA
CH SWITZERLAND
GU GUAM
HKG HONG KONG
MEX MEXICO
NZL NEW ZEALAND
PL POLAND
PR PUERTO RICO
UK UNITED KINGDOM
USA UNITED STATES
VI VIRGIN ISLANDS

WITH ONE...





We are SeneGence

The iconic beauty brand that has led through
innovation for more than two decades.

by SARAH PAULK



*"Joni created
THE PLAN
LIKE IT WAS
FOR HER."*

— Philippe Guerreau, President

it meant to be the sole breadwinner of a family when she created SeneGence. As she worked to support herself and her child, it was difficult to be present as a parent and pay the bills at the same time. But, Joni knew from experience that there was a better way.

"Having experience in both retail and direct sales, Joni knew the formula of this dynamic industry was perfect for any and all women to achieve personal and professional success on their own terms," says SeneGence Executive Vice President of Global Sales and Development Karen Goodman.

Along with a team of scientists and botanists, Joni traveled extensively in search of ingredients that would deliver real results. She then built a company and compensation structure that could help women—and men—achieve the fulfillment she also craved. The end goal was simple and direct, Guerreau explains. "Joni created the plan like it was for her."

QUICK SOLUTIONS AND SUPPORT

Once a New Distributor joins the company, the SeneGence team is ready to receive them with the systems, connections, and resources they'll need to thrive. "SeneGence not only offers products and an opportunity that works, but also the training and support to assure that those committed to Living Life in Love and Abundance have the tools they need to achieve their goals," Goodman says. "Through online and virtual trainings, quarterly events, incentives, and recognition, all elements of success are available to Distributors to create independent businesses."

Overseeing and growing an ever-expanding organization requires Distributors to sometimes

Since 1999,

SeneGence® has been an innovator and leader in the long-lasting color cosmetics industry. More than that, the company has given Distributors a way to work on their own terms, and has provided additional income opportunities for thousands of people whose lives have been positively impacted by the extra money they earn each month. That company-wide focus on a better work-life balance comes directly from the top.

"[It's] because of Joni," says SeneGence President Philippe Guerreau. "She created a company so that women who had the will, the desire, and the dedication could be successful and achieve independence and autonomy."

A single mother, Joni Rogers-Kante, SeneGence founder and CEO, understood what

"Come for the products. STAY FOR THE RELATIONSHIPS, CULTURE, AND EXPERIENCE OF BEING A PART OF SENEENCE."

— Karen Goodman, Executive Vice President Of Global Sales And Development

step outside of their comfort zones, tackling obstacles that might stump a solo entrepreneur. But, with the SeneGence team behind them, Distributors can be confident that for every question they encounter, there is an answer or solution ready for them.

"Our corporate teams support Distributors in all areas, and our key leaders advise our Distributors at all stages of their SeneGence journey," Guerreau says. Whether Distributors need a boost to understand better practices for selling, how to be an effective Sponsor, the best tactics for using social media as a marketing tool, the process of filing taxes as an entrepreneur, or how to manage inventory, they have what they need for every step of the adventure.

CONNECTION OVER COMPETITION

For everyone who hungers for the type of success that fosters connection rather than competition, SeneGence created the SeneSisterhood. This community culture within the company defines success not by individual achievements, but by how well each person encourages and lifts up the achievements of others. "Come for the products," Goodman says. "Stay for the relationships, culture, and experience of being a part of SeneGence."

These non-competitive guidelines and insistence that women support each other has remained for two decades because of Joni's



commitment to protect the sacred tenets of their company values. These values create the acronym "VISION": Valuing others, Integrity, SeneSynergy, Innovation, Opportunity, Never stop.

The importance of protecting these components isn't rooted in tradition; it's rooted in the knowledge that these values make SeneGence a safer place for Distributors and that they're the "wow" factor that continues to draw new people to the brand. As president of the company, Guerreau sees himself as a guard whose job it is to defend and promote the elements Joni has embedded within the company. "My job, my passion, and my priority is to ensure that Joni's vision and approach continues to be our DNA," Guerreau says.

INNOVATION WITH A MISSION

Real women are the power behind SeneGence. They are the walking billboards who display the products, the real-life commercials for how the



Vision

Valuing others

Integrity

SeneSynergy

Innovation

Opportunity

Never stop



SeneGence opportunity can impact a person's everyday life, and the voice that invites potential Customers to try something new. Keeping real women happy means keeping up with the trends, providing products that live up to their expectations, and delivering solutions to their everyday cosmetic dilemmas. Prepared to meet and exceed those expectations is SeneGence's Research and Development department, which works to bring the most advanced formulas with effective ingredients to market.

In addition, SeneGence dedicates an entire team to studying trends in pop culture and fashion, and monitors the attention-grabbing color palettes found in unexpected categories, such as home décor and textiles. This team is always on the prowl to make sure SeneGence is not only keeping up with trends, but setting their own as well.

Constant innovation is part of the SeneGence mission to empower women around the world.



The company took steps toward that goal with their Mexico launch in 2018, and their New Zealand and Hong Kong launches in 2019. However, their sights are set much greater. "The world is our goal, so our footprint will be large," Goodman says.

As the company seeks to expand into new territories and cultures, there is one part of their message that will easily translate across language barriers and traditions: family.

"Distributors do not compete; they complement each other," Guerreau says. "They support each other because they will all be successful together. We are a family." ♦

THE TALE *of* THE TAPE



ADVISOR
KINDRA HALL

Kindra Hall is a sought-after speaker, author and the president of Steller Collective, a marketing agency focused on the power of storytelling to overcome communication challenges.

A lifetime storyteller explains how **CONNECTING WITH OTHERS** became her life's work.

WE WERE in the minivan. I was 12 years old, traveling north with my family down rural Minnesota roads on the way to our small lake cabin for the weekend. The scene in the van always looked the same. My father drove and listened to the Twins or Vikings game on the radio, my mother read her book and complained about having to read over the sound of the game. I too, read from my seat in the middle row. My younger brother sat in the back, listening to a Beach Boys cassette tape and my younger sister slept next to him. Every drive, for five hours, it was the same; each of us keeping quietly to ourselves.

But on this particular trip, our relative silence was broken by spontaneous bursts of laughter from my brother.

It was annoying at first, as noise emitting from little brothers tends to be. And then it was confusing; what was suddenly so funny about "Help Me Rhonda"?

The mystery was quickly solved when I realized he wasn't listening to the Beach Boys, but rather a tape my mother had checked out of the library—a storytelling tape.

On the cassette were 10 or so stories, told live by different storytellers at the National Storytelling Festival. As an older sister, it was my job to be disinterested in whatever my little brother was doing, but this simply couldn't be ignored. His laughter was so genuine that we all wanted a piece of it. My mom made my brother remove the tape from his Walkman, my dad reluctantly turned off the game, and we played the

tape from the beginning for the whole van to hear.

Though we varied in age, experiences and road-trip agendas, we were all equally captivated. We laughed until we cried for all of Side A and most of Side B until we arrived at the cabin. We were the most united I ever remember.

Several years later, I entered and won a national storytelling competition. The grand prize was the opportunity to tell a story at the very festival where that road-trip cassette tape was recorded. So I traveled with my mother to the National Storytelling Festival in Jonesborough, Tennessee, where every October people from all over flood a no-stoplight town and gather under enormous tents to hear stories from master tellers.

When the festival concluded, my mother and I traveled back to the airport together. She looked at me and said, "You could do this, you know. You could be a professional storyteller." I scoffed at her and rolled my eyes, as is teenage custom. "Oh yeah. I'm going to tell stories for the rest of my life. Sure."

You surely have goals similar to those storytellers who came into our minivan so many years ago, and you want to break down the barriers that stand between you and your goals. You want to compel your customers or colleagues to turn off whatever is distracting them and pay attention to you. You want to engage people in real, meaningful ways such that you'll be remembered long after the interaction is complete.

If you are in business, it's likely you are suffering from

"CLARITY OF MESSAGE IS CRITICAL TO THE EFFECTIVE USE OF STORYTELLING IN BUSINESS."

a little known but alarmingly common plight that plagues entrepreneurs and companies across the globe. I call it TTT Syndrome. TTT stands for "Through the Trees." You know how difficult it can be to see the whole forest when you're focused on each individual tree.

It is your job to be obsessed with the finite details of your work—to know every last metric, to eat, sleep and dream the features of your product or service and to never stop telling the world about it.

But storytelling isn't only about making sales. It's a key to great leadership, too. The best leaders are great communicators who captivate people. The most captivating communications are stories.

FINDING YOUR STORY

So you may be asking how you can get started harnessing the power of stories in your business or career. The first point is to understand what a story really is. I'll give you three main points.

A STORY MUST HAVE IDENTIFIABLE CHARACTERS.

For your message to be a story, there must be a character your audience can identify with and care about. Most often it's a person—it could even be an animal—but it is definitely not a company or product.

A STORY MUST INCLUDE EMOTION.

A recitation of events will not make a compelling story. Include emotions to draw your audience in.

A STORY MUST INCLUDE A MOMENT.

Statements like, "We've always been committed to excellence," have their place in business. However, for your message to be an effective story, choose one moment when that excellence was exemplified.

Clarity of message is critical to the effective use of storytelling in business. Once your message is clear, think back on your life and business experience and look for moments that show this message in action.

If it's a sales message, you may need to find a story about a time your product made a difference for someone. If it's a story for your team or to help establish yourself as a leader, look for moments in your life when you exemplified leadership qualities. Some of the best business stories I've heard weren't actually about business at all, but rather stories from the teller's personal life.

Remember, people want to do business with people. The moments you choose will become stories that will connect you in ways flow charts and compensation plans can't. ♦



Skin

STAPLES

What do you consider your problem area?



MY EYE AREA

WHAT'S YOUR **PRIMARY CONCERN?**

FINE LINES,
WRINKLES AND
UNDER EYE BAGS

A PERFECT
PICK-ME-UP!



DARK CIRCLE
UNDER EYE
TREATMENT



ANTI-WRINKLE
TREATMENT

DULLNESS/
APPEARANCE
OF FATIGUE

FOR LOVELY
LUMINOCITY!



EYECRÈME



EYELUMINATOR



MORE MOISTURIZED
AND PLUMP

WHEN DO YOU PREFER TO **SPEND THE MOST TIME APPLYING PRODUCTS?**

DAYTIME

START ON THE
RIGHT NOTE!



NANGAI OIL



CLIMATE
CONTROL

NIGHTTIME

END YOUR DAY
IN LUXURY!



COLLAGEN
NIGHT PAK



EVENING
MOISTURIZER

Care

QUIZ

NEED TO FIND YOUR GO-TO PRODUCT THAT HELPS YOU ACHIEVE YOUR SKIN CARE GOALS? TAKE THIS QUIZ TO FIND THE NEWEST ADDITION TO YOUR BATHROOM COUNTER.



MY GENERAL COMPLEXION

2020 VISION! WHERE DO YOU WANT
YOUR SKIN TO BE THIS YEAR?



MORE YOUTHFUL



BRIGHTER AND
MORE EVEN-TONED

ADD THESE **EFFECTIVE PRODUCTS**
TO YOUR ROUTINE!



SENESERUM-C



ANTI-WRINKLE
TREATMENT



LIFTING & FIRMING
NECK CREAM

GO WITH THE
GLOW!



BRIGHTENING
MULTI-VITAMIN
TREATMENT



GOLDEN RADIANCE
PEEL-OFF MASK



POLISHING
EXFOLIATOR



SENEGENCE® *Skin Care Line*

SeneGence offers a revolutionary line of skin care products based on the SenePlex+® anti-aging and product technologies. This systemized product group provides a balanced skin care base and enhances the long-lasting effects.

The SkinCare System is available

in Normal to Oily, Normal to Dry, and Dry skin types. These simple systems include products that cleanse, moisturize, hydrate, and protect the skin. The remarkable ingredients in the SeneGence System work together to improve skin properties by providing anti-aging benefits to the skin.

1



3 in 1 Cleanser

Designed and formulated to clean, tone, and hydrate in one easy step.



2

DayTime Moisturizer

Daily moisturizer that provides environmental protection in a unique formula that meets the precise needs of your skin type.

4



Evening Moisturizer

Deeply mousturize your complexion overnight with this rich formula.



3

EyeCrème

A velvety-smooth crème that works to improve and protect the appearance of skin around the eye, where wrinkles first appear, due to the constant movement.

5



EyeLuminator

The perfect blend of EyeCrème and MakeSense® Pearlizer made to help make your skin appear more beautiful around the eye area.

AMY STASIUKAITIS COUNTESS

Family First

by KARI BARLOW

Amy loves the flexibility of the SeneGence® business model.



Amy Stasiukaitis

LOCATION: Charleston,
South Carolina

SECRET TO YOUR SENECE

SUCCESS: Consistency and
determination

FAVORITE SENECE PRODUCT:

Solutions Facial Resurfacer



Like many busy moms on a budget, Amy Stasiukaitis first joined SeneGence® for the discount. “But, within about three hours of purchasing my Dawn Rising Starter Collection, I knew I wanted to add to my family’s financial portfolio,” she says. “I wanted to contribute more.” Accustomed to helping her husband juggle multiple sources of income, while also raising two daughters, Stasiukaitis was drawn to the flexibility of the SeneGence business model. “My day was full of family, whether I was working or not,” she says. “And, I knew SeneGence would allow me to keep that!”

*“YOU CAN
BE A MOM,
A WIFE AND
A WOMAN.”*

At her husband’s urging, Stasiukaitis started her own business. “He is so entrepreneurial—I just wanted to be able to help him create this life we wanted to live,” she says. “He has

always been 100% supportive of the boss babe movement and loves that I have found my niche!” While Stasiukaitis enjoys the income she generates, it’s the SeneGence sisterhood that has come to mean the most to her. “I got to experience the power of this sisterhood firsthand in July of 2019,” she says. “My third daughter, Anele Elizabeth, was stillborn at 32 weeks. It was the worst day of my life. I had no hope for the future, and honestly, didn’t look forward to living one more moment without my little girl.” But, her SeneSisters surrounded her with love, showering her family with food, gifts, prayers, and time to heal. “I know that God put my business and this sisterhood in my life for a reason,” she says. “He knew I would need these women and this family. He knew they would pull me out of the darkest time of my life and give me something to look forward to again!”

In October 2019, Stasiukaitis fulfilled a goal when she found herself on stage at a SeneGence’s Leaders Conference. “I got to train the top 1% of the company!” she says. “That was my crowning moment—no pun intended.” It’s an achievement she hopes her daughters will take to heart. “You can be a mom, a wife, and a woman, and still work hard at what you want,” she says. “You can be independent. You can do whatever you want!” ♦

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ANGE PURCHASE MAIDEN

Focused on the Future

by KARI BARLOW

Ange found a sisterhood that she never expected.



Ange Purchase

LOCATION: Noosa,
Queensland, Australia

SECRET TO YOUR SENEENCE
SUCCESS: Consistency and
persistence

FAVORITE SENEENCE
PRODUCT: Collagen Night Pak



Ange Purchase discovered SeneGence® at just the right time. After more than 20 years of corporate work in big cities, she had just moved to a more laid-back community, and was looking to take her side gig of being a makeup artist to the next level. “SeneGence products are so easy to use, and they do exactly what they’re designed to do,” says Purchase, who tested the lip color on her bridal clients. “I had to know if other women

sisterhood is something I didn’t even know I needed!” she says. “I have found some of the most incredible people I have ever met, and am now privileged to call them my friends.” They mentor one another, celebrate their wins, and even go on holidays together. “I get to learn from and learn with this tribe,” she says. “I am grateful for the connections, support, and strength this sisterhood delivers day after day.”

What Purchase loves most about SeneGence is its flexible business model, which gives her the tools to not only work from home each day, but also customize her future. “It supports my Customers and me, and has created a vehicle for growth, whatever that might look like for someone,” she says. “SeneGence brings me comfort in knowing that as long as I work for it, I will receive it.” She continually urges her team members to keep their goals and dreams in their sights. “Focus on what makes you happy and what gives you and your family balance,” she says. “Focus on being consistent and persistent—it will deliver results!” For Purchase and her family, SeneGence is helping them plan their future on their own terms. “SeneGence, as a company, inspires me,” she says. “Whatever it is you’re looking for—family time, independence, career progression, or a belonging, you can find it all with SeneGence!” ♦

*“I GET TO
LEARN FROM
AND LEARN
WITH THIS
TRIBE.”*

were as impressed as I was—and they were! It was a no-brainer that SeneGence was something I needed to have in my personal life and business world.”

Along the way, Purchase has gained far more than a successful business. “The SeneGence

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NANCY O'DONNELL COUNTESS

A Family Affair

by KARI BARLOW

For Nancy, the business quickly became a family affair.



Nancy O'Donnell

LOCATION: Barrie, Ontario, Canada

SECRET TO YOUR SENEENCE SUCCESS: Believe bigger: in my amazing family, in everything SeneGence, and in the ultimate power of a servant heart.

FAVORITE SENEENCE PRODUCT: Nangai Oil



When Nancy O'Donnell's daughter, Megan, received a **LipSense®** starter collection at a high school music performance, she fell in love with it. "She wanted to share it with all of her friends, but we learned she was too young to be a Distributor," O'Donnell explains.

"PASSION AND SINCERITY ARE THE KEYS."

She researched SeneGence® and decided to become an Independent Distributor herself. The business quickly became a family affair, as O'Donnell, her husband, and her daughter traveled to bridal shows, women's expos, markets, and college pop-up shops. More recently, their Believe Bigger Beauty Boutique opened in May 2019. "It's fun to work together! We each feel sincere and passionate in what we have to offer to others," says O'Donnell. "Bridal events are the most fun; we're surrounded by those rich in love."

When they share the SeneGence business opportunity, they tailor their approach by learning what that person is looking for. "Someone may need flexibility, someone else

is looking for extra money, and another wants companionship," she explains. "And, some just fall in love with our products and sign up for the discount."

O'Donnell has received Ruby, Sapphire and Emerald SeneSponsor recognition* and was the number one sponsor for Canada for the 2019 Seminar Year. She's also been recognized as the Annual Ms. SeneSynergy for Canada for 2019.

O'Donnell believes success lies in being consistent with your actions and time-blocking effectively. But, more importantly, you must believe in yourself and your product. "Passion and sincerity are the keys to helping you stand out," explains O'Donnell. "And, never let fear or comparison steal your successes."

As O'Donnell's daughter heads to university in the fall, she hopes to bring a whole new network of friends to share their business with. "Our prayer is that our SeneGence income provides whatever is needed for Megan's university."

O'Donnell continues to be passionate about sharing SeneGence with others. "It gives me such a sense of joy to know that I've brought something positive to another person; even if it's a smile, I've made a difference," she explains. "When I apply makeup on a woman, and what I see looking back at me is confidence, my heart is full!" ♦

**SeneSales and SeneSponsoring Program achievements are based on official contest rules.*

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.

DANAE TREADWAY SAPHIRE CROWN PRINCESS

Embracing Change

by KARI BARLOW

How SeneGence® changed Danae's entire life.



Danae Treadway

LOCATION: Buckeye Lake, Ohio

SECRET TO YOUR SENEENCE

SUCCESS: Always being myself, constantly challenging myself, and never letting any excuses get in my way.

FAVORITE SENEENCE

PRODUCT: MakeSense® Original Foundation and LashSense® VolumeIntense™ Mascara



When Danae Treadway first heard about SeneGence®, starting a business was not on her radar. As a busy wife and mom, she was all about the discount. “I’m the type of girl that when someone tells me I can get 50% off, I’m going to get 50% off!” she says. “I tried Precious Topaz as my first LipSense® color, and I still remember how amazed I was. I took a drink of my coffee, and honestly could not believe it.” What sealed the deal was meeting

“YOUR CUSTOMERS ARE YOUR LIFE.”

Founder, CEO, and Chairwoman Joni Rogers-Kante, and seeing her SeneGence community in action. “These girls truly made me realize that what you need to do in life is find people who lift each other up, not tear each other down,” she says. “The sisterhood, the friendships, the growth—I seriously do not know what I would do without it.”

Treadway knew her SeneGence business was thriving, but she didn’t fully realize its power. In the summer of 2017, she had to take a leave of absence from her job. “I was not scared about missing work because I had SeneGence,” she says. “In fact, I brought my makeup to the hospital when I was hospitalized, and worked my business while in the hospital. Several of the nurses are still my Customers!” Afterward, she decided to change her life by walking away from her nine-to-five job and working SeneGence full-time. “I was able to earn an income while also being a mom,” she says. “I am so blessed. SeneGence changed my entire life.”

Since then, Treadway has enjoyed total control over her schedule and more quality time with her children. She and her family have also seen the world—Costa Rica, Florida, Hong Kong, Australia, California, New Zealand—on amazing earned vacations. “This business can be fruitful if you let it be,” she says. “Share with passion and authenticity. Do not expect immediate results, and do not give up.” When mentoring others—a task Treadway cherishes—she urges them to always honor the people who are buying their products. “Your Customers are your life,” she says. “They should not only be your Customers, but also your friends!” ♦

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KEYRA SOTO LADY

Taking Action

by KARI BARLOW

With SeneGence®, Keyra is chasing her dream.



Keyra Soto

LOCATION: Fajardo, Puerto Rico

SECRET TO YOUR SENEENCE

SUCCESS: Constant learning

FAVORITE SENEENCE PRODUCT:

ShadowSense®



Keyra Soto is at her best when she's working for herself and helping others look and feel amazing. As a resident of Puerto Rico, her path to success hasn't always been smooth, but she's never stopped chasing her dream. "For 14 years, I was in a direct selling company that suddenly shut down, and then two hurricanes hit the island. The last one was catastrophic," she says. "I really didn't want a regular, scheduled job, but I loved the beauty industry." Thanks to SeneGence®, she found the perfect way to combine her desire for flexibility with her love for cosmetics, while earning an income along the way. "It's the best of both worlds," she says. "You have your own business with the support of a company by your side!"

For Soto, who also works as a makeup artist, promoting SeneGence products is a dream come true. "I live in an area where it is economically difficult for women to buy quality skin care and makeup products, but through social media, I can expand my business across the United States," she says. "And, I can assure my Customers that their makeup will stay put during their event." From answering questions about ingredients to demonstrating a product's application, she loves every aspect of sharing

"EDUCATION AND TAKING ACTION ARE THE KEY."

SeneGence with others. "I use the Beauty Book a lot; it's a great resource," she says. "I tell my Customers that I'm their makeup and skin care personal shopper!"

One of her favorite products is the **ShadowSense**. "I love the long-lasting, rich eye shadow shades that start as a crème and end up as a powder," Soto says. "It's one of those products that I love to Demo because people are impressed with the results."

Since launching her own business, Soto has discovered the value of constant learning. "Education and taking action are the key," she says. "Focus on small, daily actions to achieve goals." She also credits her team's overall success to the quality of SeneGence products. "My sales have grown so much—not only because I use, love, and share the products, but because they really work, and people come back for more! When my Customers send me reviews of the products, I feel happy!" ♦

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ANGELA DAVIS QUEEN

Finding Flexibility

by KARI BARLOW

For Angela, SeneGence® is all about sharing.



Angela Davis

LOCATION: Plano, Texas

SECRET TO YOUR SENEENCE

SUCCESS: Consistency, sharing true passion for the products, and belief in the business opportunity.

FAVORITE SENEENCE PRODUCT:

EyeCrème



“AS SOON AS I TRIED THE PRODUCTS, I KNEW I HAD TO SHARE THEM.”

Angela Davis and her husband hoped to start a family, but because she worked 50 to 90 hours a week, they weren't sure how a baby would fit into their busy lifestyle. “At the time, I believed that I loved what I was doing,” she shares. “But, now I'm pretty sure I just liked being good at something!”

She investigated SeneGence® and decided this might be the opportunity she had been looking for. “As soon as I tried the products, I knew I had to share them,”

explains Davis. Sharing quickly turned into selling, holding Demos, and signing up friends and family.

A few months later, she attended Leaders Conference, and learned about both the company history and Joni's vision. This was a pivotal point for Davis. “I got to hear from many ‘regular women’ on the stage talking about how they were able to change their families' lives by working this business,” she says.

Davis wrote a list of goals, detailing what she would need to earn in order to leave her job. “I completed every goal on my list,” she explains. “That was almost three years ago, and I couldn't be happier with that decision!”

She believes the secret to her success lies in her ability to share with others. “You never know who needs the blessings that sharing can provide,” she says. “Focus on sharing the things you love—both products and opportunity—and you don't ever have to worry about being ‘sales-y!’” ♦

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TRENDSETTERS

THE NEXT *BIG THING*

*SeneGence® wields innovation, science,
and color to create hot new trends.*

By Sarah Paulk



i **N THE COSMETICS** industry, simply keeping up with trends is the same thing as lagging behind. The magic and momentum of trendsetting is found in creating new niches and categories that Customers love to follow and watch. To lead the way requires innovation, creativity, and the foresight to predict where popular trends are heading.

SeneGence® understands how vital trendsetting is. It's why the company's leadership is constantly conducting research on fashion, culture, and home décor to spot up-and-coming trends in colors, textures, and style. But, their earnest desire to lead the market is coupled with a commitment to improvement and undivided attention to the requests of their Distributors. New product development can take place in as few as six months, giving the team the ability to rapidly respond to color trends. However, new product development may also extend over the course of a few years. For both the quick turnaround products and those with longer lead introductions, the goal is a laser-focus on innovation, quality, and ensuring that the products can be successfully promoted by Distributors.





The goal is a laser-focus on innovation, quality, and ensuring that the products can be successfully promoted by Distributors.

TRENDSETTING 101

Standing out in a sea of competitors is no easy task. For more than two decades, SeneGence's premier product, **LipSense®**, has retained its unmatched quality in the marketplace. With the advent of this pigmented, kiss-proof lip color in 1999, SeneGence set out on a mission to create beauty must-haves that meet the needs of the modern shopper while remaining relevant for generations to come.

To do that, SeneGence abides by a template for each product developed. New ideas go through a thorough vetting process to ensure that each new product is made using a quality formula that lives up to its claims, with premium ingredients and packaging that represents the brand's classic, elegant style. Those three key factors have become the litmus test by which all SeneGence products are established, and are the defining factors that determine that a product can go the distance, while resolving specific beauty concerns.

What sparked momentum in the company's earliest days was the results-driven formulation behind LipSense and the problem it solved for Customers who were looking for smudge-proof, long-lasting lip color. Today, the company continues that momentum with products such as their new **Lifting & Firming Neck Cream**. Customers love it for the results they've seen, and appreciate its necessary place on the market. It is hero products like this that continue to set SeneGence apart.

BEHIND THE SCENES

Before a product is formulated, SeneGence teams work together to discover new skin care advancements, while learning and implementing new technologies. For existing products, updating and refining formulas is imperative to ensure that they remain at the forefront of innovation and efficacy. Consider the new Nangai Oil, which improves on the previous formulation to create an even more robust, effective, and easier-to-deliver formula.

For the SeneGence Research and Development and Product Marketing teams, every product is always under consideration for improvement.





TRENDING WITH A TWIST

Anti-aging has been a core focus for the SeneGence® product philosophy from the beginning. Their proprietary SenePlex+® combats and addresses the signs of aging, and is the foundation for the brand's skin care products, such as their creamy foundations and skin care systems. The goal for these products isn't to stop or diminish aging, but to help the user look and feel their best. This idea is portrayed in the name SeneGence, which is a combination of two words: senescence, the process of aging and intelligence.

While the anti-aging trend has been gaining traction for decades, SeneGence has morphed it into its own unique concept, creating a skin-positive outlook on aging. This skill is what gives SeneGence true trendsetter status. Any company can identify an existing trend. What SeneGence does so well is identifying where Customers are headed, leaping ahead of the pack, and putting its own unparalleled take on the trends Customers are interested in.

WHAT'S TRENDING NOW?

Skin care for men is a strong and growing segment of the market. SeneGence knew it wanted to provide Distributors with solutions for this often-ignored corner of the anti-aging sphere. Their answer is **SeneGence for Men**, a system that includes a shave cream, purifying cleanser, and SPF 20 moisturizer (moisturizer available



in U.S. only) to balance, protect, and hydrate men's skin. This new product line involved several years of development and formulation, combining high-tech skin care systems with naturally soothing and hydrating ingredients, such as green tea, aloe, and cucumber.

Travel-size and travel-specific products are also trending due to the changes in airline carry-on regulations and demands on the daily life of the working woman. The **Hydrating Facial Serum Mist** is perfect for caring for skin on the go and combating the drying effects of air travel. This light, spritz-on serum hydrates skin and can be applied over makeup. Also recently released is the travel-size version of **SeneGence® HairCoverly™ Holding Spray**. The non-aerosol spray is safe for air travel, and is also the right size to slip into a gym bag or backpack.



Innovation was key for these debuts, but their power comes from meeting a need that Distributors had. By solving a problem while being effective and unique, these products helped Customers and offered Distributors a new way to grow their business.

BEYOND TRENDSETTING

Staying ahead of trends is important, but so is the philosophy behind SeneGence's innovation and development. The company strives to create products and career opportunities that help women and men achieve confidence and happiness. Each new packaging design, trendsetting color combination, and category-creating product is developed in an effort to share the vision that SeneGence CEO and Founder, Joni Rogers-Kante, has devoted her life to. "Live Life in Love and Abundance...and work for it!" ♦

TRUST *and* TECHNOLOGY

THE BEST OF BOTH WORLDS

SeneGence's **mobile apps** are creating connections with Customers anywhere, anytime.

by SARAH PAULK

CUSTOMIZED, PERSONAL SERVICE FROM A TRUSTED CONNECTION

is the direct selling way, but today's Customer tends to buy and browse online. By integrating trust and technology, SeneGence® offers its Customers and Distributors the best of both worlds.

TAKE A SENELOOK

Knowing which color of eyeshadow accentuates your spunky personality or eye color can sometimes feel like a guessing game. With SeneLook, it doesn't have to be. Using the **SeneLook app**, Customers can receive a virtual makeover with just a few taps of their smartphone. They can snap a selfie using the SeneCam, or pick a pre-loaded model image to try on bold new colors.

After designing an entirely new look, users can share their creations on social media with friends or spread the word about their new favorite LipSense® shade.



If they decide to buy, they can easily locate a Distributor by location, name, or ID, and shop through that Distributor's SeneSite. With SeneLook, Customers can discover their next favorite product, tell their friends about it, and click to buy from anywhere, anytime.

Customers can be confident they've snagged the best deal thanks to SeneGence's **SeneShop app**. This virtual marketplace feature gives Customers the ability to stay informed about promotions and limited edition products, so they can scoop them up before they're gone. While browsing, Customers can swipe through a catalog of long-lasting, anti-aging color cosmetics and skin care products, add their favorites to their shopping cart, and submit orders. Whether on the sidelines of a soccer practice or the comfort of their couch, Distributors can place new inventory



WITH SENELOOK, CUSTOMERS CAN DISCOVER THEIR NEXT FAVORITE PRODUCT, TELL THEIR FRIENDS ABOUT IT, AND CLICK TO BUY FROM ANYWHERE, ANYTIME.

orders and Customers can enjoy a cosmetics shopping spree with just a few clicks.

TRAINING THROUGH TECH

Starting a new business can be daunting, but SeneGence's **SeneDOTS** bridges the information gap that exists between a new recruit and a seasoned veteran. SeneDOTS, which stands for Distributor Online Training System, is an interactive education platform that answers common questions and provides insight into how to build a SeneGence business. In SeneDOTS, Distributors will find onboarding tutorials, basic Distributor training, product information and details, and important compliance protocols. However, SeneDOTS goes beyond the nuts and bolts of the sales dashboard and inventory

how-tos. Here, Distributors can also learn how to improve their day-to-day experiences through personal development courses, programs, and advanced leadership training modules. As they advance through the training and sales thresholds, SeneDOTS is also where Distributors can learn about the incentives and rewards programs available to them.

MAIL CALL!

Even with its online catalog, product descriptions, and virtual makeover technology, SeneGence understands that many shoppers depend on the "try before you buy" experience to make a purchasing decision. For Customers who would like to give their new makeup selection a trial run, SeneGence offers the **SeneBeauty Sample app**. With this mobile business

TAPPING INTO TECH // APPS



SeneLook

Customers can receive a virtual makeover with just a few taps of their smartphone.



SeneShop

Virtual marketplace informs Customers about promotions and limited edition products.



SeneDOTS

Interactive education platform that answers how to build a SeneGence business.



SeneBeauty Sample

Distributors can send sample sizes of top-selling SeneGence products directly to Customers.

tool, Distributors can send sample sizes of top-selling SeneGence products directly to Customers.

This app is also a personalized way to send product information to prospective Customers or invite them to request a sample by clicking on a link in a text message, email, or social media post. Once the samples are shipped, Customers will receive preprogrammed digital follow-up messages that offer them the opportunity to make a full-sized purchase or ask questions. Plus, Distributors can track customer activity through push notifications, share images or video from the Media Library to help finalize a transaction, and change their status without ever leaving the app.

By tapping into tech, SeneGence is creating opportunities for Distributors and Customers to strengthen their connections and grow their businesses from the palms of their hands—anytime, anywhere. ♦

EARN YOUR TICKET

to Paradise!



SENEGENCE®

REWARDS

TOP ACHIEVERS

WITH DREAM

VACATIONS.

Joni Rogers-Kante founded SeneGence® out of her lifelong mission to help women help themselves. From the start, she prioritized celebrating the efforts of the company's hardest-working Distributors.

Over time, that commitment to recognition evolved into a one-of-a-kind rewards program, providing incentive trips to exotic locales that include everything from dazzling cities to exciting theme parks to lush, tropical beaches. Every year, select groups of Distributors—those who successfully meet specific SeneGence sales milestones—are treated to world-class vacations across the globe*.

"You can expect to be surprised and spoiled!" says Kirsten Aguilar, executive vice president of global marketing and SeneCare. "We go out of our way to give our achievers an exclusive experience and see new parts of the world in ways they've never imagined."

REWARDING SUCCESS

Because SeneGence incentive trips represent the culmination of months of hard work, they are designed to be unique, immersive experiences.

"Regional excursions, delicious meals, and service opportunities are a big part of our agenda," Aguilar adds. "Attendees also get one-on-one time with our executives, and there's private mentoring from Joni for our top achievers. There are also exciting photo and video opportunities with a professional crew. These trips are five-star all the way!"

Every SeneGence trip is planned with emphases on luxury, fun and enrichment.

"SeneGence Incentive Trips are designed to be experiences of a lifetime," says Karen Goodman, executive vice president of global sales and development. "Along with bonding and sharing with like-minded SeneSisters, who are leaders of successful organizations, our achievers can expect to visit historical locations, learn about local culture, and see sights beyond their imagination."

Goodman agrees, "The friendships that are forged on these trips last a lifetime."



The SeneStar trip, which takes place every June, is a family-friendly vacation to a traditionally North American destination, while the LIPS Trip, which happens every January, is designed for adults and features an international locale.

"This gives our business-building Distributors two opportunities each year to travel: once with their families, and then with their spouse or an adult guest if they choose," Aguilar says. "The design is amazing for busy families and couples to ensure they have special time to celebrate together and see the world each year!"

WORLD-CLASS ADVENTURES

When choosing its destinations, which have included Alaska, Puerto Rico, the Bahamas, Costa Rica, Bali, and Hawaii, the SeneGence® team strives to balance exclusivity with its own ever-expanding market.

"As an example, Hong Kong was chosen as

our most recent LIPS Trip destination, as it is our newest market launched," Goodman says. "Our achievers toured the new SeneGence Hong Kong home office and assisted in hosting training and opportunity events."

For Sapphire Crown Princess, Danae Treadway, the opportunity to visit Hong Kong was a dream come true.

"We explored so many places and did things I would never imagine doing in my entire life," she says. "We also had a camera crew the entire time filming, videoing, and recording content for our businesses, and I cannot wait to see what they have put together!" ♦



Beauty Routine

ROUNDUP QUIZ

SO MANY LOOKS TO CHOOSE FROM,
SO LITTLE TIME! OUR QUIZ WILL HELP
YOU CURATE A FLAWLESS FACE FOR ANY
OCCASION FROM DAY TO NIGHT!

Where will you be wearing this look?



AT WORK

LET'S FACE IT! **HOW MUCH TIME**
DO YOU HAVE TO GET READY?

30 MINUTES

MAKE THESE YOUR
A.M. ROUTINE
STAPLES!



LipSense®
Liquid Lip
Color

MakeSense®
Foundation

LashSense®
Mascara

GlossyGloss

**10 MINUTES
OR LESS**

INCORPORATE THESE
TIME-SAVERS ASAP!



EyeLuminator

MakeSense® Color Correcting
Tinted Moisturizer

LipSense® Moisturizing
Tinted Lip Balm



FOR A NIGHT OUT

PLAY IT UP! **WHAT FEATURE**
DO YOU LIKE TO ACCENTUATE?

EYES, ALWAYS!

SERVE UP **BOLD,**
BEAUTIFUL LOOKS
FOR A **NIGHT** TO
REMEMBER.



ShadowSense®
Eye Shadow

EyeSense®
Eye Liner

EyeSense®
VolumeIntense
Mascara

UnderSense®
Lash Primer

I TAKE MY SKIN
SERIOUSLY.

SKIN COMES FIRST,
ALWAYS! SNAG
THESE FAVES
FOR A **FLAWLESS**
COMPLEXION.



Toasted Rose
BlushSense®

Color
Concealer

MakeSense®
Foundation

MakeSense® Silk
Pore & Wrinkle
Minimizer

BERRY SWEET PALETTE

- Mulberry ShadowSense®
- Pink Berry BlushSense®
- Roseberry LipSense®



WARM NUDES PALETTE

- Rustic Brown ShadowSense
- Toasted Rose BlushSense
- Hazelnut LipSense

COLOR TRENDS

Perfect Palettes in a Pinch

Pressed for time or feeling uninspired? No worries! We've curated perfectly **cohesive palettes for gorgeous looks** you can put together in the blink of an eye.

CHERRY COLA PALETTE

- Garnet ShadowSense
- Cherry BlushSense
- Fly Girl LipSense

FIRESIDE PALETTE

- Pink Posey ShadowSense
- Terra Cotta BlushSense
- Dawn Rising LipSense

SeneGence™

GET YOUR *Glow On*

Revolutionary skin care products with
SenePlex+® anti-aging technologies that cleanse,
moisturize, hydrate, and protect all skin types.



by CHELSEA HUGHES



Women's *Retreat*

PROFESSIONAL **BEAUTY** TREATMENTS
make a house call with the SeneGence®

Spa Collection

eGence®

ing & Brightening
Hand Cream

ma de Manos
adora y Aclaradora

e pour les mains
rice et Éclaircissante

4 mL / 1.5



THE BEAUTY INDUSTRY IS CONSTANTLY EVOLVING WITH THE

NEEDS OF TODAY'S WOMAN. Consumers are now seeking holistic skin care solutions with both short-term results and longer-term well-being. The SeneGence® Spa Collection was formulated to address this growing trend, as the treatments help exfoliate and hydrate skin, while also providing a sense of pampering. So, grab your bathrobe and fuzzy slippers, then follow the simple steps below to relax in the comfort of your own home.

STEP 1

Glow

No spa day is complete without a facial—including a soothing mask treatment. For the ultimate in luxury, try **SeneGence Golden Radiance Peel-Off Mask**. Infused with genuine colloidal gold and soothing botanicals, the mask looks beautiful when applied and reveals a more radiant-looking complexion when gently peeled off.

The product includes SeneGence's proprietary anti-aging complex, SenePlex+®, in addition to rich antioxidants that help to make skin appear more luminous. It's also formulated with Bioyouth™-Brice, an exclusive complex containing active polypeptides that help counteract environmental aggressors, brighten the complexion, and increase moisture. Long-term, this unique mask and its nutrient-rich ingredients can help minimize the appearance of wrinkles and improve skin clarity.

According to Kirsten Aguilar, executive vice president of global marketing and SeneCare at SeneGence, "The product is a brilliant gold color, so Customers have fun applying this mask. They rave about how their skin glows after using it!"



STEP 2

Renew

Our hands are one of the first areas to show our age, and from typing to changing diapers, it's no wonder they're working nonstop. To give your hands a rest, try **SeneGence's Renewing and Brightening Hand Cream**, which deeply moisturizes skin and diminishes the appearance of aging.

Using skin-loving vitamins, emollients, and botanical extracts, including brightening vitamin C and E and SenePlex+, the cream helps reduce and prevent signs of dryness and the look of sun spots. The formula is also infused with Wildplum Harvest™ Complex, which is composed of three antioxidant Australian superfruits that help increase skin hydration. With continued use over time, the non-greasy cream also improves skin's appearance.

Aguilar adds, "Our Renewing and Brightening Hand Cream is perfect for pampering your hands at the end of a long day. Try applying it just before bedtime, so your hands can soak up the nourishing ingredients overnight!"



STEP 3

Soften

Some of the thickest skin on our bodies can be found on our heels and elbows. That's why it's so difficult to keep these areas feeling moisturized and soft. For rough, cracked skin, try **SeneGence® Heel and Elbow Softening Cream**, which softens and hydrates even your driest areas.

Made with 9% glycolic acid, this rich cream helps exfoliate dead skin cells to reveal the appearance of new skin. Paired with the powerful benefits of SenePlex+, botanicals, vitamins, and additional moisturizers, the formula provides instant comfort and long-lasting hydration. Over time, skin feels more supple with the use of this heavy-duty cream.

"Our Heel and Elbow Softening Cream is the perfect solution to soften those rough spots," Aguilar says. "It works overtime to help soothe your toughest skin. Men love this product, too!"



"Our SeneGence Spa products were created to give busy women an opportunity to practice self-care without the expensive price tag of a spa day."

—Kirsten Aguilar, executive vice president of global marketing and SeneCare

*Bring it home*

Women take on such heavy loads as mothers, wives, and professionals; all the competing demands can take a toll. Aguilar explains, "Our SeneGence Spa products were created to give busy women an opportunity to practice self-care without the expensive price tag of a spa day."

And, although SeneGence just recently launched this collection, Customers and Distributors alike are already raving about the product trio. Aguilar agrees, "The short- and long-term benefits of the SeneGence Spa Collection are wonderful. They truly bring the spa experience home." ♦



WOMEN EMPOWERED

Joni Rogers-Kante reflects on her first 20 YEARS
with SeneGence® and discusses PLANS FOR
SUCCESS IN THE DECADE TO COME.

By Chelsea Hughes

*"Our Distributors' happiness and
success is our utmost priority, and
that will never change."*

—Joni Rogers-Kante



From the beginning, you hoped SeneGence would help empower women from all walks of life. Why was it important to you to create a company by and for women?

✿ I became a single mother when my son was just a toddler. Suddenly, I needed to create a stable income that would also allow me to be present in my son's life. Once I figured out how to build financial security for myself, I knew I wanted to help other women do the same. That's how SeneGence started: out of necessity at first, then out of a desire to help others. Our products give women confidence in how they look and feel, and the company provides business opportunities. SeneGence is truly about empowering women in every way.

Network marketing provides a unique opportunity for women. Can you share your thoughts on why network marketing is such a powerful medium? How does SeneGence support women who are raising families and pursuing a satisfying career?

✿ I was introduced to network marketing many years ago and always knew what a tremendous opportunity it created for women to run a business from home. Sometimes, owning your own business can be a lonely



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.

endeavor, but not in this industry! SeneGence® is like a tight-knit family. We support each other and learn from one another at our training events. From business management practices to creative marketing techniques, we help everyone do and become their best, encouraging progress and coaching for success. Our SeneSisterhood is a network of intelligent, motivated women who help one another succeed. That's what keeps SeneGence thriving.

And, although we have grown significantly as a company, SeneGence will never lose that personal touch—or the responsibility we feel towards each individual Distributor. My sister leaders and I spend time in the field, understanding needs and answering questions. Our Distributors' happiness and success is our utmost priority, and that will never change.

When you started SeneGence over 20 years ago, did you ever envision something this meaningful and successful? What have been your biggest learnings?

✿ I originally set out to develop a supportive business culture where women could develop their entrepreneurial skills. I wanted to attract likeminded, strong women who could become part of something larger than themselves. Our SeneGence Distributors brought this dream to life, as they encourage and help instill confidence in other women with our life-changing products, powerful business opportunity, or both!

It's through my experience with SeneGence that I've learned the importance of living in truth and building on truth. Companies and individuals alike should maintain an overriding commitment to integrity, honesty, and plain, simple truth. Otherwise, success becomes unsustainable. That's why we take the high road on the path of growth at SeneGence. It's an important part of my business plan.



What are some of the most important pieces of advice and wisdom you would like to share with the SeneSisters? Are there any core behaviors or beliefs that you feel are essential to their success?

✿ My biggest tip for success is this: learn how to organize, then compartmentalize. Getting organized starts at home. You're not born with this skill; you have to learn how to organize your family, education, work, spiritual life, and so forth. And, without good health, quality time spent in other areas becomes more challenging, so it's imperative to get and stay healthy.



Ultimately, you must be 100% engaged in whatever it is you're doing, within whatever schedule you've designed. In other words, when you spend time with your family, just spend time with your family. Organization, then compartmentalization, is key.



With all you have accomplished with SeneGence® over the last two decades, what are you most looking forward to in the future?

✿ We're planning to take SeneGence across the globe! Although we are already operating internationally in Australia, Canada, Mexico, New Zealand, and Hong Kong, we have exciting plans for further expansion. In countries we hope to eventually launch, we operate through independent brokers charged with introducing the product line to consumers. This helps seed the market and pave the way for our Distributors' success. I look forward to sharing our culture, products, and opportunity worldwide.



What would you say to someone who's interested in joining SeneGence? Is there anything else you would like them to know?

✿ Our culture is unlike any other out there. There is something special in the aura of a group of SeneGence women. It's a spiritual bond. While there are many opportunities in our industry, when you join us, you gain a family. At this company, we hug. We get to know each other's kids. We care about each other. Without a doubt, we've proven that a culture of likeminded, kind women can make a big difference and are stronger together. ♦



APRIL 2019

LAUNCH OF NEW SENEENCE® LOGO

Better by design! At Seminar 2019, SeneGence had the pleasure of revealing their new logo as well as celebrating their 20-year anniversary. The logo is expertly crafted to mirror their motto: "Live Life in Love and Abundance." Everyone's loving the new look.



Five Times SeneGence Triumphed in 2019



JULY 2019

JONI ELECTED TO THE DSA BOARD OF DIRECTORS

SeneGence's very own Founder, CEO, and Chairwoman, Joni Rogers-Kante, was elected to the Direct Selling Association Board of Directors. This position reflects the fact that she has rightfully earned the respect of her colleagues and the public, as well as her commitment to leading and directing the association's affairs.



SENEENCE® ROSE TO NEW HEIGHTS THIS YEAR!

From celebrating their 20-year anniversary to new branding, new products and a new country, SeneGence has been busy crushing goals. Here's a recap of some of the best moments in 2019.

OCTOBER 2019

SENEENCE EXPANDS INTO MEN'S SKIN CARE PRODUCTS

Men need a healthy skin care routine, too! In October 2019, SeneGence introduced its first SeneGence For Men Collection. These products are specifically formulated to protect, balance, and hydrate based on men's specific skin care needs.



OCTOBER 2019

SENEENCE EXPANDS ITS INTERNATIONAL FOOTPRINT WITH ITS FIFTH OFFICE, LOCATED IN HONG KONG

Here they grow again! SeneGence recently opened its doors in Hong Kong, and they were thrilled to extend the opportunity to Live Life in Love and Abundance to individuals all across the world.



DECEMBER 2019

SENEENCE INTRODUCES ITS SPA COLLECTION WITH A NEW ADDITION, GOLDEN RADIANCE PEEL-OFF MASK

SeneGence is bringing the spa to you! The advent of their Golden Radiance Peel-Off Mask gives users a one-way ticket to glowing skin. Plus, it's formulated with genuine colloidal gold, seaweed extract, caffeine, and nourishing botanicals to leave your skin looking softer, brighter, and firmer.



SeneGence™

The NO makeup MAKEUP

Two SeneGence products that make makeup easy.

Enjoy sheer coverage that helps to perfect and protect with MakeSense® Color Correcting Tinted Moisturizer.

LashSense® VolumeIntense™ Mascara works to separate, lift, coat, and curl each lash to volumized perfection.



CHANGE BEGINS *at HOME*

The Make Sense Foundation® **helps women and children** in the communities where SeneGence® Distributors live and serve.

by LESLIE THOMPSON



Great movements often are born out of great hardships, as those who have struggled to overcome life's trials use their experience to help others. Such was the case when SeneGence Founder, CEO, and Chairwoman Joni Rogers-Kante started The Make Sense Foundation in 2002 to support women and children in need.

From an early age, Joni dreamed of having her own business and tirelessly pursued her vision of developing a line of skin-nourishing beauty products. An entrepreneur at heart, she conducted hands-on research and put together a business plan in 1995. But, when she found herself as a single mother, her life suddenly became more confusing. Joni ultimately overcame the hurdles to make her dream a reality, and, in the past 20 years, SeneGence has become a thriving global empire. However, the adversity she faced left a lasting impression, and she felt a deep desire to help others in difficult circumstances. Now, Joni and thousands of dedicated Distributors are providing hope to women and children across the U.S., Canada, and Australia, and creating a positive legacy through The Make Sense Foundation.

"She was always cared for and supported by loving friends and family, but Joni understood that many single mothers struggled and lacked that network of support," Make Sense Foundation Executive Director Vickie Beyer says. Established as a nonprofit organization, The Make Sense

TOP: DISTRIBUTORS ACROSS THE U.S. AND CANADA PARTICIPATED IN #MSFBEAUTYMINUTE, PROVIDING MAKEOVERS TO WOMEN STAYING IN RONALD MCDONALD HOUSES TO BE NEAR THEIR SICK CHILDREN.

BOTTOM: SPECIAL ADAPTIVE EQUIPMENT AND PROSTHETICS PROVIDED BY SENEENCE ALLOW THESE KIDS AT TEXAS SCOTTISH RITE HOSPITAL TO ENJOY VIDEO GAMES WITH THEIR FRIENDS.



BEFORE AND AFTER PHOTO OF PINK HEART FUNDS RECIPIENT THAT PROVIDES WIGS AND PROSTHETICS FOR WOMEN DEALING WITH BREAST CANCER.



Mother's Day Mission project and funded 40 grants to support women in shelters across 16 states. The nonprofit also promotes direct Distributor involvement with agencies and their clients through service and volunteer opportunities. "At major SeneGence events, the Foundation conducts drives for school supplies, Christmas gifts, suiting accessories, or other items that can be gifted to women or children," Beyer says.



VISION-IMPAIRED FAMILY MEMBERS OF LIGHTHOUSE CENTRAL FLORIDA ENJOYED A COMPLETE DISNEY EXPERIENCE, HELPING BUILD CONFIDENCE AND CREATING SPECIAL MEMORIES.

"IN JUST THE LAST TWO YEARS, THE MAKE SENSE FOUNDATION HAS AWARDED \$1 MILLION IN GRANTS AND SCHOLARSHIPS TO ORGANIZATIONS SUPPORTING WOMEN AND CHILDREN."

Foundation awards financial grants to charities nationwide, including agencies that fight hunger and poverty, support victims of domestic violence and abuse, serve the homeless, invest in at-risk youth, rescue victims of sex trafficking, and provide training and educational opportunities.

In just the last two years, The Make Sense Foundation has awarded \$1 million in grants and scholarships to organizations supporting women and children, and made an impact across 28 states and Puerto Rico. SeneGence also educates and empowers its Distributors to become actively involved in the Foundation, whether through direct financial support, hosting fundraisers, or referring agencies in their communities for grant opportunities.

For example, Distributors provided gifts to more than 3,000 women in domestic violence shelters last year through the Foundation's

Nonprofit agencies can apply for funding on The Make Sense Foundation website, and grants are awarded based on intended use of funds, history of positive outcomes, and financial stability. "One of our goals is to award grants to nonprofit agencies in the communities where our Distributors live, run their businesses, and raise their families," says Beyer.

As SeneGence continues to expand globally, the Foundation also is expanding into countries where the cosmetics and beauty company has a presence. In 2019, The Make Sense Foundation made its first-ever grant to Canadian charities, and it reached into Australia for the first time earlier this year. Beyer says, "Our focus is driven by our mission to support women and children in need, and we desire to positively impact as many individuals as we can." ♦

A World




The SeneGence® **global expansion** provides opportunities for women around the world.

by POLLY JETER



Difference

SeneGence® continues to expand worldwide to offer the opportunity for women everywhere to be independent and successful in business, regardless of age, background, or education.



NOW, AFTER 20 YEARS, that vision remains the same. Yet it has grown significantly in scope, as it brings that same opportunity to millions of women around the world.

"Our products have mass-market global appeal, and our opportunity speaks to the desire of women to create their own success on their own terms," explains Karen Goodman, executive vice president of global sales and development. "All women want to look and feel beautiful and be the best version of themselves, so we have limitless opportunity for global expansion."

SeneGence got its start in April 1999, with LipSense®, the long-lasting, smudge-proof lip color, as its premier product. Initially, only six lip colors, a moisturizing gloss, and a color remover were available. SeneGence now has a complete line of long-lasting cosmetics, anti-

aging skin care products, and a hair care line, as well as accessories and boutique items.

With its global expansion, SeneGence brings its products and Distributorship opportunities to women worldwide. The company's debut in the international market began with the opening of SeneGence Canada in 2001, quickly followed by SeneGence Australia in 2003. Since then, the company has expanded into Indonesia, the United Kingdom, Switzerland, Poland, Mexico, and New Zealand.

The most recent international market targeted by SeneGence is Hong Kong, with the official launch planned for May 10 of this year. "Hong Kong is a fast moving, high-tech locale with a heavy emphasis on high-end beauty," shares Kirsten Aguilar, executive vice president of global marketing and SeneCare. "We are excited to make SeneGence products available



"OUR PRODUCTS HAVE MASS-MARKET GLOBAL APPEAL, AND OUR OPPORTUNITY SPEAKS TO THE DESIRE OF WOMEN TO CREATE THEIR OWN SUCCESS ON THEIR OWN TERMS."

— **Karen Goodman**, executive vice president of global sales and development



to the beauty and skin health-conscious women and men there. The potential is exciting and endless."

Prior to expanding into other countries, the company believes that it is essential to learn the culture and nuances of each location. Because of these cultural differences, SeneGence® product offerings, packaging, pricing, and other points may vary from one country to the next. "Each new market has its own unique way of looking at beauty," Aguilar explains. "We are working to adapt as it makes sense, but at the same time offer the same SeneGence experience in any country we are in."

Even with diligent planning and exploration, expanding globally is not without its challenges. "There are always learning opportunities. But, we don't stall growth or opportunity along the way,"

Goodman says. "We learn, we grow, we adapt, and we continue to bring SeneGence products and the opportunity to the world."

SeneGence prides itself in providing its Distributors with ongoing training and the tools they need to succeed. The company's international offices boast state-of-the-art centers to support both physical and online training in multiple languages. The facilities also host events for Distributors, as well as Customers who are interested in learning about the products and how to join. "Through their own contacts and social media, growing and developing a global business has never been easier," Goodman adds.

The company also offers a seamless, global compensation plan, so Distributors in any country can work with team members from around the world. "It's exciting to watch our Distributors build their teams under leaders from across the globe and truly act as pioneers, who help us open those countries and support new Distributors there," Aguilar says.

SeneGence is optimistic about continued growth. "We are always open to connecting with new, prospective countries that may be a fit for future expansion," Aguilar shares.

No matter how big SeneGence may become, one thing remains the same—the SeneSisterhood, a network of intelligent, motivated women that are willing to help one another succeed. This is the true essence of this thriving company, and according to Joni Rogers-Kante, "If you have the willingness and a desire to succeed, the world awaits you." ♦

SeneGence®
FOR MEN

SIMPLE. *Smart.*
EFFECTIVE.

SeneGence for Men is specifically formulated to balance, protect, and improve the feel and appearance of men's skin.*



*Cleanser and Shave Cream available in U.S., CAN, and AUS. Facial Moisturizer SPF available in U.S. only.

Modeling excellence

Field training gives Distributors the **tools and know-how** to reach new heights.

by LESLIE THOMPSON



"CERTIFIED FIELD TRAINERS EMBODY ESSENTIAL CHARACTERISTICS OF LEADERSHIP."

TO BE SUCCESSFUL in any business, you need to understand the products or services, the Customer, and the marketplace. True to its goal of empowering women to achieve their dreams, SeneGence® provides Distributors with exceptional guidance in each of these areas through its team of Certified Field Trainers.

"The overall theme of the Certified Field Trainers program is to 'Do the Do,'" explains Adrienne Murphy, vice president of global sales. "In other words, treat this like a business and make a plan to succeed," she says.

Certified Field Trainers host in-depth training sessions that equip Distributors with many of the same skills that SeneGence Founder, CEO, and Chairwoman Joni Rogers-Kante used to grow the company over the past 20 years. These accomplished SeneSisters embody the essential characteristics of leadership, integrity, the ability to build relationships, emotional intelligence,

and courage. In addition, they are committed to carrying out the four basic pillars of the SeneGence business and are passionate about teaching others to do the same.

"Equipping women with tried and true practices that have been created and perfected by Joni is both humbling and a privilege," says Certified Field Trainer and SeneGence Queen Lacey Demalis, who is based in the U.S. She adds, "Living a Life of Love and Abundance is not only available for the few, it is available to all who choose to work for it!"

Ruby Crown Princess Jacqui Burns, who trains Distributors around Australia and New Zealand, feels blessed to help women build a sustainable



and duplicatable business that allows them to enjoy a life of abundance. "I love sharing what I've learned with others, so it is an absolute honor to be chosen for this program and I'm so excited for the future!" she says.

Field training sessions provide expert guidance and instruction on foundational business skills, including how to find new Customers, booking and holding product Demonstrations, using online systems, and achieving a healthy work-life balance.

"I am grateful for the opportunity to teach businesswomen the specific tools for them to be intentional, efficient, and ultimately successful in their endeavors," Demalis says.

Another popular training topic is DISC®

Behavioral Styles, which covers four general personality characteristics that shape how people organize thoughts, approach problem-solving, and communicate with others. Understanding these core behavioral styles can help Distributors assess their own personal strengths and weaknesses, and engage more effectively with Customers and team members.

Overall, the comprehensive training program lays out the fundamental structure for both new and veteran Distributors to treat SeneGence® like a business and be rewarded for their efforts.

"Do as Joni does!" says Canadian Certified Field Trainer and Princess Andrea Turner, adding triumphantly, "Work her plan, and the plan will work!" ♦

CERTIFIED FIELD TRAINERS



LACEY DEMALIS

👑 Queen
🇺🇸 USA

"Living a Life of Love and Abundance is not only available for the few, it is available to all who choose to work for it!"



KASIE LOFTON SMITH

👑 Sapphire Empress
🇺🇸 USA

"Treat it like a business and it will pay you like a business."



ANDREA TURNER

👑 Princess
🇨🇦 CANADA

"Do as Joni does! Work her plan and the plan will work!"



DAWN CHRISTIAN

👑 Queen
🇺🇸 USA

"Joni hasn't led me astray in 15 years."



LISA TIPPEN-MORRIS

👑 Ruby Empress
🇺🇸 USA

"I'm excited to be able to train and sponsor masses of new people."



JACQUI BURNS

👑 Crown Princess
🇦🇺 AUSTRALIA

"I love sharing what I've learned with others."



BOLD COLORS

FOR EYES AND LIPS

ShadowSense® Crème to Powder Eyeshadow offers long-lasting, rich shades that apply as a crème and dry down to a powder finish.

LipSense® Liquid Lip Color is an amazing departure from conventional lipsticks and comes in a wide variety of shades and textures.



CARRY-ON

Checklist

GET SET TO JET! Our handy carry-on checklist makes packing your skin care, hair care, beauty, and SeneStyle essentials a breeze, so you can focus on getting to your travel destination worry-free. TSA-approved!

HAIR CARE ESSENTIALS

- ☒ **HairCovey® Thickening & Volumizing Holding Spray Mini**
The perfect size for hair touch-ups while traveling.

BEAUTY NEEDS

- ☒ **Color Correcting Tinted Moisturizer** Provides sheer coverage and moisture benefits to skin; helpful for dry, recycled air.
- ☒ **Foops!® Wipes**
Quickly remove makeup while refreshing and hydrating skin.
- ☒ **Gloss or Lip Balm**
Moisturize and help protect naked lips.

SKIN SAVERS

- ☒ **Hydrating Facial Serum Mist**
Contains antioxidants and moisturizers. Can be spritzed any time, even over makeup, to refresh and re-energize.
- ☒ **Climate Control**
Hydration in the purest form. Helps skin regain its healthy glow and moisture content.

SENESTYLE FAVS

- ☒ **Patricia Backpack**
- ☒ **SeneBottle**
- ☒ **SeneScarf**



SeneGence™



MAKE A DIFFERENCE

No Matter Your Skin Type

MakeSense® Original Foundation

This oil-free, long-lasting liquid foundation offers skin-beneficial ingredients to help hydrate and protect throughout the day.



SEALED WITH A KISS

from Joni



Hello Lovely

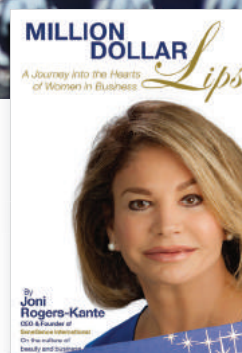
Growth comes with challenges—but challenges are simply learning experiences, and I never want to stop learning. Everything we do is for the women who have the desire and the dedication to be successful and independent. SeneGence® will always be about empowering all women and offering everyone the SeneGence choice. I'm focused on communicating our mission and showcasing all we have to offer, so that SeneGence is a globally-recognized brand and so that all women have the opportunity to Live Life in Love and Abundance. Join me in sharing what makes us who we are!

As we enter a new decade, the opportunities for growth are endless! In 2019 alone, **Million Dollar Lips** was made into an audiobook, we opened a new office in Canada, and we launched **SeneGence for Men**, **SeneGence Spa Collection**, and **Lifting & Firming Neck Cream** (just to name a few!). As a leader in the industry, we released our **first boxed collection** (Royal Gems) and our first **Minis collection** (Holiday Scented Gloss), and we will continue to create new, innovative products. We also continued to fulfill our mission to reach all women around the world by welcoming **New Zealand** and **Hong Kong** into our family. I'm so excited to keep this momentum going!

Thank you for taking the time to read *Acclaim* and learn more about SeneGence. From cutting-edge products to a career that really works to a supportive sisterhood, I'm so proud of everything we've created. If you are unfamiliar with SeneGence, I encourage you to contact a local Distributor to discover more about who we are. If you are a current Distributor, I'm incredibly grateful for your hard work, dedication, and support. Here's to 2020 and beyond!

All my love to you,

Joni Rogers-Kante



SeneGence™



The Solution for **RADIANT SKIN**

New and improved **SeneDerm® Solutions Nangai Oil** helps deeply moisturize skin with the purest form of natural moisture retention ingredients.

LipSense®



LONG-LASTING *Liquid Lip Color*

LipSense® is unlike any lipstick or stain you have ever experienced! Waterproof, smudge-proof, and budge-proof, LipSense stays put for up to 18 hours.