

# Beauty BOOK



Sheer Sense



# Superior Products

SHEERSENSE® IS THE LICENSED UK  
BROKER FOR SENEENCE  
INTERNATIONAL PRODUCTS.

*Joni Rogers-Kante*

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

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

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

*I stand behind our products 100% and guarantee your skin will look more beautiful in 30 days, when using our 24-hour anti-ageing skin care and long-lasting colour systems.*

*Joni*

Joni Rogers-Kante  
FOUNDER & CEO







THE SHEERSENSE®

# Opportunity

IS POSITIVELY

AFFECTING THE LIVES OF HUNDREDS OF WOMEN AND FAMILIES IN THE UK AND  
IT ALL BEGINS WITH SENEENCE® PRODUCTS...





# SeneGence

HAS DEVELOPED HIGHLY ADVANCED ANTI-AGEING SKIN CARE AND COSMETICS SYSTEMS THAT HELP MAKE EVERY SKIN TYPE MORE BEAUTIFUL AND RADIANT.



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

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

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



Made in the USA with global materials



Made in cGMP manufacturing facilities



Use of gluten free ingredients



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



Formulated without drying waxes and harmful lead

## The Science OF SENEDERM® & SENEPLEX+™ COMPLEX

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

### Four to Eight Weeks to Revolutionary Results

Independent clinical test results of 8 weeks of treatment with our proprietary formula, SenePlex+ Complex.

**23.3%** Increase in Cellular Renewal

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

SeneDerm  
**SCIENCE**

WEEK 0



WEEK 2



WEEK 4



WEEK 8

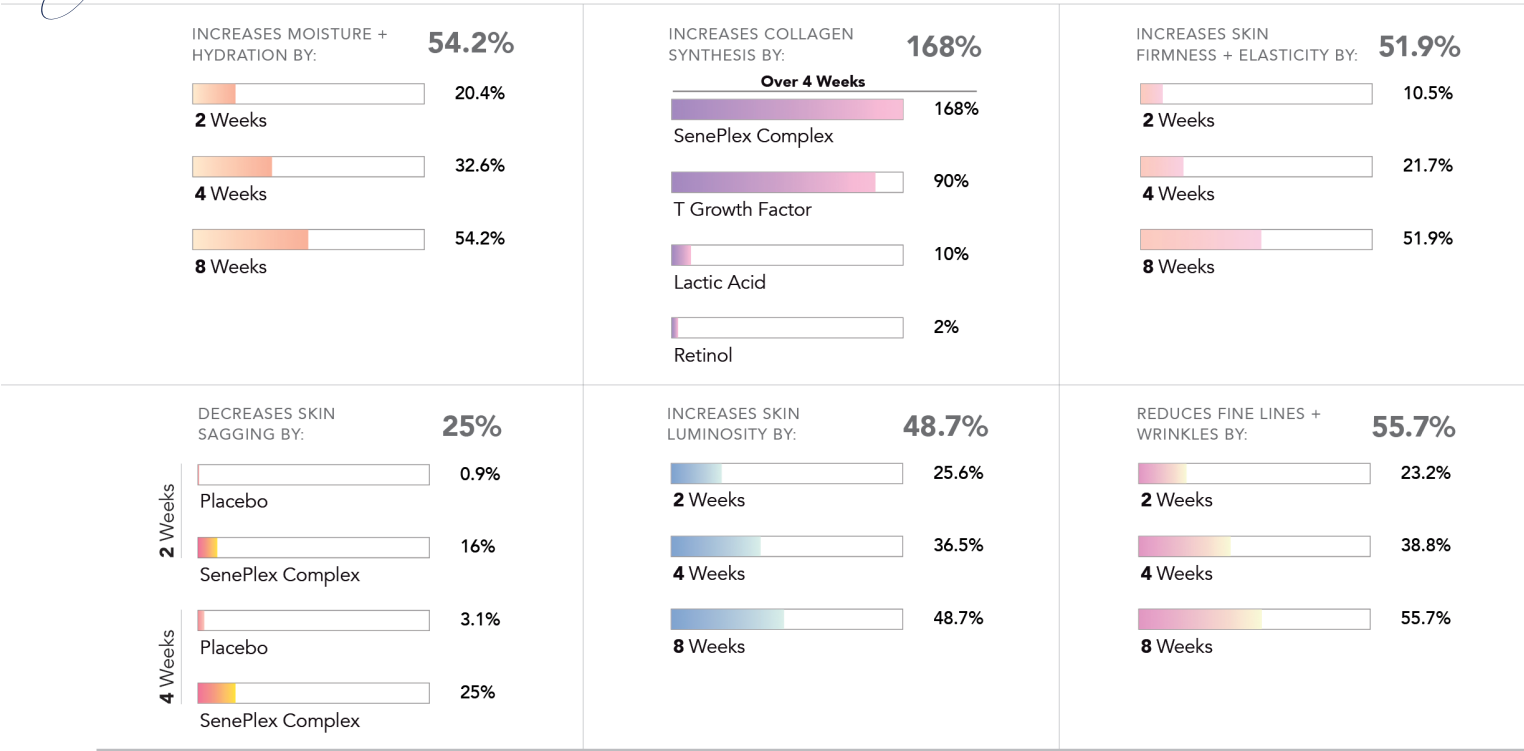






The *Active Enzymes*

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







SeneDerm

SkinCare with SenePlex+™

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

SeneDerm Anti-Ageing SkinCare systems are the most effective anti-aging treatments known in today's personal care and cosmetics industries, consisting of products that help, rather than harm your skin. Formulated with powerful, anti-aging SenePlex+ Complex, these products help to dramatically improve skin over time.

Find your skin type.

#### NORMAL TO DRY

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

#### DRY

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

#### NORMAL TO OILY

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

#### OILY TO ACNE

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

#### 3 in 1 Cleanser £30

4 fl oz / 118 mL

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

#### DayTime Moisturizer £50

1.66 fl oz / 50 mL

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

#### Evening Moisturizer £60

1.66 fl oz / 50 mL

Highly concentrated with additional SenePlex+ Complex for extra protection from free radicals during sleep. These thick, rich skin creams are a luxurious combination of ingredients that hydrate, protect, and promote vibrant healthy skin.

#### NORMAL TO DRY



##### ALOE LEAF JUICE

Calms and soothes skin.

##### AVOCADO OIL

Very rich moisturizer.

##### LAVENDER OIL

Soothes and protects.



##### VITAMIN B

Hydrates and promotes healthy skin.

##### SODIUM HYALURONATE

Protects against moisture loss.

##### ALOE LEAF JUICE

Calms and soothes skin.



##### AVOCADO OIL

Very rich moisturizer.

##### VITAMIN E

Essential antioxidant for maintaining healthy skin.

#### DRY



##### SPONGE-LIKE PILLOWS

Exfoliate skin.

##### ALGAE EXTRACT

Hydrates and softens skin.

##### HUMECTANTS

Bind moisture to the skin.



##### MORINGA OIL

Smooths, de-puffs, and moisturizes.

##### ALMOND OIL

Leaves skin silky but non-greasy.

##### JOJOBA

Promotes soothing and calming.



##### AMINO ACIDS

To build healthy skin.

##### VITAMIN E

Essential antioxidant for maintaining healthy skin.

##### GINGER ROOT

Protects skin.

#### NORMAL TO OILY



##### VANUATU VOLCANIC ASH

Exfoliates dead skin cells.

##### ORCHID FLOWER EXTRACT

Antioxidant and moisturizer.



##### JOJOBA

Promotes soothing and calming.

##### SQUALENE

Natural moisturizer.

##### ALLANTOIN

Promotes healthy skin.



##### BORAGO SEED OIL

Helps even skin tone.

##### VITAMIN E

Essential antioxidant for maintaining healthy skin.

#### OILY TO ACNE



##### SALICYLIC ACID

Helps clear pores.

##### WILLOWHERB

Skin calming.

##### COFFEE SEED OIL

Boosts collagen and elastin.



##### SALICYLIC ACID

Helps clear pores.

##### WILLOW BARK

Helps control oil and sebum production.

##### HYDROMANIL COMPLEX

Hydrating blend from the seed of the tara tree.



# Highly advanced

ANTI-AGEING SKIN CARE



## Climate Control £60

2.3 fl oz / 68 mL

Hydration in the purest form. This "miracle in a bottle" helps even the driest, most damaged skin regain its healthy glow and moisture content. Its unique delivery system keeps key ingredients separated until shaken, combined, and activated.

**SelPlex Complex:** Herbal oil extracts and vitamins that increase moisture.

**Sodium Hyaluronate:** Protects against moisture loss.

**Glucosamine HCl:** Helps maintain elasticity.



## SeneSerum-C £65

0.5 fl oz / 15 mL

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

**Stabilized Vitamin C:** Increases collagen production and firms.

**SeneShield:** Helps protect skin from immediate free radical damage.



## EyeCrème £50

0.44 fl oz / 13 mL

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

**Soybean Oil:** Improves skin hydration and smoothness.

**Kukui Seed Oil:** Soothes skin.

**Vitamin A:** Helps increase elasticity.



## EyeLuminator £55

0.44 fl oz / 13 mL

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

**Kukui Seed Oil:** Soothes skin.

**Vitamin A:** Helps increase elasticity.

**Almond Oil:** Leaves skin silky, non-greasy.



### Collagen Night Pak £85 with brush

1oz / 30 mL

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

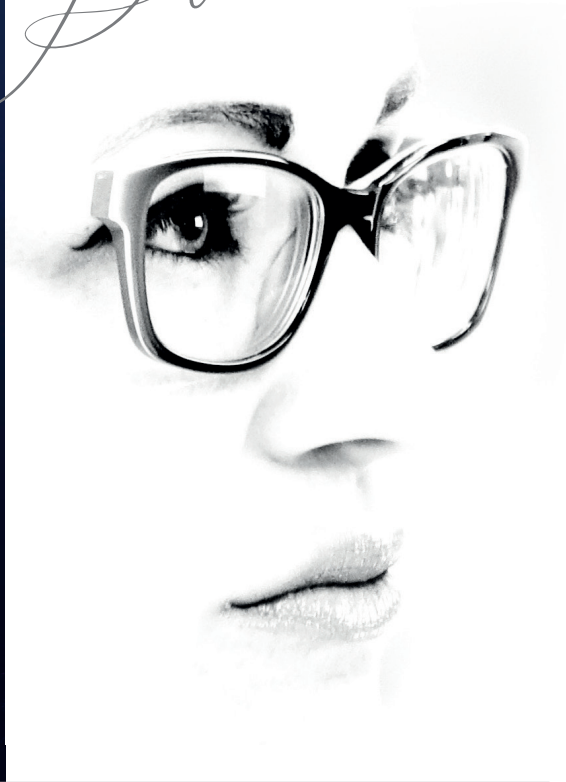
**Anti-Wrinkle Complex:** Firms and smoothes skin.

**Green Tea Leaf Extract:** Protects skin with antioxidant properties.

**Joboba Seed Oil:** Helps to improve skin's elasticity.



*Night Pak*



*Specialised*

TREATMENT PRODUCTS FOR TARGETED SKIN AND PERSONAL CARE NEEDS.

Stabilized Ascorbic Acid (**pure stabilized Vitamin C**) decreases melanin production by  
**42.66%**

*Results obtained in a 16 day in vivo test of Ascorbic Acid.*

### Brightening Multi-Vitamin Treatment £75

0.5 fl oz / 15 mL

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

**2 Forms of Stabilized Vitamin C:** Help brighten and even skin tone.

**Vitamins A, B3 & E:** Help to firm, even skin tone, protect from free radicals, and moisturize.

**Palmitoyl Tripeptide-1 & Tripeptide-7:** Peptides that help increase skin elasticity and decrease wrinkle depth.



**Anti-Wrinkle Treatment** contains ingredients that work to reduce light to medium wrinkle depth by an average of  
**34% TO 63%**

### Anti-Wrinkle Treatment £65

0.51 fl oz / 15 mL

Clinically proven ingredients that visibly reduce the depth and shadows of small and medium-sized wrinkles, making skin's texture smoother and younger-looking. Contains an advanced formulation, including natural ingredients proven to improve skin texture and restore proper moisture content with regular use.

**Anti-Wrinkle Complex:** Firms and smoothes skin.

**Green Tea Leaf Extract:** Protects skin with antioxidant properties.

**Joboba Seed Oil:** Helps to improve skin's elasticity.





**70%** titanium and **30%** **Facial Resurfacer** contains volcanic ash with iron for effective exfoliation without irritation.



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

BEFORE

AFTER



Nangai Oil contains  
**94-97%**  
natural triglycerides.

### Polishing Exfoliator £50

2 oz / 57g

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

**Vanuatu Volcanic Ash:** Exfoliates dead skin and polishes.

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



### Facial Resurfacer £50

2 oz / 57 g

Achieve a glowing, smooth skin surface with this effective formula that contains larger grains of Vanuatu volcanic ash for a powerful buffer. A little goes a long way to rid skin of impurities and reveal soft, revitalized skin.

**Vanuatu Volcanic Ash:** Exfoliates dead skin and polishes.

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

**Walnut Shell:** Exfoliates and softens skin.

*Solutions*



### Nangai Oil £50

0.5 fl oz / 15 mL

Intensely moisturize and soothe dry skin with this luxurious blend of exotic Nangai Oil and highly effective anti-ageing complexes and ingredients. Found on the tropical island nation of Vanuatu, Nangai Oil provides skin with calming and deeply hydrating benefits.

**Triglycerides:** Essential fatty acids that help enhance your skin's ability to retain precious moisture.  
**L-22:** Botanically-sourced lipid complex that helps improve the recovery of skin's barrier.  
**Meadowfoam Seed Oil:** Soothes skin and slows down water loss







Solutions

### Dark Circle Under Eye Treatment £50

0.51 fl oz / 15 mL

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

**Blend of Suma Root Extract, Potency Wood Extract & Madonna Lily Flower Extract:** Works to help reduce under eye darkening.

Contains ingredients that work to reduce dark circles up to **122%**



### NailExtend £45

0.25 fl oz / 7.39 mL

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

**Myristoyl Pentapeptide-17:** Promotes keratin production and nail growth.

**Vitamin B5:** Moisturizes and helps maintain the health of nail bed.

**Glycerin:** Helps strengthen nail and increases moisture.

Twice-daily use of NailExtend over an 8-week period

BEFORE

AFTER



### LashExtend £55

0.125 fl oz / 3.7 mL

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

**SenePeptide:** Improves lash health.

**Chamomile Extract:** Calming and soothing properties.

**White Tea Extract:** Powerful antioxidant.



Lashes appear **25%** longer and fuller in only weeks.

### LipVolumizer £50

0.2 fl oz / 5.9 mL

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

**Volumizing Complex:** Proprietary blend of peptides and botanicals.

**Kiss-Me-Quick Plant:** Helps boost collagen production and increase moisture.

Visibly increases lip volume

+ Fullness up to **20%** + Moisture up to **50%**



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



# SeneDerm Daily Regimen

# SeneDerm Daily Regimen

AM

**CLEANSE**  
(select one)



3 in 1  
Cleanser

**EXFOLIATE**  
(select yours)



Polishing Exfoliator  
Facial Resurfacer

**ADVANCED ANTI-AGEING**  
(optional)



Climate Control  
SeneSerum-C

**TREAT**



Anti-Wrinkle  
Spot-On  
Dark Circle  
Brightening Multi-Vitamin

**TREAT**



Nangai Oil

**MOISTURIZE**  
(select yours)



DayTime Moisturizer  
EyeCrème

**TREAT**  
(select yours)



LashExtend  
(Colored or Clear)  
LipVolumizer  
EyeLuminator

**APPLY MAKEUP**

**MOISTURIZE & PROTECT**  
(after makeup)



Hydrating Facial  
Serum Mist  
Lip Balm

PM



Fooops!  
Liquid or  
Wipes  
Ooops!

**REMOVE**



**CLEANSE**  
(select one)

3 in 1  
Cleanser



Polishing  
Exfoliator  
Facial  
Resurfacer

**EXFOLIATE**  
(select yours)



**ADVANCED ANTI-AGEING**  
(optional)

Climate Control  
SeneSerum-C

**TREAT**



Anti-Wrinkle  
Spot-On  
Dark Circle  
Brightening  
Multi-Vitamin

**TREAT**



Nangai Oil

**MOISTURIZE**  
(select yours)



Evening  
Moisturizer

**MOISTURIZE & PROTECT**



EyeCrème

**TREAT**



Collagen  
Night Pak

**TREAT**  
(select yours)



Lip Balm  
LipVolumizer  
LashExtend (Clear)  
LipSmooth  
Conditioning Polish



# Friendships & Freedom

MAKE A DIFFERENCE IN YOUR LIFE.

RUN YOUR BUSINESS FROM HOME AND

HAVE A CAREER WITH NO INCOME CEILING.

"SheerSense has given me so much confidence and has inspired to follow my dreams."



SkinCare

SeneDerm Skincare

Achieve a clear and radiant complexion by using our simple skincare process followed by our versatile, anti-ageing colour cosmetics.





## SeneDerm SkinCare & SenseCosmetics

The Perfect Match

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



MakeSense

### **Silk Pore & Wrinkle Minimizer £60**

0.51 fl oz / 15 mL

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



MakeSense

### **Pearlizer £50**

1 fl oz / 30 mL

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

MakeSense

### **Advanced Anti-Ageing Pearlizer £60**

1 fl oz / 30 mL

Enjoy a luminous finish with the addition of sophisticated moisturizers, minerals, and vitamins.



Pearlizer



MakeSense

### **Colour Correcting Tinted Moisturizer £45**

1 fl oz / 30 mL

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



Light (N)



Medium (N)



Deep (N)

*SenseCosmetics*



### **Hydrating Facial Serum Mist £40**

2.9 fl oz / 86 mL

Instantly refresh and re-energize your skin anytime with this lightweight, oil-free, alcohol-free quick drying mist, while simultaneously treating your complexion to longterm anti-ageing benefits. Can be spritzed under or over your makeup.

**Hydromanil Complex:** Helps to pull moisture into skin and lock it in for lasting skin benefits.

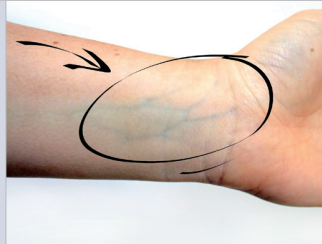
**Apple Fruit Extract:** Gently exfoliates skin for a glowing effect and instant moisturization.

**Kale Extract:** Rich in vitamins C, A, and E to help tighten pores and prevent free radical damage.



## FINDING YOUR UNDERTONE...

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



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

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

Can't tell? Then you are neutral.  
(C) = cool (W) = warm (N) = neutral



### MakeSense Original Foundation £50

1 fl oz / 30 mL

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



A portion of the proceeds from the sale of each MakeSense Original and Advanced Anti-Aging Foundation cosmetic product benefits the nonprofit, The Make Sense Foundation®.



### MakeSense Advanced Anti-Ageing Foundation £60

1 fl oz / 30 mL

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



## SENESHIELD™

SeneShield's proprietary blend of powerful ingredients work to keep skin soft, supple, and healthy and can actually help to reverse damage previously caused by exposure to daily toxins, such as pollution and UV rays. Protect your face every day by including MakeSense Advanced Anti-Ageing Foundation and SeneSerum-C, both with SeneShield, into your beauty routine.

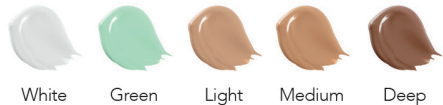




**Corrective Colour  
Concealer | Blender £25**

0.2 oz / 5.6 g

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



**Translucid  
Powder & Bronzer in Dispensing Brush £50**

0.2 oz / 6 g

This light powder blots shine, and absorbs oil and perspiration with effortless application. The breathable finish protects without drying skin throughout the day. The Natural shade features colour-matching technology to suit a variety of complexions.

ingredient.

**Allantoin:** Promotes healthy skin.

**Talc:** Absorbs oil.



**BlushSense**

**Cream Blush £30**

0.2 oz / 5.6 g

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

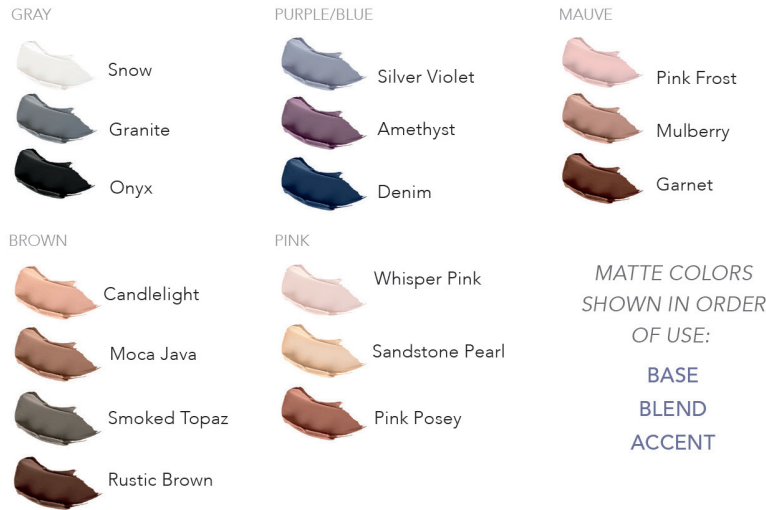


**ShadowSense**

**Matte Eyeshadow £22**

0.2 fl oz / 5.9 mL

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



**ShadowSense**

**Shimmer Eyeshadow £22**

0.2 fl oz / 5.9 mL

Add the perfect touch of luster to your lids with longlasting luminous colour. Shimmer shades perfectly coordinate with the ShadowSense matte collection.







EyeSense  
**Long-Lasting Liquid Eye  
Liner £25**

0.125 fl oz / 3.69 mL

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



EyeSense  
**Long-Lasting Eye Liner  
Pencil £25**

0.012 oz / 0.35 g

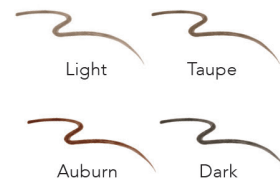
This long-lasting, waterproof pencil glides on with a velvety smoothness and sets quickly for all-day wear without smudging, feathering, or bleeding. Highly pigmented for maximum impact, this pencil features a retractable tip for precise, easy-to-use application.



BrowSense  
**Liquid Brow Colour £20**

0.125 fl oz / 3.69 mL

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



*VolumeIntense*



LashSense  
**VolumelIntense™ Waterproof  
Mascara £28**

0.24 fl oz / 7 mL

Beautifully lengthen, volumize, curl, and define lashes without running or flaking. Using the unique volumizing brush, one coat defines and extends, while a second coat creates intense fullness and length for waterproof, worry-free wear. Additional beneficial ingredients prevent brittleness and drying. Formula is ophthalmologist tested and safe for contact lens wearers.

**Capixyl:** Helps provide fuller, healthier lashes.

**Carnauba Wax:** Helps keep lashes flexible.



LashSense  
**VolumelIntense™ Mascara £28**

0.26 fl oz / 7.8 mL

Separate, lift, and curl lashes to volumized perfection! The humidity resistant formula helps moisturize to prevent dry, brittle lashes from root to tip. One coat fully extends your lashes, while a second coat adds 3-D intensity and dramatic volume for full, lush lashes. The unique volumizing brush delivers maximum results. Formula is ophthalmologist tested and safe for contact lens wearers.

**Capixyl:** Helps provide fuller, healthier lashes.

**Vitamin E:** Helps to repair and condition lashes, and prevent brittleness.



Capixyl™ works to increase new lash growth by over **46%** in four weeks.



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



LipSense  
**Lip Colour £22**  
0.25 fl oz / 7.39 mL



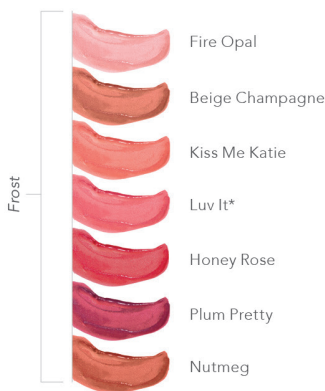
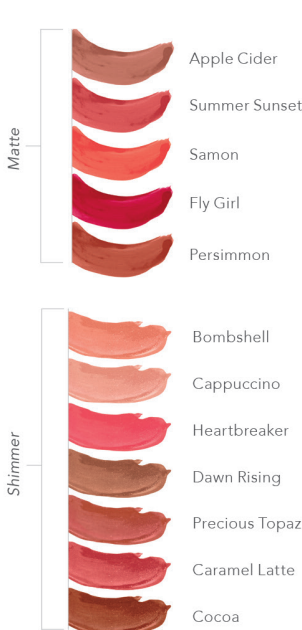
LipSense is the premier product of SeneGence and is unlike any conventional lipstick, stain, or colour. As the original, patented, long-lasting lip colour, it is waterproof, does not kiss-off, smear-off, or budge-off.

**Peony Root Extract:** Natural calming flower herb.

**St. John's Wort Extract:** Natural herb with skin protective properties.

**Linden Flower Extract:** Powerful antioxidant.

YELLOW BASED/WARM



\*A portion of the proceeds from the sale of select LipSense shades benefits the nonprofit, The Make Sense Foundation.

NEUTRAL



BLUE BASED/COOL



HOW TO APPLY:

Apply to clean, dry lips. For a defined look, line with LinerSense first. With lips parted, apply LipSense in one direction, beginning with outside corner of the mouth. Spread color in a fluid, sweeping motion across lips to opposite corner (do not move applicator back and forth). Apply three layers for longlasting results, letting color dry in between each layer. Finish with LipSense Gloss to maintain lasting color and moist lips.

Shimmer



LIP COLOUR - LAYER 1



LIP COLOUR - LAYER 2



LIP COLOUR - LAYER 3



MOISTURIZING GLOSS



LONG-LASTING LOOK







**LinerSense**  
**Lip Liner £22**  
0.125 fl oz / 3.69 mL

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

- YELLOW-BASED
- Persimmon
  - Terra Cotta
  - Cocoa
- BLUE-BASED
- Neutral
  - Berry
  - Blu-Red



**Moisturizing Gloss £18**  
0.25 fl oz / 7.5 mL

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

**Shea Butter:** Softens and protects skin.  
**Vitamin E:** Helps to repair dry lips.

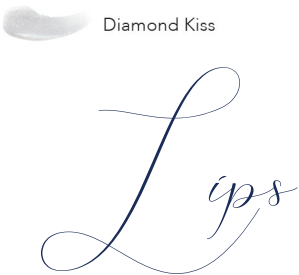
- YELLOW-BASED
- Gold Glitter
  - Sand
- NEUTRAL
- Glossy
  - Matte
  - Pearl
- BLUE-BASED
- Bougainvillea
  - Opal
  - Rose
  - Pink Sand
- Orchid
  - Pink Glitter
  - Silver Glitter



**Specialty Gloss £22**  
0.25 fl oz / 7.39 mL

LipSense Specialty Glosses drench lips in show-stopping finishes that take your LipSense look to the next level of glamour. Diamond Kiss Gloss is formulated with genuine crushed diamond gemstones for a beautiful sparkle.

**Shea Butter:** Softens and protects skin.  
**Vitamin E:** Helps to repair dry lips.



**LipSmooth™**  
**Conditioning Polish £25**  
0.5 fl oz / 15 mL

Helps dry, damaged lips feel renewed, re-moisturized, and conditioned. Formulated with nonabrasive natural exfoliators, SenePlex+ and natural oils to accelerate the exfoliation process and reveal smooth, beautiful lips.

**Bamboo & Ivory Seed Powder:** Gentle, nonabrasive exfoliators.  
**Ngai Oil:** Deeply hydrates and soothes skin with moisture-enhancing triglycerides.  
**Shea Butter:** Softens and protects skin.



**Moisturizing Lip Balm £20**  
0.25 fl oz / 7.3 mL

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

**Coconut Oil:** Provides nourishing moisture to improve dry, cracked skin.  
**Cocoa & Shea Butters:** Soften the skin and protect from environmental influences.  
**Orchid Flower Extract:** Powerful antioxidant with free-radical protection and moisture.



**Oops! Remover £10**  
0.25 fl oz / 7.39 mL

A simple swipe of this nondryingremover will erase LipSense mistakes, “lift” your long-lasting lip colour so you can change your shade with your outfit, or remove LipSense at the end of the day.

**Vitamins A, B, C & E:** Condition, moisturize, and protect lips.



LipSense  
COSMETICS



**Fooops!® Dual Phase  
Color Remover £20**

1.7 fl oz / 50 mL

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

**Green Tea Extract:** Protects against collagen break-down.

**Arnica Flower:** Helps to restore suppleness.

**Spirulina:** Promotes a clear complexion.



**Fooops!® SenseCosmetics®  
Color Removing Wipes £20**

Pack of 30 wipes

Biodegradable, oil-free wipes gently remove dirt, oil, and makeup, revealing soft, clean skin without sticky residue. Ophthalmologist tested and safe for contact lens users, these gentle wipes contain moisturizing, anti-ageing botanical ingredients and SenePlex+.

**Sodium Hyaluronate:** Protects against moisture loss.

**Aloe Leaf Juice:** Moisturizes and helps soothe inflammation.

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



**Brush Cleaner £20**

6 fl oz / 170 mL

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

Safe to use on synthetic or natural hair bristle brushes.



**Self-Tanning  
Bronzing Coconut Milk  
£50**

4 fl oz / 120 mL

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

**DHA (Dihydroxyacetone):** Derived from environmentally-friendly plant sources, provides a water-resistant, long-lasting tan..

**Coconut Milk Blend:** With coconut water and olive seed oil for non-sticky hydration.

**Erythrulose:** Provides a natural-looking sunless tan.





SeneDerm  
BodyCare  
with SenePlex+™

Anti-ageing protection is just as important for the skin on your body as it is for the skin on your face. Daily stresses such as sun exposure and pollution cause premature signs of aging to hands, legs, and arms. Pamper and protect the skin on your body with SeneDerm BodyCare, formulated with anti-ageing emollients and effective exfoliants to enjoy smooth, radiant skin from head to toe!

BodyCare



Advanced Hydration  
Body Lotion £45

6 fl oz / 180 mL

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

**Sodium Hyaluronate:** Protects against moisture loss.

**French Plum Oil:** Natural, non-greasy hydrating oil featuring a light, luxurious scent.



Moisturizing  
Body Wash £20

8 fl oz / 236 mL

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

**Jojoba Extract:** Promotes soothing and calming.

**Orchid Flower Extract:** Antioxidant and moisturizer.



Shea Butter Body Cream £30

4 oz / 120 mL

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

**Shea Butter:** Softens and protects skin.



Detoxifying  
& Moisturizing Mask £50

4 oz / 113g

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

**Green Tea & Arnica Flower:** Soothe and counter-act redness.

**Kaolin Clay:** Absorbs impurities.

**Volcanic Ash:** Gentle exfoliator.



Hand Cream  
with Shea Butter £20

2.66 fl oz / 80 mL

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

**Shea Butter:** Rich moisturizer.

**Cucumber:** Soothes and hydrates.



# SeneDerm BodyCare

with SenePlex+™

Anti-ageing protection is just as important for the skin on your body as it is for the skin on your face. Daily stresses such as sun exposure and pollution cause premature signs of aging to hands, legs, and arms. Pamper and protect the skin on your body with SeneDerm BodyCare, formulated with anti-ageing emollients and effective exfoliants to enjoy smooth, radiant skin from head to toe!



## Smoothing Body Scrub £20

4 oz / 118 mL

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

**Vanuatu Volcanic Ash:** Exfoliates dead skin.

**Aloe Leaf Juice:** Soothes skin.



## Advanced Hydration Body Lotion £45

6 fl oz / 180 mL

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

**Sodium Hyaluronate:** Protects against moisture loss.

**French Plum Oil:** Natural, non-greasy hydrating oil featuring a light, luxurious scent.



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**Jojoba Extract:** Promotes soothing and calming.

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### DISTRIBUTOR OPPORTUNITIES

30 Days



60 Days



90 Days



## Get off to a *FAST* START!

Contact your Distributor for current programme availability.

7 days after signing up with SheerSense. you can qualify to earn up to £660 in **FREE** products in your first **90 days**. From the start of your career with SheerSense you are eligible to receive a **40% discount** on all personal product orders of 300 PV (£600 retail) and over.

## Significant Seller Programme

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

### Significant SeneSellers:

Distributors who consistently share and sell SeneGence products month after month.





£85 Sign up Kit + licence  
with Personalised makeup bag



- Includes:**
- 3 x Lipsense
  - 1 x Glossy Gloss
  - 1 Oops! Remover
  - 1 x Foops! Wipe
  - 2 x CCTM Sample Strips
  - 1 x Black Intense Mascara
  - 1 x Lip balm & Lipsmooth
  - 1 x Variety Gloss Samples
  - Mascara Applicators
  - Lipsense Applicators
  - How to Build your Business Info
  - Distributors License
  - 1 Beauty Book

£125 Sign up Kit + licence  
with Beauty Case



- Includes:**
- 3 x Lipsense & Shadowsense
  - 1 x Glossy Gloss & Variety Gloss
  - 1 x Oops! Remover
  - 1 x Black Volume Intense Mascara
  - 1 x CCTM Tester – Light & Medium
  - 1 x Strip of Matt Gloss & Glossy Gloss
  - 2 x CCTM Strip Samples
  - 1 x Foops! Wipe
  - 1 x Climate Control Strip Samples
  - 1 x Variety Gloss Samples
  - 1 x Lipbalm & Lipsmooth Sample
  - 10 x Makeup Brushes
  - Mirror
  - Mascara & Lipsense Applicators
  - 5 Beauty Books
  - How to Build your Business Info
  - Distributor License

Discounts & Potential  
Retail Earnings

SUGGESTED RETAIL TOTAL AMOUNT with business tools.	PERSONAL DISCOUNT off suggested retail	POTENTIAL EARNINGS pounds
£0 - £199	20%	£0 - £40
£200 - £599	30%	£60 - £180
£600 + HIGHER	40%	£240 + UNLIMITED

This example is not a guarantee or representation that you will experience these exact earnings. Rather, it is intended as a guidance tool to show you how a Distributor's potential profit margin increases as their discount level increases.

Become a Distributor

Have a career that really pays on your terms!  
Purchase products at wholesale and resell for profits.  
We guarantee your satisfaction when you begin a new career with us.

£35  
Sign up  
Licence  
with business tools.

This gives you  
a great start in  
running your own  
Beauty Business.





The background of the image is a light, off-white surface. It is covered with numerous abstract, fluid, and organic shapes in various shades of blue, ranging from a pale sky blue to a deeper cerulean. These shapes resemble ink splatters, smoke, or perhaps delicate, ethereal forms like smoke or liquid captured in time. They are scattered across the frame, with some areas being more densely colored than others. Overlaid on this background is the text 'Sheer Sense' in a black, elegant, cursive script. The letters are thin and graceful, with long, sweeping flourishes, particularly on the 'S' and 'e' characters. The text is positioned horizontally across the middle of the image, with the 'S' starting on the left and the 'e' ending on the right. The overall composition is artistic and evocative, suggesting a sense of lightness and fluidity.

*Sheer Sense*