

SeneGence®

# SeneBlends

Beauty Guide | 10th Edition

Customized Beauty with SenseCosmetics® & SeneDerm® SkinCare









**Joni Rogers-Kante**  
SeneGence Founder & CEO

The SeneBlends Beauty Guide is a comprehensive guide that lets you learn about, and play with, each of the SeneDerm and SenseCosmetics products available. This book is for all of the busy women in this world who need, and want, first-class makeup products that stay on and really work, and serve double duty in protecting and improving their skin. The longer you use the color and skin care, the more beautiful your skin becomes – I promise!

SeneDerm and SenseCosmetics offer unique benefits not to be found anywhere else in today's cosmetic industry. First, SenseCosmetics makeup contains the same amazing and effective anti-aging proprietary complexes found in SeneDerm SkinCare, blended with the patented long-lasting color technology of LipSense that stays on until you remove it. Not only do they not kiss-off, smear-off, rub-off, or budge-off, they improve the look and feel of your skin with each use, making skin more beautiful.

Second, because SeneGence products were created to be blended and layered together, each woman can have fun discovering her own unique look by mixing her favorite colors together, creating customized shades.

With this guide you will learn about all SeneGence products, from what they are used for and their benefits, to how to apply them step by step. I also meant for this guide to be interactive! It is my hope that you will gather with your friends and have fun creating your own individual SeneBlends looks to suit your moods, personalities, preferences, and features. Enjoy learning, testing, creating, and playing with SeneBlends!

This book is dedicated to my SeneSisters of all shapes and sizes, skin tones and features, in all walks of life who have been on a quest for products that really work. The creation of these products and their distribution is my labor of love to you.

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

A handwritten signature in blue ink that reads "Joni". The signature is elegant and cursive, with a large loop at the end.



# SeneBlends Beauty Guide

10th Edition

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## Contributing Distributors

Thank you to the following Independent Distributors whose talents, advice, and creativity helped to make SenseCosmetics and SeneDerm SkinCare a world class brand of beauty.

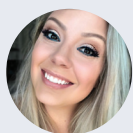
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## 2019 Lead MUAs of the Month

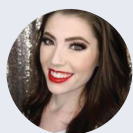
SeneBlends Makeup Artists of the Month are experts in SenseCosmetics application. From contouring with BlushSense, to creating alluring eyes with ShadowSense, they know how to do it all! Look for great "SeneBlends MUA Tips" all throughout the SeneBlends Beauty Guide from these 12 artists of beauty.



Porsche Ray  
January



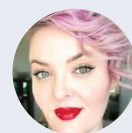
Sana Saleh  
February



Victoria Krath  
March



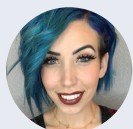
Mandy Odle  
April



Heather Nguyen  
May



Phoebe Smith  
June



Megan LaRiviere  
July



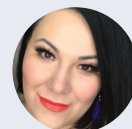
Alli Meier  
August



Cynthia Zamora  
September



Kassi Clifford  
October



Gabrielle Lavolette  
November



Hilary Mathias  
December



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# Introduction

## History of Makeup

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Cosmetics have been known to be used by women and men alike dating back over 6,000 years. But it wasn't until a century (or so) ago that the invention of photography and mass publication of printed materials, and especially film, contributed to an abrupt shift in attitudes regarding color cosmetics for daily use. As readers and viewers saw pictures of celebrities with flawless complexions and intense allure, the standards of feminine beauty began to change throughout the world. Cosmetics became a way to embellish one's appearance, hide imperfections, and accentuate desirable features.

### Here is a brief timeline of some of the giants within the cosmetic industry:

- 1900:** African American entrepreneur Annie Turnbo begins selling hair treatments door-to-door.
- 1904:** Max Factor migrates from Lodz, Poland to the United States, and four years later to Los Angeles, where he sells makeup to movie stars.
- 1909:** French chemist Eugene Schueller develops the first safe commercial hair dye. In 1910, he names his company L'Oreal.
- 1909:** Florence Graham and cosmetologist Elizabeth Hubbard open a salon on Fifth Avenue in New York, and rename it Elizabeth Arden.
- 1914:** T.J. Williams founds Maybelline, which specializes in mascara.
- 1915:** Lipstick is introduced in cylindrical metal tubes.
- 1922:** The bobby pin is invented to manage short (bobbed) hair.
- 1932:** Charles and Joseph Revson, nail polish distributors, and Charles Lackman, a nail polish supplier, found Revlon.
- 1935:** Pancake makeup, developed to look natural on color film, is created by Max Factor.
- 1941:** Aerosols are patented, paving the way for hair spray.
- 1958:** Mascara wands debut, eliminating the need for applying mascara with a brush.
- 1961:** Cover Girl makeup, one of the first brands sold in grocery stores and targeted to teens, is introduced by Noxema.
- 1963:** Revlon offers the first powdered blush-on.
- 1999:** Joni Rogers-Kante opens the doors of SeneGence, offering the first 24-hour makeup that simultaneously stays on and helps make the skin more radiantly beautiful.
- 2019:** SeneGence celebrates its 20th anniversary.



## The Power of Color

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Color evokes emotion. Color can make us happy or sad, confident or uncomfortable. It has even been known to decrease appetites, increase heart rates, and stir passions.

Light and dark play a role in how color is perceived, and thus, certain colors are more appealing during the day, while others look their best at night. Bright light makes color vibrant and alive, while shadows create depth. Taking all of this into account, colored makeup looks can be created based on mood, season, environment, time of day, and personal style.

Psychologists state that a lasting impression is made within ninety seconds, and that color accounts for 60% of the interpretation, acceptance, or rejection of an object, person, place, or circumstance. Because color impressions are both quick and long-lasting, decisions about color are critical factors in the success of any visual experience.

The human brain requires a sense of order to absorb a message from the object it sees. If too many colors or conflicting color hues are used, the viewer will become visually confused and the brain will reject the image. Additionally, boredom results if there is a lack of color. So, you can see how the right color combinations and color categories can be as important as the individual color.

### Colors also reflect traits and characteristics and can influence certain emotional impressions.



**Red shades evoke:** Energy, Love, Determination, Power, and Life.

Red is an attention grabber, can increase our appetite, and has even been known to increase metabolism! It spurs us into action and inspires our passions in life.

**Personality Traits:** Joyful, Passionate, Commanding, Loving, and Strong.



**Orange shades evoke:** Happiness, Confidence, and Resourcefulness.

Orange brings joy to our workday and strengthens our appetite for life. It connects us to our senses, helps remove inhibitions, and makes us happy.

**Personality Traits:** Enthusiastic, Happy, Sociable, Energetic, Sporty, and Self-Assured.



**Yellow shades evoke:** Wisdom, Clarity, and Self-Esteem.

Yellow gives us clarity of thought, increases awareness and stimulates interest. Yellow is related to the ability to perceive and understand.

**Personality Traits:** Good-Humored, Optimistic, Confident, Practical, and Intelligent.



**Green shades evoke:** Balance, Love, and Self-Control.

Green helps us relax. Green also cleanses and balances our energy to give a feeling of renewal, peace, and harmony.

**Personality Traits:** Understanding, Self-Controlled, Adaptable, Sympathetic, Compassionate, Generous, Humble, Nature-Loving, and Romantic.



**Blue shades evoke:** Knowledge, Health, and Decisiveness.

Blue is a mentally-calming color. Blue has a pacifying effect on the nervous system and brings great relaxation.

**Personality Traits:** Loyal, Tactful, Affectionate, Inspiring, Inventive, and Caring.



**Indigo shades evoke:** Intuition, Mysticism, and Understanding.

Indigo strengthens intuition and imagination. It gives us a feeling of being a part of the entire universe.

**Personality Traits:** Intuitive, Fearless, Practical, Idealistic, Wise, and Truth-seeking.



**Violet shades evoke:** Beauty, Creativity, and Inspiration.

Violet gives us inspiration for all undertakings and connects us to our spiritual self, bringing guidance, wisdom, and inner strength. Violet also enhances artistic talent and creativity.

**Personality Traits:** Inspirational, Kind, Just, and Humanitarian.

Since all color is created from a blending of some degree, it makes sense that the colors in your cosmetics should have the ability to be customized and blended in order to create your very own custom look. A look that is unique to you, your style, your personality, and your presence, everyday.



# Skin is Where Real Beauty Begins

## The Science of SeneDerm® & SenePlex+™ Complex

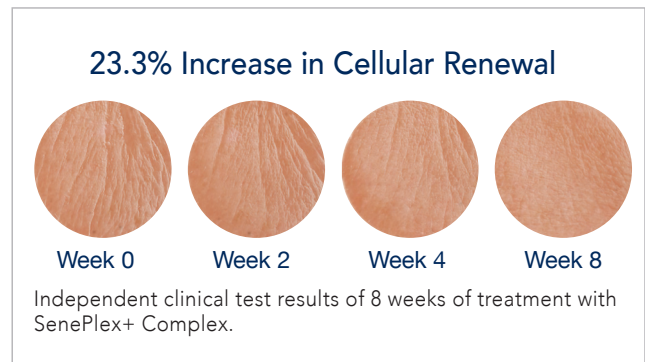
SeneGence has developed highly advanced anti-aging skin care systems that help make every skin type more beautiful and radiant. Combinations of both natural and scientific ingredients provide proprietary formulations that are scientifically proven in a clinical laboratory to work on 100% of those individuals who use the products as directed. SeneDerm SkinCare Systems gently cleanse, moisturize, and protect skin with the proprietary SenePlex+ Complex.

SenePlex Complex+ is a kinetic enzyme that affects the way in which cells grow from the bottom layers of the skin to the top. SeneDerm SkinCare Systems can be used by individuals with all skin types and is available in four formulas to treat a range of skin types from: Dry, Normal to Dry, Normal to Oily, and Oily to Acne.

The active enzymes in the advanced anti-aging delivery systems work to eliminate dead skin and produce healthier, plumper cells as they move to the surface of skin.

### That in turn increases:

- Moisture and hydration by an average of **54.2%**
- Skin firmness and elasticity by an average of **51.9%**
- Luminosity by an average of **48.7%**
- Skin smoothness by an average of **45%**
- Collagen synthesis by **168%**
- And decreases skin sagging by an average of **25%**

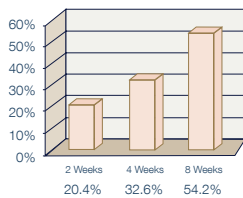


### Which results in:

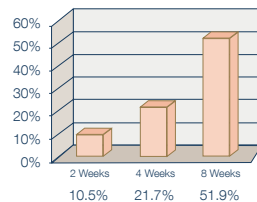
- Reduced fine lines and wrinkles by an average **55.7%**

By combining patented long-lasting color technologies of SenseCosmetics with anti-aging technologies of SeneDerm SkinCare and applying them to skin 24 hours a day, every individual, regardless of their skin-type profile, can achieve amazing results and a beautiful visage.

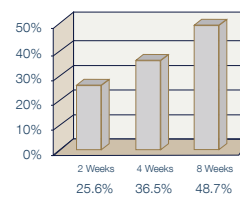
**54.2%** Increase of Moisture & Hydration



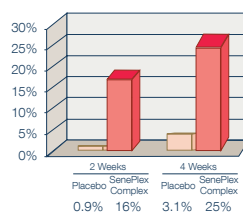
**51.9%** Increase in Skin Firmness & Elasticity



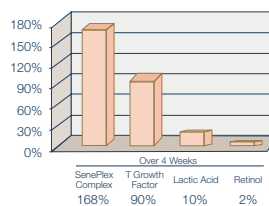
**48.7%** Increase in Skin Luminosity



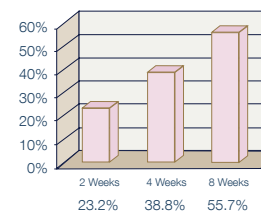
**25%** Decrease in Skin Sagging



**168%** Increase in Collagen Synthesis



**55.7%** Reduction of Fine Lines & Wrinkles





## Skin Care for All Ages

Taking good care of your skin is a key part of staying healthy and looking good. Your skin serves many functions: it protects internal organs from the environment, it plays a key role in maintaining proper body temperature, and it processes vitamins.

You should take certain steps to keep your skin in shape, so that your skin may in turn, help keep you healthy. An easy-to-use skin care regimen can make your skin gorgeous. SeneDerm SkinCare is made to be used on skin of all ages. To create beautiful skin simply cleanse, moisturize, and protect.

**Here are some guidelines that will help ensure skin is as beautiful as possible from one age to the next:**

### Teens & 20s – Cleanse, Moisturize, & Protect

- SeneDerm 3 in 1 Cleanser Normal to Oily or Oily to Acne
- SeneDerm DayTime Moisturizer Normal to Oily or Oily to Acne & MakeSense Foundation or Color Correcting Tinted Moisturizer
- SeneDerm Evening Moisturizer Normal to Oily or Oily to Acne
- SeneDerm EyeCrème & Spot-On Treatment
- Hydrating Facial Serum Mist



The teenage and young adult years are critical for establishing good habits to prevent skin damage. Consistent use of an SPF 30 or higher, wearing protective clothing, and avoiding excessive sun exposure will pay off in the future. Color Correcting Tinted Moisturizer and SeneDerm Normal to Oily or Oily to Acne SkinCare products include ingredients to fight bacteria and free radicals, and help prevent acne.

### 30s & 40s - Cleanse, Moisturize, & Protect

- SeneDerm 3 in 1 Cleanser Normal to Dry (or Dry)
- SeneDerm DayTime Moisturizer Normal to Dry (or Dry), & MakeSense Foundation or MakeSense Advanced Anti-Aging Foundation
- SeneDerm Evening Moisturizer Normal to Dry (or Dry)
- SeneDerm EyeCrème
- Climate Control
- SeneSerum-C
- Collagen Night Pak
- Brightening Multi-Vitamin Treatment
- Lifting & Firming Neck Cream



Many women in this age group begin to notice changes in their skin, including: pigment, irregularity (caused by both internal and external sources), fine lines and wrinkles, and loss of elasticity. SeneDerm SkinCare products contain SenePlex+ Complex and SeneShield to help combat these changes in the skin.

### 50s & Beyond - Cleanse, Moisturize, & Protect

- SeneDerm 3 in 1 Cleanser Dry
- SeneDerm DayTime Moisturizer Dry & MakeSense Advanced Anti-Aging Foundation
- SeneDerm Evening Moisturizer Dry
- SeneDerm EyeCrème
- Climate Control
- SeneSerum-C
- Collagen Night Pak
- Brightening Multi-Vitamin Treatment
- Lifting & Firming Neck Cream



Women beyond age 50 will require additional anti-aging ingredients to help fight against the body's inability to produce younger-looking skin. This group of women should use cleansers and moisturizers with extra moisture both day and night that help to control the climate around the skin. Applications of products that deliver beneficial additives deep into skin layers are a must.



## Skin Evaluation Quiz

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Having a healthy, clear, and radiant complexion is the first step to creating your own beautiful and balanced SeneBlends look. But first, you need to know what type of skin profile you have, in order to find a skin care regimen tailored to your individual needs. Use this helpful quiz to guide you in the right direction.

**Instructions: Circle the answer to each question that best describes your skin.**

1. How would you describe the level of oil on your skin?

- a. No oiliness
- b. No oil in "T" zone, but may be light oil in other areas
- c. Oily mostly in "T" zone
- d. Oily all over

2. How would you describe how your skin feels?

- a. Tight and itchy
- b. Healthy for the most part, occasionally tight or flaky
- c. Healthy for the most part, occasionally oily
- d. Overly oily

3. How would you describe the overall appearance of your skin?

- a. Tight, noticeable fine lines, red or rough patches, and visible flaking
- b. Healthy appearance, clear with even texture, some tightness or flaking
- c. Healthy appearance, occasional breakouts, can appear shiny
- d. Shiny with noticeable breakouts and blackheads

4. How would you describe the size of your pores?

- a. Small
- b. Small to medium
- c. Small to large
- d. Large

## Now, let's analyze your results and find your unique SkinCare System!



Each product in all four formulas contains SenePlex+ Complex for increased cellular renewal.

**If you answered mostly a:** Your skin tends to be DRY. You need a skin care system that pours moisture back into your skin and helps control its humidity without being greasy, boosts cell renewal, and gently exfoliates away dead skin. Use these SeneDerm SkinCare products:

**3 in 1 Cleanser Dry:** adds essential moisturizers while protecting skin from moisture loss all day.

- Humectants- bind moisture to the skin
- Sponge-Like Pillows- exfoliate flakes

**DayTime Moisturizer Dry:** gives your dry skin relief and protection from the effects of heat, cold, wind, and water, and keeps it hydrated and age-resistant.

- Jojoba- promotes soothing and healing
- Moringa Oil- smooths, de-puffs and moisturizes with radiance boosting fatty acids

**Evening Moisturizer Dry:** works as you sleep to pour moisture back into your skin and protect from evening atmospheric conditions such as forced air, cold air, and free radicals.

- Amino Acids - to build healthy cells
- Ginger Root- anti-inflammatory

**If you answered mostly b:** Your skin is NORMAL, but can be a little DRY at times. You need a skin system that maintains your healthy skin cells but also packs in the moisture for the areas on your face that tend to be dry. Use these SeneDerm SkinCare products:

**3 in 1 Cleanser Normal to Dry:** this cleanser is packed with natural ingredients to restore luster to dry areas and help restore and maintain moisture content.

- Aloe Vera- soothes skin
- Lavender- soothes with anti-bacterial, antiseptic, and anti-fungal benefits

**DayTime Moisturizer Normal to Dry:** delivers vital oils and vitamins to bind moisture where needed most.

- Aloe Leaf- helps to improve firmness
- Sodium Hyaluronate- for binding moisture

**Evening Moisturizer Normal to Dry:** works while you sleep to re-moisturize and repair cells damaged from exposure to dirt, sun, smog, and other conditions during the day.

- Avocado Oil- very rich moisturizer
- Vitamin E- essential antioxidant for maintaining healthy cells

**If you answered mostly c:** Your skin is NORMAL, but tends to be OILY at times. You need a skin system that maintains your healthy cells, but also exfoliates away oil and dead skin. Use these SeneDerm SkinCare products:

**3 in 1 Cleanser Normal to Oily:** removes excess oil without stripping and drying, while controlling oil and killing bacteria.

- Vanuatu Volcanic Ash- exfoliates dead cells
- Orchid Extract- powerful antioxidant with free radical protection and moisture

**DayTime Moisturizer Normal to Oily:** oily skin still needs moisture and essential nutrients to protect it from harmful environmental elements, help control sebum, and reduce oil production.

- Squalene- absorbs fat-soluble toxins
- Allantoin- stimulates new healthy tissue

**Evening Moisturizer Normal to Oily:** works while you sleep to re-moisturize and helps to repair cells damaged by exposure to dirt, sun, smog and other conditions during the day.

- Borago Seed Oil- powerful anti-inflammatory that reduces redness
- Vitamin E- essential antioxidant for maintaining healthy cells

**If you answered mostly d:** Your skin is OILY and prone to ACNE. You need a skin system that fights bacteria that lead to breakouts and controls oil production, but is also soothing to inflamed skin. Use these SeneDerm SkinCare products:

 Each Oily to Acne product below contains salicylic acid to help reduce pore blockage.

**3 in 1 Cleanser Oily to Acne:** this foaming cleanser works to remove oil and impurities, while treating acne and restoring damaged skin.

- Arginine- antioxidant that assists in wound healing
- Sodium Hyaluronate- restores damaged cell walls

**DayTime Moisturizer Oily to Acne:** this effective cream adds another layer of powerful acne-fighting ingredients, and it also works to correct and prevent signs of aging.

- Willowherb- soothing anti-inflammatory
- Coffee Seed Oil- boosts collagen and elastin production

**Evening Moisturizer Oily to Acne:** works while you sleep to fight blemishes and breakouts, control oil production and give your skin the healthy hydration it needs.

- Willow Bark- helps control oil and sebum production
- Hydromanil Complex- hydrating blend from the seed of the tara tree



## SeneDerm Advanced Anti-Aging SkinCare



If you want advanced anti-aging results, add SeneDerm Advanced Anti-Aging treatments to your routine. These "miracle workers" are your proactive solution to halt aging in its path and leave your skin looking healthier than you ever thought possible.

 All products contain SenePlex+ Complex for increased cellular renewal.

**Climate Control:** Contains small molecules that provide the most effective moisture to your skin. Climate Control helps even the driest skin regain its healthy glow and moisture content. Its dual delivery system keeps the two key ingredients (SenePlex+ Complex and SelPlex), inactive and separated into two parts until shaken and combined.

- Glucosamine HCl- natural anti-inflammatory that helps maintain skin's elasticity
- SelPlex Complex- a blend of herbal oil extracts and vitamins for skin repair
- Sodium Hyaluronate- restores damaged cellular walls

**SeneSerum-C:** A 100% natural blend of the most advanced anti-aging ingredients known today. This "urbanization" defense formula is made for all skin types and works to repair damaged skin cells while helping to prevent further damage and create healthier, firmer, younger-looking skin.

- Stabilized Vitamin C- necessary for collagen production
- SeneShield- helps protect cells from immediate free radical damage



**EyeCrème:** This crème contains a rich blend of oils and vitamins that protects while working to diminish fine lines and wrinkles on the sensitive area around the eyes. The rich formula melts and emulsifies at skin temperature, creating a silk-like coating that reduces drag while applying cosmetics and replenishes moisture to the sensitive area.

- Kukui Seed Oil- soothes skin
- Vitamin A- helps increase elasticity



**Collagen Night Pak:** A break-through anti-aging sleep treatment that harnesses the power of natural ingredients and the 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 aging. Includes application brush.

- Plant-based Marine Collagen- works to restore and rebuild collagen
- Caffeine- rejuvenates and revitalizes skin
- Copper & Zinc- for antioxidant protection

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**SeneBlends MUA Tip:** "I personally love to spray four pumps of Climate Control in the palm of my hand, then I pump out one pump of SeneSerum-C and mix the two together." – Sana Saleh, MUA of the Month

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**Hydrating Facial Serum Mist:** Hydromanil and botanical ingredients deliver instant and long-term hydration with each use. Spray before moisturizer or anytime throughout the day, even over SenseCosmetics, to add a boost of moisture and anti-aging protection to your skin.

- Hydromanil Complex- delivers immediate and long-term moisture to the skin
- Kale Extract- increases skin elasticity and collagen production, brightens skin and prevents free-radical damage
- Apple Extract- provides immediate moisturization



**Lifting & Firming Neck Cream:** This rich cream formula is specifically formulated to work powerfully and effectively to firm, smooth, and even the delicate skin around the neck and décolletage area. Infused with advanced anti-aging complexes, it helps the neck and jawline look tighter and more sculpted.

- Essenskin- Complex that helps fortify and restructure thin, fragile skin
- Macadamia Nut Oil- Helps to restore the skin's barrier function and reduce water loss
- Grape Juice Extract- Antioxidant that helps condition and protect skin from free radicals.

# The Art and Science of SeneBlends

## SenseCosmetics® with SeneDerm SkinCare: A 24-Hour Anti-Aging System

SeneBlends is a color blending system using SenseCosmetics of various shades to create that “one-of-a-kind” look for your “one-of-a-kind” style in seconds from the privacy of your very own dressing area. SenseCosmetics were made to be blended together to create a myriad of unique textures and shades. Every woman wearing versatile blended shades of SenseCosmetics can look as though a professional makeup artist created a look that is just perfect for her.

SenseCosmetics combine anti-aging skin care with patented long-lasting color technologies to make looking beautiful and staying beautiful possible.

Not only do these incredible color treatment and skin care products deliver on their claims of long-wear and anti-aging results, but SeneGence offers the only color cosmetic line that has the unique ability to allow every woman to blend her own customized color products for custom glamour looks.

When used together, SeneDerm SkinCare and SenseCosmetics provide 24-hours of skin protection that makes any face look more beautiful, and keeps it that way for as long as the products are being used as directed. Through the use of a simple three-step skin care process and application of versatile anti-aging color cosmetics, the proprietary benefits of both are compounded to create a more beautiful complexion.





## Tools of the Trade

Brushes are essential and are always better than fingers or sponge tip applicators. Wrinkles can be a result of constantly pulling and stretching the skin out when applying makeup with your fingers or generic sponges. As we age, our skin is already losing elasticity and using brushes can help slow down this process. Brushes pick up less color per swipe and allow for better precision to determine color strength and vibrancy than sponges allow.

Blending is most effectively done with a brush because the bristles allow the colors to be subtly intertwined and meshed together. When choosing face and eye makeup brushes, it's important to find brushes that are not firm or stiff; you want the bristles to have a bit of fluffiness to allow you to sweep easily, horizontally, vertically, and angularly. Use a firmer brush for defining brow and blending eyeliner.

### A brush for every type of makeup application with SenseCosmetics:

For the ultimate tool and brush kit, you need the SenseCosmetics Brush Collection.

1. **Stipple Foundation Brush:** This large brush features straight bristles that are firm yet soft, allowing you to perfectly apply MakeSense Foundation in a stipple technique. Stippling your foundation gives your skin the effect of airbrushed perfection.
2. **Blush Brush:** This fluffy brush is sized to perfectly shape the cheek bone. The medium sculpted head provides softness in application while offering durability.
3. **Contouring Brush:** This angled brush is perfectly sculpted for contouring with BlushSense and MakeSense Foundation on cheeks, brow bone, and chin.
4. **Shadow Blender Brush:** Soften any look with this amazing blending tool. Perfectly blends ShadowSense on your lids.
5. **Shadow / Concealer Brush:** This oval tip brush gently blends shadows or creates a crease with ShadowSense. Great for blending concealers or highlighters in any area of the face too.
6. **Angled Detail Brush:** Define brows, eye shape, or create detailed lining with this brush. This unique smudge tool is for adding depth close to the lash line and in the corner of the eye, or for brows. The long-handled brush has short bristles that form an angled tip.
7. **Detail Shadow / Liner Brush:** This brush features an angled handle and a long pointed tip to precisely place products. Use to apply ShadowSense as eyeliner.
8. **Brow & Lash Groomer:** Stiff bristles on one side to groom brow hairs and a metal lash comb on the other side to clean and define lashes.



## Caring for Your Brushes with SenseCosmetics Brush Cleaner

SenseCosmetics Brush Cleaner is the perfect product to effectively and gently cleanse your makeup artistry tools. Including a mix of scientific and naturally cleansing ingredients, it rids your brushes of caked on product, dirt, oil, and bacteria to ensure that when you use your tools, you aren't brushing dirt and grime onto your face. It's safe to use on synthetic and natural hair bristle brushes.

### 5 Reasons to Clean Your Brushes Weekly:

1. Dirty brushes cause breakouts and irritation due to bacteria, oil, and dirt accumulated on them.
2. Dirty brushes negatively affect color payoff of your SenseCosmetics.
3. Dirty brushes do not allow product to be well-blended or applied with precision.
4. Cleaning your brushes keeps them in good shape and prolongs their life - which protects your investment.
5. Dirty brushes can cross contaminate your products and cause them to spoil.

### To Use:

Squeeze a small amount of Brush Cleaner directly into a clean cup. Gently swirl brush around in cleaner for 20 seconds (or longer if needed). Remove brush and rinse bristles well until water runs clean. Lay brush flat on a clean towel to dry. When brushes are dry, fluff them with clean fingers to reshape.



## Extra Tools

Use the latex-free SenseCosmetics Blender Sponge with or without water (water absorbed into the sponge helps less of your product to be wasted, and creates thin, buildable foundation layers) to apply MakeSense Foundation, Corrective Color Concealer, and BlushSense. This gives you a natural look with great coverage.

Oil Absorbing Sheets include 50 effective sheets that quickly and easily absorb any unwanted oil, helping your skin look fresh throughout the day without disturbing your makeup.



Use the SeneBlends Blending Palette to create custom shades for each day's look. Blend creamy SenseCosmetics with one another, or the long-lasting technologies of LipSense for the perfect coordinating blends.



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**SeneBlends MUA Tip:** “My favorite way to use Silk, is to put it on in a downward motion, laying those baby hairs down flat and then let it sit for about ten mins so that your pores are covered before applying any face makeup.” – Megan LaRiviere, MUA of the Month

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## The Face

### Prepping Your Visage with MakeSense Silk

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After you finish your skin care routine, the next step is preparing your face for perfectly smooth makeup application. MakeSense Silk Pore & Wrinkle Minimizer is the perfect base for your flawless face. It not only acts as a filler before foundation, but with time will reduce the size of your pores and minimize wrinkles.

#### To Apply:

Following your skin care routine, apply MakeSense Silk with clean fingers in a downward motion and let dry before applying Foundation application. You will have a perfectly primed face and an additional layer of anti-aging protection. Follow with Corrective Color Concealer.



### Hiding and Concealing with Corrective Color Concealer

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The purpose of Concealer is to neutralize dark areas of the face, as well as hide skin imperfections and discoloration. MakeSense Corrective Color Concealer features the same long-lasting color technology as MakeSense Foundation with different color pigments added, and a rich, creamy texture. You can create an unlimited number of shades and tones by blending MakeSense Foundation with the Corrective Color Concealer.

#### To Apply:

Using a small amount of Green, Light, Medium, or Deep Corrective Color Concealer or a lighter shade of MakeSense Foundation, dab the product into the area in which you wish to conceal. Blend the product onto the skin gently. Remember, a little goes a long way!



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When used as a concealer, Corrective Color Concealer should be applied under your MakeSense Foundation.

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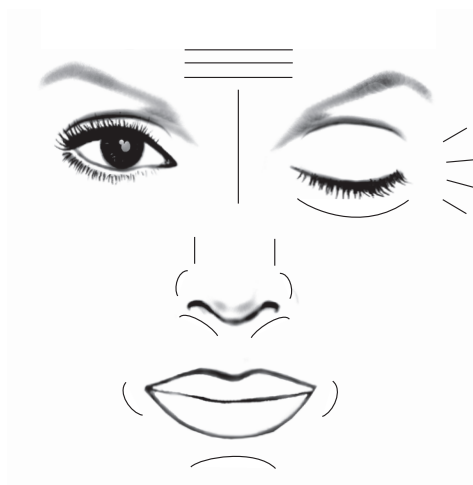
**SenseCosmetics Corrective Color Concealer comes in four concealing shades to combat a variety of problems:**

1. **Green** - Used to neutralize red tones on the skin. Use this for covering blemishes, red blotches, and rosacea.
2. **Light, Medium, or Deep** - Hides imperfections.

How does it work? Opposite colors neutralize each other: Yellow neutralizes blue (think under-eye circles) and green covers red (such as blemishes), while natural covers a multitude of imperfections.

## Tips on concealing:

- **Dark, Under Eye Circles** - Yellow combats blue tones, which includes shadows and fine blood vessels near the surface of the skin. Use any of the yellow based MakeSense Foundations, ShadowSense shades, or Light, Medium, or Deep Corrective Color Concealer. Only go one-half to one shade lighter than the dark under eye area, as using too light of a shade will produce a raccoon effect.
- **Dark Spots (aging spots)** - Use a yellow based ShadowSense, MakeSense Foundation, Light, Medium, or Deep Corrective Color Concealer, or a mix of those products.
- **Bruises** - Yellow, brownish bruises can be covered by using a violet ShadowSense as a concealer. Bluish-red bruises can be covered with Green Concealer.
- **Acne, Red Blotchiness, Rosacea** - Use Green Corrective Concealer. If the blemish is raised or has a flaky scale over it, you must be careful to blend well enough so the green can't be seen.



### Concealer Application

Use Concealer to hide discoloration & shadows in shown areas prior to MakeSense Foundation application.

## Highlighting with Corrective Color Concealer/Blender

In order to brighten dark areas of your complexion and give the appearance of radiance, apply Corrective Color Blender in White. White Blender can also be mixed with MakeSense Foundation to achieve the perfect shade to match your skin tone.

### To Apply:

Using a small amount of White Corrective Color Blender, dab the product into the area in which you wish to highlight and blend gently into the skin.



### Highlight

Use highlighter / blender or a light ShadowSense shade mixed with SeneDerm EyeCrème to highlight & open eye area

Using SeneBlend blending brush, begin application just short of bottom lash eyeline, blending down and fanning outwards into blush. Apply onto inner eye near nose to help eliminate deep shadows.



**SeneBlends MUA Tip:** "Instead of placing concealer directly under the eye in a little swoop, apply it in a reversed triangle. This evens out all the darkness and inconsistencies underneath your eyes and creates a 'triangle of light' that draws attention up to your eyes. Don't forget to blend!" – Hilary Mathias, MUA of the Month

When used as a highlighter, apply Corrective Color Blender on top of your MakeSense Foundation shade.



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**SeneBlends MUA Tip:** “You can use a dab of Terra Cotta BlushSense under the eyes (be sure to blend it out well) to cancel out the darkness as it is peach toned! Then apply your foundation and concealer on top and you will notice that the darkness is gone without looking ashy!” – Sana Saleh, MUA of the Month

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## Tips on Highlighting:

- **Subtle Concealer or Highlighter** - Blend White Corrective Color Blender with a drop of your desired MakeSense Foundation color before application; mix together, then apply on top of your foundation.
- **Under-Eye Bags and Puffiness** - Use White Corrective Color Blender or a lighter shade of MakeSense Foundation, and add on problem area. You might notice a slight shadow on sides of puffiness, so add Blender there also, and blend softly.
- **Minimizing Facial Lines Around Nose and Mouth** - Apply light shade of MakeSense Foundation or White Corrective Color Blender in the deepest area of the line. Blend lightly up to highest point outside of line.
- **Chin** - For a small, thin chin, apply White Corrective Color Blender to the center of the chin, directly under the center of the lip. To minimize a full chin, apply bronzing color along the jaw line and blend it down, towards your neck. This creates depth and helps to strengthen the jaw line.
- **Light Reflections** - White Corrective Color Blender can be used as an alternative to brightening with the use of light reflection to conceal imperfections and blur fine lines. You can also apply Blender lightly to the “V” on the outside skin of the inner eye. This will make the eyes appear brighter and wider.

## MakeSense® Foundations

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### Foundation serves three purposes:

1. Protects the skin from environmental elements.
2. Gives the skin a finished, polished look.
3. Supplies another layer of SenePlex+ Complex and additional beneficial ingredients.

MakeSense Foundations deliver a flawless, water-resistant finish, while providing non-smearing coverage.

Create a flawless finish and prepare skin to receive additional shades of the long-lasting, advanced color technology of SenseCosmetics with MakeSense Foundations. Available in two effective formulas, both are formulated with SenePlex and are the primary color products used as a base upon which to build long-lasting color technology, helping it to last throughout the day.

MakeSense Foundations are available in two formulations:

- **MakeSense Original Foundation** - for flawless, long-lasting coverage and anti-aging, SenePlex+ protection.
- **MakeSense Advanced Anti-Aging Foundation** - formulated with SeneShield for advanced protection from environmental hazards and increased moisturization to help reduce and prevent signs of aging.

Made with unique mineral based ingredients, MakeSense Foundations do not contain pore-clogging oils, emulsifiers, waxes, stearates, or sulfates.

MakeSense Foundations have the unique ability to be blended together in order to develop your custom foundation shade. Tones can take on warm to cool hues, depending on the color of your complexion.

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**SeneBlends MUA Tip:** “Minimize the size of your jaw and give it some definition. Apply a shade of foundation or color correcting tinted moisturizer, concealer or BlushSense directly along the jaw.” – Hilary Mathias, MUA of the Month

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## MakeSense Advanced Anti-Aging Foundation

This powerful, creamy foundation is full of protective ingredients that help prevent damage to skin and work to shield from environmental hazards. A water-resistant skin care necessity, it is blended with moisturizers, minerals, and vitamins with long-lasting color pigments that adjust to a wide range of skin tones to keep you looking beautiful and staying that way.

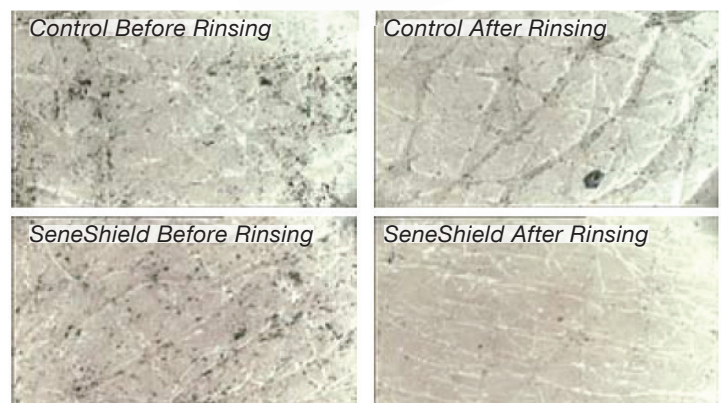
### The exclusive blend of ingredients provides:

- Protection from environmental hazards with SeneShield
- Anti-aging and moisturizing benefits
- Long-lasting, water-resistant wear
- Incredible coverage and silky texture



## SeneShield™

MakeSense Advanced Anti-Aging Foundation is formulated with SenePlex+ and SeneShield, one of the most advanced anti-aging and skin-protective technologies known to date. Our skin is exposed to the effects of urbanization and daily hazards, like toxic pollution and UV rays, that can cause long-term damage. 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.



After rinsing, the control skin sample treated with SeneShield is the most radiant and clean, showing that the dirt and pollution did not absorb into the layers of the skin.

## What is Urbanization?

Atmospheric pollution peaks are becoming increasingly common. Today, in many cities pollution is already a part of everyday life, to the extent that the sun cannot easily break through the smog, even in the height of summer.

Urbanization, or the effects of pollution, is intensified depending on the concentrations of pollutant substances and the frequency and duration of exposure. These effects range from simple irritation of the mucus membranes, to respiratory diseases, skin cancers or disorders affecting the nervous or digestive systems.

*"Pollution can have dramatic impacts on the skin."*

It can alter the skin's moisture-regulating ability, due to free radicals generated by pollutants. When put to such a harsh test, the skin barrier can lose its integrity and dry out. Asphyxiated or even intoxicated, the skin can lose its radiance and take on a muddy complexion. The first signs of inflammation quickly appear through redness and tingling. Pollution can also be responsible for the significant rise in the number of sensitive or reactive skin types amongst urban populations.

*Protect your skin from urbanization with products containing SeneShield: MakeSense Advanced Anti-Aging Foundation and SeneSerum-C.*

Finally, because of the hole in the ozone layer, the concentration of UV radiation reaching the surface of the Earth is constantly increasing. Now, ever-present UV radiation is no longer only a summer hazard. Together with free radicals they can threaten the body's biological stability and its integrity.







## MakeSense Original Foundation

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.

### Apply MakeSense Foundation lightly or heavily:

#### Lighter Coverage

- Apply foundation in a downward motion to minimize impact of facial hair.
- Place most amount of foundation on problem areas only; blend out with brush.
- Lightly blend foundation on face; make sure to blend around and under the jawline, into the hairline, onto earlobes, and around the nose.

#### Heavier Coverage

- Apply foundation on face so no skin is visible through foundation.
- If one area needs more concentration of coverage, apply with a dabbing touch with your fingertip or stipple brush.
- You can also cover freckles and birthmarks with the dabbing technique.

Using a foundation brush is the preferred application method, because it allows for better blending and more even, softer-finished coverage. For an airbrushed look, use a stipple brush, or the SenseCosmetics Blender Sponge.



## MakeSense is available in shades for all complexions:

### Light

**Porcelain** (Light yellow undertones; for fair skin)

**Ivory** (Light pink undertones; for light skin)

**Almond** (Light to medium pink undertones)

**Creme Beige** (Neutral to light yellow undertones)

#### **Light to Medium Shades**

**Beige Chiffon** (Light to medium yellow undertones)

### Medium

**Dewy** (Neutral undertones)

**Fawn** (Medium yellow undertones)

#### **Medium to Deep Shades**

**Tan** (Medium to deep yellow undertones)

**Suede** (Olive yellow undertones)

**Cafe au Lait** (Medium to deep red undertones)

### Deep

**Golden Tan** (Deep yellow undertones)

**Deep Caramel** (Deeper yellow undertones)

**Cinnamon** (Deep red undertones)

**Adobe** (Deeper red undertones)

**Coffee** (Deepest red undertones)

**Truffle** (Deepest yellow undertones)

## How to Find Your Undertone



You are either cool, warm, or neutral. Take a closer look at the veins on the underside of your wrist.

**Are they blue or purple?** If so, then you are cool, and will look good in MakeSense shades with pink or red undertones, such as Ivory, Almond, Café Au Lait, Cinnamon, Adobe and Coffee.

**Are they green or olive?** If so, you are warm, and will look great in MakeSense shades with yellow undertones, such as Porcelain, Creme Beige, Beige Chiffon, Fawn, Tan, Suede, Golden Tan, Deep Caramel and Truffle.

If you can't quite tell, then you are neutral, and Dewy will most likely look best on you.

Another way to tell is by taking a look at jewelry. If gold complements you best, then you are most likely warm-toned, and if silver looks great on you, you are cool. If both look equally fabulous, you are neutral.

## MakeSense Color Correcting Tinted Moisturizer

MakeSense Color Correcting (CC) Tinted Moisturizer is the one-step solution for healthy, beautiful, and natural-looking skin. It is a lighter alternative to MakeSense Foundation and offers so many skin benefits.

Smooth this lightweight cream onto your skin and be instantly transformed. Enjoy 10 incredible benefits in one easy step:

1. Anti-aging
2. Evens tone and texture
3. Blurs blemishes and imperfections
4. Kills free radicals
5. Hydrates all day
6. Antioxidant rich
7. Corrects redness and discoloration
8. Lightweight, breathable formula
9. Protects with a mechanical shield
10. Good for all skin types, including acne prone

MakeSense CC Tinted Moisturizer comes in Light, Medium, and Deep shades to match a variety of skin tones.



**SeneBlends MUA Tip:** “Cherry BlushSense makes a gorgeous shadow! It’s even more versatile when mixing with ShadowSense colors such as Denim (makes Purple) and Garnet (makes burgundy). A MUST try!” – Phoebe Smith, MUA of the Month

## BlushSense®

BlushSense provides the perfect touch of creamy long-lasting color to highlight, define, or contour your cheeks. BlushSense is available in many beautiful shades that complement any skin tone. Use to blush the cheeks, and if desired, to create a sun-kissed, healthy glow in other areas of the face. As with all creamy SenseCosmetics, BlushSense is fully blendable with all MakeSense Foundation shades.

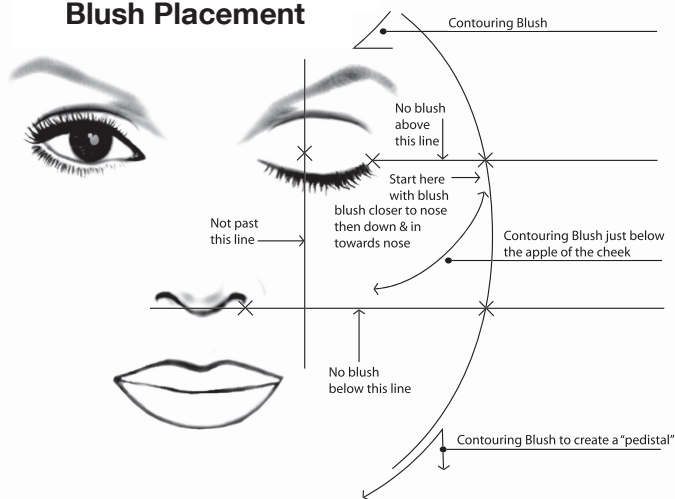
The powerful and effective ingredients include:

- SenePlex+ Complex- increases cellular renewal
- Sodium Hyaluronate- restores damaged cellular walls
- Aloe Leaf Juice- moisturizing and soothing

### To Apply:

Healthy and glowing are the looks you want to achieve when applying blush. BlushSense should be applied by placing one to three dots of color from the bottom of your cheek bone, back toward your ear. Using a brush, blend the color downwards in a “C” shape on your cheek.

#### Blush Placement



**SeneBlends MUA Tip:** “Ever put on too much bronzer or blush? Simply apply a small amount of your SeneDerm Daytime Moisturizer to a fluffy brush and blend out on top of the area. This should help soften the color without taking too much off and will give you a little boost of hydration.” – Heather Nguyen, MUA of the Month



### Tips on using BlushSense

- BlushSense is specifically formulated to be used over MakeSense Foundation.
- Start with a VERY SMALL AMOUNT on your cheek or makeup brush. You can always add more.
- Look into the mirror and smile. The fleshy, lifted part of your cheek (the apple) is the best and most natural place to begin applying.
- Blend downward in order not to lift and highlight the fine follicles of hair on your cheek.
- With White Corrective Color Blender, all of the colors can be turned into softer, lighter shades.
- Mix any BlushSense shade with DayTime Moisturizer for even easier application and a tinted cheek look.

### Common Blush Mistakes:

- Using too much color in too many places. For the most part, keep the blush on the cheek where it is most natural. Use very lightly on tip of your nose and center of your chin. Because of this advanced technology you do not need as much as powdered blush products.
- Applying in racing stripe line from the cheek to the ear can look dated. Ease the color softly onto the fleshy part of the cheek. This will look natural.
- Clashing with lip colors. It is safer to keep the cools and warms together.
- Bad lights. Remember to check your whole finished look in the natural daylight if possible. Some lights are dull and give the illusion of being well blended.



## Final Touches: MakeSense Pearlizer and Translucid Powder & Bronzer

For luminosity, apply MakeSense Pearlizer in Original or Advanced Anti-Aging formulas. This adds a radiant, glowing finish. Mix it with your favorite MakeSense Foundation or BlushSense shade, or lightly layer after makeup application with a brush. For a natural look, use MakeSense Pearlizer alone. It can also be applied on top of or blended into ShadowSense, or as an eyeshadow itself.

For beauty on the go and effortless application, try Translucid Powder in Natural, Bronze Dust, or Silver Rose. It clots shine and absorbs oil and perspiration, all without drying the skin. The finish also acts as a mechanical shield to protect your skin throughout the day. Just lightly sweep on for a beautiful finish. Effective ingredients include:

- Acetyl Hexapeptide 3- plant derived amino acid and anti-wrinkle ingredient
- Allantoin- stimulates healthy tissue formation
- Talc- absorbs oil



**SeneBlends MUA Tip:** “For a more full coverage foundation, premix Translucid Powder with MakeSense Foundation. Great for weddings, graduations or photo shoots” – Gabriella Violette, MUA of the Month

## Creating the Perfect Canvas by Contouring with SenseCosmetics

### 1. Dark Diminishes

- Highlight face by contouring outer triangle with MakeSense Foundation in a deep shade. Blend into earlobes and hairline.

### 2. Light Pops

- Apply light shade of MakeSense Foundation or White Corrective Color Concealer/Blender as highlighter in middle of face. Blend onto neck.

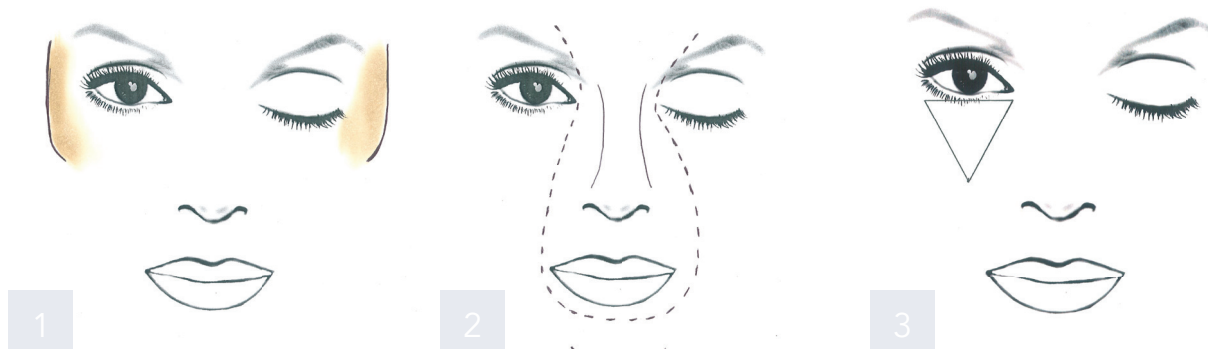
### 3. Highlight Eyes & Lift Cheek Bones

- The Triangle - Use White Corrective Color Blender or MakeSense Pearlizer to sweep under your eye, blending it down to a soft point to form a triangle under your eye and onto your cheek. This will highlight your eyes and cheekbones.

**SeneBlends MUA Tip:** “For a summer glow- premix a pump of Pearlizer into your MakeSense Foundation” – Gabriella Violette, MUA of the Month

### SeneBlends MUA

**Tip:** “Apply Nangai Oil prior to your makeup! Allow it a few moments to soak in. This will allow for smoother application and anti-aging benefits!” – Hilary Mathias, MUA of the Month



## Contouring Continued

### 1. Cheek Bone Contouring

- Hollow cheek bones with a warm, bronze shade of BlushSense or MakeSense Foundation. Draw imaginary line from top of ear to corner of mouth. Blend into hairline.

### 2. Nose Contouring

- Tip Turn Up & Thinner Nose - Contour side and bottom of nose with a bronze shade of BlushSense or MakeSense Foundation.

### 3. Straight Nose

- Apply BlushSense or MakeSense Pearlizer to center of nose bridge using a blending brush.

### 4. Accenting Cheekbones

- Suck in cheeks, feel along cheekbone, tracing downward until you feel the natural hollow. This is where the dark color will be applied.
- Apply darkest color in deepest area, making a "C" shape from hollow, up to temple.
- Smile, and use a lighter color, lightly on apple of cheek.
- Blend lighter color on cheekbone into darker one.
- Blush can be applied lightly to tip of nose, forehead, and chin as well.

### 5. Blush for a Wider Face

- Suck in cheeks, feel along cheekbone tracing downward until you feel the natural hollow. This is where darker color will be applied.
- Apply darker color in hollow, making a "C" shape, blending softly down.
- Do not blush higher than eye on side of face.
- Use lighter color on top of cheekbone, blending it into the darker shade.
- Lightly apply tip of chin with lighter shade.



## 6. Blush for a Long Face

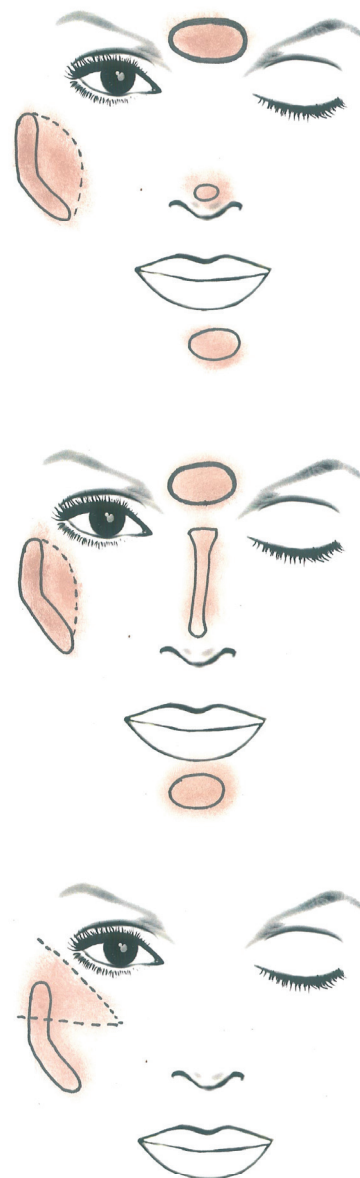
- Suck in cheeks, feel along cheekbone tracing downward until you feel the natural hollow. This is where darker color will be applied.
- Apply darker color in hollow, making a "C" shape, blending up to temples on side of face.
- Use lighter color on top of cheekbone, making sure not to work too high as to interfere with under-eye plane. This can make the eye look puffy.
- Smile, blend lighter color on apple of cheeks.
- Try a little touch of BlushSense on tip of nose for a sun-glow effect.
- A light touch of color on forehead and/or chin can help de-emphasize the length of the face.

## 7. Blush for a Natural Look

- Suck in cheeks, and apply a darker shade of BlushSense, making a "C" shape and blending.
- Apply a lighter shade of BlushSense on the cheekbone, blending well into the "C" shape.
- Apply light blush down the center of your nose in a straight line. A little goes a long way, so apply very lightly.
- Lightly dab light shade onto center of forehead and chin.

## 8. Blush for a Formal Look

- Apply BlushSense on your cheekbone, sweeping down and back.
- Lightly apply BlushSense in the hollows of your cheek, making sure to blend well.



*The 8-piece SenseCosmetics Brush Collection is perfect for blending and contouring.*





# Eyes are the Window to Your Soul

## BrowSense®

Eyebrows frame and define the entire eye area. Definition and color play a vital role in the look of your eye area. While brows can be thick or thin, definition and color cannot be overlooked.

BrowSense uses a two-step delivery system to apply color. Brush through brows for a natural appearance that will not melt or rub off.

### To Apply:

Using short hair-like strokes, apply BrowSense to your brow, then brush out using the opposite end of the wand. Choose a color closest to your hair/brow color for the most natural look.

### Brow Lift



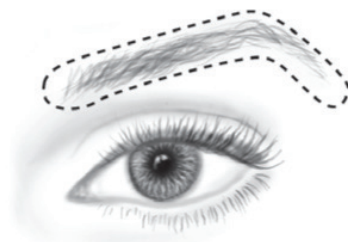
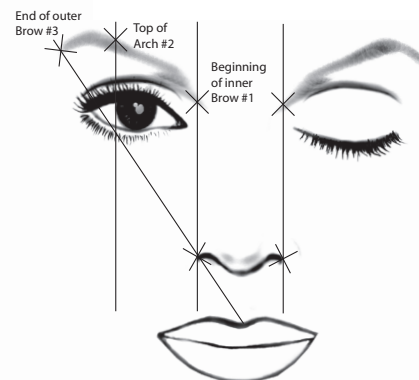
- Using the tapered BrowSense brush applicator, apply BrowSense to the outer side of the brow line over the arch of the eyebrows.

### To Thicken Thin Eyebrows:

- Eyebrow should begin parallel to inner corner of eye, and end just beyond eye.
- Eyebrow should be fullest at nose bridge, gently arch, and softly taper at the end.
- Start at bridge of nose and apply color over entire eyebrow area in short hair-like strokes.
- You may extend beyond the natural line of your brow to make them look fuller.

### For Full Eyebrows:

- The beginning of the eyebrow should be in line with inner corner of the eye, and end just beyond eye.
- For full brows, you do not need to go beyond the natural line of your brows. Rather, use a feather-touch stroke with brow color to fill in any areas with sparse hair.
- Blend with eyebrow brush.



**SeneBlends MUA Tip:** Use your Sandstone Pearl Shadowsense above the arch the brows and blend it out. It will define the eyebrows perfectly” – Gabriella Violette, MUA of the Month

## Brow Tips: To Tweeze or Not to Tweeze

- Most of us need to tweeze at least a little bit to allow the brow to suggest a more finished look to the face. Besides the general rule of using a very good tweezer, it's a good idea to go to a reputable eyebrow professional at least once. It's worth the small investment to have her decide what's right for your face and establish the line for you. You can take over from there.
- To make it less painful, tweeze immediately after showering.
- Don't tweeze too often. Once or twice a week should suffice, as the idea is to control the new growth so the brows don't lose their shape too quickly.
- And Ladies... NEVER NEVER NEVER shave or ever bring a razor near the delicate eye area! Shaving eyebrows can cause skin discolorations, and they never grow back the same.

## Change your Expression with a Simple Shape

The shape of your brow is the framework for defining your desired look. Here are five simple and easy-to-remember brow arch designs that will help you make your perfect impression.



### **Round**

Makes the face appear rounder. It softens features and emphasizes the heart in the heart-shaped face.



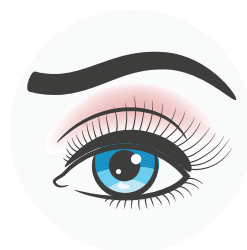
### **Soft Angled**

Similar to angled, but its peak is softer, more subtle and feminine. Shapes like this have often been referred to as "perfect" brow shapes.



### **Angled**

Great for those wanting a face lift. People will see you as more youthful and they won't be able to tell why.



### **Curved**

The eyebrow defaults here to a thoughtful expression giving a more professional look. This shape is lovely for all face shapes and should not be overlooked.



### **Flat**

Perfect for those with a long face - its horizontal lines make the face appear shorter and more oval. A flat shape creates a very natural look.

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**SeneBlends MUA Tip:** "For creating realistic looking brows, apply ShadowSense to fill in sparse areas. When ShadowSense has set, apply BrowSense with soft hair like strokes, in the areas where more coverage is needed!" – Cynthia Zamora, MUA of the Month

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**SeneBlends MUA Tip:** “Apply Translucid Powder directly to the eyelid with a fluffy brush if your lids tend to get oily throughout the day, or when wearing glitter shadows. It keeps the glitter in place!” – Mandy Odle, MUA of the Month

## ShadowSense®



ShadowSense long-lasting and anti-aging eyeshadow is used to contour and highlight the eye area. Shades can be used as soft eyeliners, worn separately, layered to accent, contour and highlight, used as concealer, or mixed to create an endless color spectrum of possibilities. The unique formula starts as a cream color and finishes as a matte powder. ShadowSense is also available in a selection of gorgeous and glitter shades.

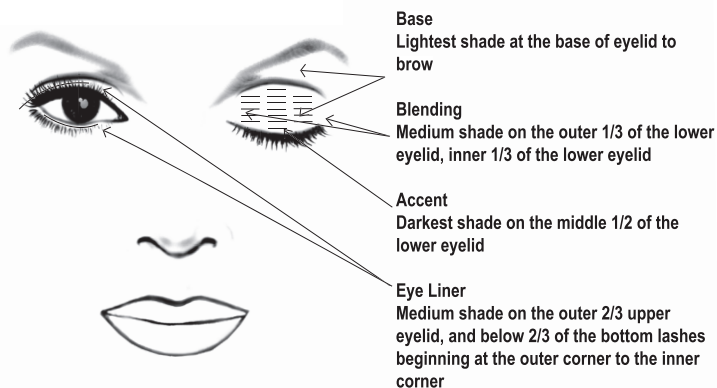
ShadowSense comes in a wide range of captivating colors, all of which can be blended to create a diverse palette of shades that will allow you never-ending versatility and eye looks.

### To Apply:

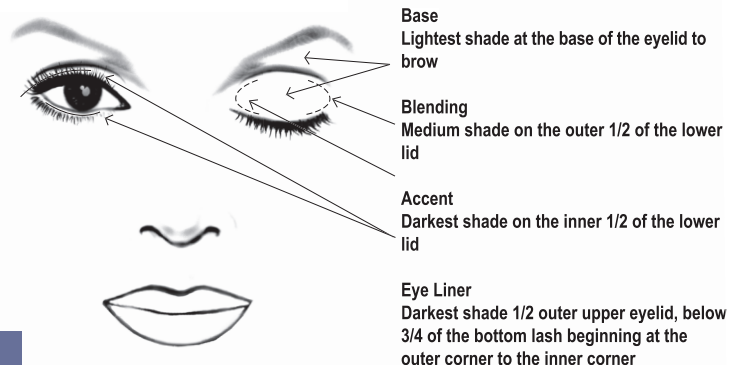
Using a flat SenseCosmetics blending brush, apply ShadowSense by placing product at base of lashes and spread up towards brow. Blend the product onto your lid using circular motions for soft edges and a natural look.



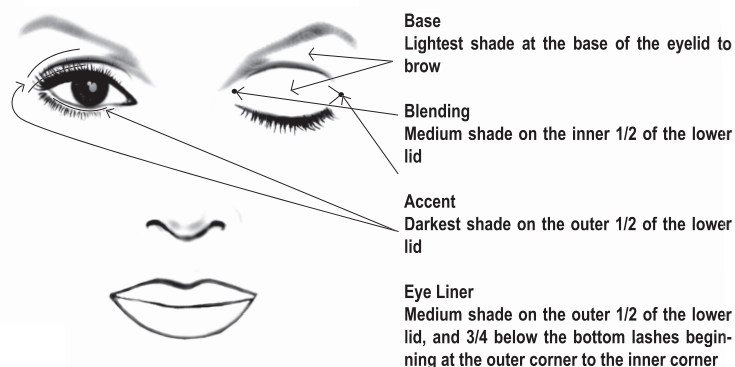
### EyeShadow Placement Even Set



### Wide Set



### Close Set



**SeneBlends MUA Tip:** “Want a highlight that’s out of this world? Once shadows are just about ready to toss.... pop out the stopper and pump in 2-3 pumps of Pearlizer! Use the wand to mix prior to each use.” – Porsche Ray, MUA of the Month

**SeneBlends MUA Tip:** “Red eyes from dry eyes or allergies? Use Candlelight ShadowSense on your wetline! It will cancel out the red, and make your eyes light up!” – Porsche Ray, MUA of the Month



## What Colors Should I Wear?- Color Theory

Ever wonder how you choose eyeshadow shades for blue eyes, green eyes, and brown eyes? Use simple color theory by looking at the color wheel. Choose a shade and then take a look at the colors that are opposite on the wheel – these will be the shades that complement each other.

### Choosing ShadowSense shades based on Eye Color Basics:

**Brown eyes:** Choose Amethyst, Denim, and Silver Violet to make the eyes stand out.

**Green eyes:** Choose Amethyst, Silver Violet, Pink Frost, and Mulberry to make the green look greener.

**Blue eyes:** Choose Sandstone Pearl, Moca Java, Copper Rose Shimmer, Candlelight, and Garnet to make the blue appear even more blue.

#### Tip:

ShadowSense shades Onyx, Snow, and Granite will look equally good on all eye colors because they are black and white based.



### Eye Color Chart:

Your Eye Color	Related ShadowSense Shades	Complementary ShadowSense Shades
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: blue; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Blue</div> </div> 	<ul style="list-style-type: none"> <li>■ Denim</li> <li>■ Silver Violet</li> <li>■ Amethyst</li> </ul>	<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: #c08040; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Candlelight</div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: #c08040; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Copper Rose Shimmer</div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: #c08040; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Moca Java</div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: #c08040; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Rose Gold Glitter</div> </div> 
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: green; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Green</div> </div> 	<ul style="list-style-type: none"> <li>■ Smoked Topaz</li> <li>■ Smoked Topaz Shimmer</li> </ul>	<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: #804080; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Amethyst</div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: #804080; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Silver Violet</div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: #804080; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Mulberry</div> </div> 
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: brown; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Brown</div> </div> 	<ul style="list-style-type: none"> <li>■ Candlelight</li> <li>■ Moca Java</li> <li>■ Garnet</li> <li>■ Rustic Brown</li> </ul>	<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: #804080; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Denim</div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: #804080; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Silver Violet</div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: #804080; margin-right: 5px;"></div> <div style="border-bottom: 1px solid black; padding: 5px 10px;">Amethyst</div> </div> 

**SeneBlends MUA Tip:** "Did your ShadowSense dry out on your cosmetic palette before you were done applying? Dab a small amount of DayTime Moisturizer into the mix to bring your ShadowSense back to life!"  
– Alli Meier, MUA of the Month

## EyeSense® Long-Lasting Liquid and Pencil Eye Liner

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EyeSense is a revolutionary, long-lasting eyeliner available in a liquid and pencil formula that delivers waterproof, smear-proof, and budge-proof color.

This precise eyeliner defines and widens eyes. Simply apply your choice of EyeSense in a clean, sweeping line along the base of your lid.

### To Apply:



To apply liquid formula, place tapered point of EyeSense brush at inner corner and move towards outer corner of eye at lash line in one continuous direction.

To apply pencil formula, twist to dispense product, then draw one continuous line starting from the inner corner of the eye to the outer corner along the lash line.

Proper application is the key to shaping or reshaping the eye. With proper application, you can accentuate eyes, change their shape and size, make lashes appear fuller, and help create the illusion of more evenly spaced eye.

### EyeSense Long-Lasting Liquid and Pencil Eye Liner has the following attributes:

- Creates a smooth even line.
- Formulated not to run on or smudge under your eye.
- Liquid is ideal for creating clean graphic lines. Pencil is ideal for accenting eyes with natural lines.

Tip: Quickly blend or smudge EyeSense Pencil immediately after application to create a smoky look.

### Tips and Techniques for EyeSense

The purpose of eyeliner is to make eyelashes look thicker, and a dark liquid one highlights the shape of the eyes and deepens the look.

- Lining under the eyes is recommended only for those with big eyes, as it tends to make the eyes appear smaller.
- In general, softly draw a thin line along lashes, next to roots.
- Never apply eyeliner if your eyes are tired or infected.
- As a rule, it is smart to replace products that are applied close to your eyes every 3-4 months to avoid bacteria growth.
- Using EyeSense Long-Lasting Eye Liner Pencil is recommended for those who may be sensitive to the cosmetic alcohol in liquid EyeSense.

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**SeneBlends MUA Tip:** "For a crisp liner, create dots along the lashline. Then connect the dots for a smooth crisp line!" – Cynthia Zamora, MUA of the Month

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**SeneBlends MUA Tip:** "For the perfect wings, (after creating the crisp line stated above) place 3 dots the shape of a triangle at the corner of the eyes, connect the dots and fill in. Voila!" – Cynthia Zamora, MUA of the Month

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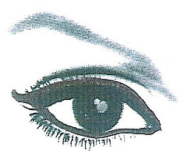


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"Don't forget to 'blow' on the brush after shaking the EyeSense, to dissipate the cosmetic alcohol before putting on your eyelid. Dissipating the alcohol makes it less likely the liquid will tingle on your lids. The cosmetic alcohol in the formula helps to keep it bacteria free." - Jeri Taylor-Swade

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## Eyeliner Application Techniques to Create Specific Eye Shapes and Looks



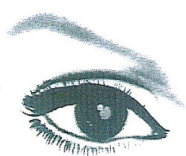
### **Rounded**

*Liner:* **Black Brown EyeSense**

*Step 1:* Contour along base of lashes

*Step 2:* Continue toward outer corner

*Step 3:* Thicken and wing line upward



### **Oval**

*Liner:* **Black EyeSense or Onyx ShadowSense**

*Step 1:* Draw Line thicker in middle

*Step 2:* Do not line bottom lashes



### **Close Together**

*Liner:* **Smoked Topaz ShadowSense**

*Step 1:* Taper line starting thick on inner corner

*Step 2:* Narrow through to outer corner



### **Farther Apart**

*Liner:* **Garnet ShadowSense**

*Step 1:* Taper line starting thin on inner corner

*Step 2:* Thicken through to outer corner

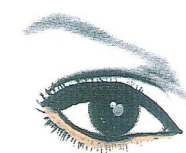


### **Doe Eye**

*Liner:* **Onyx ShadowSense**

*Step 1:* Dot Liner close to base of upper and lower lashes

*Step 2:* Smudge with brush



### **Emphasize**

*Liner:* **Black Brown EyeSense and Candlelight ShadowSense**

*Step 1:* Draw fine line close to lashes

*Step 2:* Line top and bottom lashes

*Step 3:* Line bottom lashes with Candlelight ShadowSense



### **Wider**

*Liner:* **Black EyeSense or Onyx ShadowSense**

*Step 1:* Line beyond beginning and ending of eye

*Step 2:* Do not touch lines together



### **Smoky**

*Liner:* **Onyx ShadowSense**

*Step 1:* Line upper thicker than bottom eye rim

*Step 2:* Smudge both lines



### **Cat Eye**

*Liner:* **Smoked Topaz ShadowSense**

*Step 1:* Line top and bottom, and draw "flick" on inner and outer corners

*Step 2:* Flick should be smaller on inner corner and thicker on outer corner



## SeneBlends Eye Recipes with ShadowSense & EyeSense



### **Burnished Sterling**

**Base:** Silver Shimmer ShadowSense

**Blending:** Granite ShadowSense

**Accent:** Onyx ShadowSense mixed with Silver Shimmer ShadowSense

**Liner:** Black EyeSense Liquid Eye Liner

**Highlight:** Silver Shimmer ShadowSense



### **Soft Slate**

**Base:** Smoked Topaz ShadowSense

**Blending:** Granite ShadowSense

**Accent:** Smoked Topaz ShadowSense

**Liner:** Onyx ShadowSense

**Highlight:** Silver Shimmer ShadowSense (inner corner)



### **Classic Smoke**

**Base:** Rustic Brown ShadowSense

**Blending:** Moca Java ShadowSense

**Accent:** Onyx ShadowSense

**Liner:** Black EyeSense Eye Liner Pencil

**Highlight:** Sandstone Pearl ShadowSense (brow bone)



### **Moonlit Ocean**

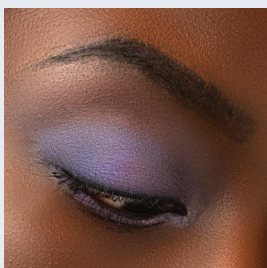
**Base:** Denim ShadowSense

**Blending:** Granite ShadowSense

**Accent:** Denim ShadowSense

**Liner:** Black EyeSense Eye Liner Pencil

**Highlight:** Sandstone Pearl ShadowSense (brow bone) Sandstone Pearl Shimmer ShadowSense (inner corner)



### **Orchid Bloom**

**Base:** Amethyst ShadowSense

**Blending:** Mulberry ShadowSense

**Accent:** Denim ShadowSense mixed with Amethyst ShadowSense

**Liner:** Onyx ShadowSense

**Highlight:** Pink Opal Shimmer ShadowSense (inner corner)



### **Pastel Purple**

**Base:** Pink Frost ShadowSense

**Blending:** Amethyst mixed with Snow ShadowSense

**Accent:** Amethyst ShadowSense

**Liner:** Black EyeSense Eye Liner Pencil

**Highlight:** Snow ShadowSense (brow bone)  
Silver Shimmer ShadowSense (inner corner)

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**SeneBlends MUA Tip:** "Tight-lining your eyes: Carefully apply with a ShadowSense color like Onyx, Denim or Garnet using the applicator tip in the tiny space between your upper waterline and your upper lashes. To make your eyes appear more open and awake, apply a lighter ShadowSense color like Candlelight or Whisper Pink to the lower waterline" – Alli Meier, MUA of the Month

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### **Lovely Lavender**

**Base:** Pink Opal Shimmer ShadowSense

**Blending:** Amethyst ShadowSense

**Accent:** Mulberry ShadowSense

**Liner:** Black EyeSense Liquid Eye Liner

**Highlight:** Pink Frost ShadowSense (browbone) & Pink Opal Shimmer ShadowSense (inner corner)



### **Rosey Posey**

**Base:** Pink Frost ShadowSense and Rose Gold Glitter ShadowSense

**Blending:** Mulberry ShadowSense

**Accent:** Pink Posey ShadowSense

**Liner:** Black EyeSense Liquid Eye Liner

**Highlight:** Rose Gold Glitter ShadowSense (inner corner)



### **Rose Gold Renaissance**

**Base:** Copper Rose Shimmer ShadowSense

**Blending:** Copper Rose Shimmer ShadowSense

**Accent:** Rose Gold Glitter ShadowSense

**Liner:** Garnet ShadowSense

**Highlight:** Rose Gold Glitter ShadowSense (inner corner)



### **Warm Copper**

**Base:** Copper Rose Shimmer ShadowSense

**Blending:** Pink Posey ShadowSense

**Accent:** Rustic Brown ShadowSense

**Liner:** Black EyeSense Eye Liner Pencil

**Highlight:** Whisper Pink (brow bone)



### **Natural Nude**

**Base:** Whisper Pink ShadowSense

**Blending:** Pink Posey ShadowSense

**Accent:** Moca Java ShadowSense

**Liner:** Garnet ShadowSense

**Highlight:** Rose Gold Glitter ShadowSense (inner corner)



### **Smoky Shimmer**

**Base:** Pink Opal Shimmer ShadowSense

**Blending:** Mulberry ShadowSense

**Accent:** Rustic Brown ShadowSense

**Liner:** Black EyeSense Liquid Eye Liner

**Highlight:** Pink Frost ShadowSense

## Contouring for Your Unique Eyes:

### 1. Hooded Eyes:

- Apply Moca Java ShadowSense with a SenseCosmetics Blending Brush. Draw thin line from one end of eyelid to the other between brow and base of eyelash; at inner eye next to nose, curve line around eye socket curvature and along base of lashes.

### 2. Crêpe-y Eyes:

- To draw attention away from crêpe-y area, apply MakeSense Foundation over entire eyelid using a SenseCosmetics blending brush. Apply ShadowSense of your choice as a highlight to the top of eyelid just under brow.

### 3. Small Eyes:

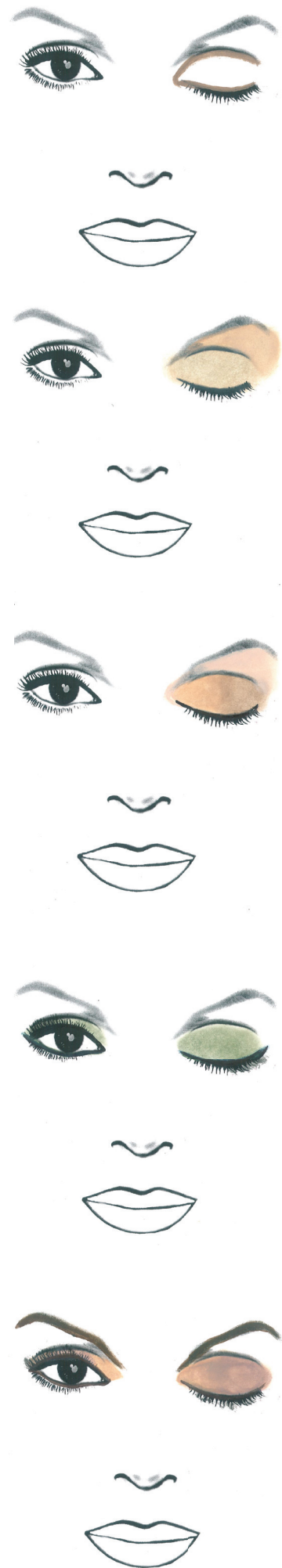
- Use a light shade such as Candlelight ShadowSense on the inner three fourths of the eye starting from the lash to the mid-area of the lid.
- Apply a medium shade such as Moca Java ShadowSense, concentrating on the outer half of the eye.
- Apply EyeSense very close and very thin to lash line on top and outer corner of bottom lashes.
- Apply Whisper Pink ShadowSense under arch of brow bone to highlight and also in the inside corner of eyes to open up the eyes.
- Keep your eyebrows groomed and shaped. A more slender shape for small eyes will help to open them up.

### 4. Round Eyes:

- Use Moca Java or Smoked Topaz ShadowSense sparingly on lid.
- Line under the eye with the same color to create a smoky base.
- Line the eye with EyeSense on top and bottom making sure to blend the shadow into the line.
- Create a more almond effect by extending the lower line a bit larger than eye shape and connect on sides of eye by blending.
- Apply LashSense on top lashes only, concentrating on the outer half of the eye.

### 5. Bulging or Puffy Eyes:

- Apply light shade such as Candlelight in the inner corner of the eye area.
- Wherever the eye is puffy or bulging, use a darker shade, such as Mulberry, in that spot.
- Line the whole eye with EyeSense to decrease the puffy effects. Blend well into the shadow.
- Emphasize upper lashes with LashSense, especially towards outer lashes. Use very little on lower lashes.





## LashSense<sup>®</sup>, UnderSense<sup>®</sup> & LashExtend

Long, full lashes add depth and dimension to your eyes. LashSense Volumelntense™ Mascaras (available in waterproof and humidity-resistant formulas) coat and separate lashes evenly with long-lasting color, without smudging or flaking. The unique formulas help to build, volumize, and shape lashes while helping to densify and lengthen lashes over time.

Prime lashes with UnderSense before LashSense Mascara application to boost volume, definition, and length for the most noticeable lashes. Its ingredients help moisturize and condition lashes and works to densify and thicken lashes with continued use. Apply as many coats of UnderSense as you need to achieve a rich, full lash, allowing each coat to dry before layering a new coat.



### To apply:

- Lightly stroke lashes from the base of the lash to the tip with UnderSense. For thicker lashes, allow the first coat to dry before applying the next. When UnderSense is dry, repeat the same application with LashSense.
- Apply LashSense to the lower lashes by holding the wand perpendicular to the eye and parallel to the lashes.

To improve the health and length of your natural eyelashes, use SeneDerm Solutions LashExtend. Results rival prescription treatments that cost over twice as much. Choose clear treatment for twice-daily use or colored for gorgeous eyeliner and treatment in one. Effective ingredients include:

- SenePeptide- stimulates hair growth
- Chamomile Extract- anti-irritant with soothing properties
- White Tea Extract- powerful antioxidant

### Tips:

- To give your lashes a sparkly look, you can coat the tips with Silver Shimmer ShadowSense after LashSense.
- If you have wrinkles under your eye, do not put LashSense or ShadowSense on your lower lash line, as this can accentuate under-eye wrinkles.



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**SeneBlends MUA Tip:** “Use the LashSense Volume Intense Mascara bottle to slightly bend the applicator to create a curve. This will help to hit the lashes in the inner corners of your eyes for an easier mascara application” – Victoria Krath, MUA of the Month

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## EyeLuminator

To give your entire eye-area a luminous, glowing effect, use EyeLuminator. It's the perfect blend of SeneDerm EyeCrème and MakeSense Pearlizer, created to help make your skin more beautiful around the eye area. It brightens and highlights while moisturizing upon application. It will perk up your tired eyes in the afternoon too!

## Makeup Tips for Glasses Wearers

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Wearing glasses can mean that your eyes get lost behind the frames. When you apply makeup, you will want to focus on making your eyes pop.



### 1. Conceal Your Dark Circles

Glasses can often cast a shadow underneath the eyes, so concealing your dark circles is a must. Use Corrective Color Concealer in Light, Medium or Deep, a yellow-based MakeSense Foundation shade, or ShadowSense in Candlelight to counteract the bluish hues.

### 2. Choose Eyeshadow Shades Based on Prescription

If you are near-sighted, your eyes will look smaller behind glasses and need to be widened. Choose light or bright ShadowSense shades such as Sandstone Pearl, Candlelight and Whisper Pink to make eyes appear larger, and line the top lash line and the outside corners of the bottom lash line with EyeSense. Use ShadowSense in Snow on the inside corners of eyes to widen. If you are far-sighted, choose neutral to deeper ShadowSense shades such as Moca Java, Smoked Topaz, and Garnet. When lining eyes, do not extend the line beyond your natural lash line.

### 3. Beautifully Lined Eyes

Help your eyes stand out behind your glasses by lining them with liquid EyeSense eyeliner. Extend your lines to make small wing tips or cat eyes. If you have thick or thin frames, your eyeliner should mimic that with a thicker line.

### 4. Define Your Brows

Wearing glasses, it draws more attention to your eyebrows, so keeping them defined and neat is important. Be sure to emphasize an elegant, angled arch. Use BrowSense to define your shape and arch.

### 5. Stand-Out Lashes

To help your eyes stand out more behind your glasses, by first curling your lashes with an eyelash curler, and then using LashSense with UnderSense. UnderSense will not only condition lashes, but it will help lengthen them before LashSense application. Focus on lower lashes by generously applying your mascara.

### 6. Save Bold Color for Your Lips

Save those bright and bold colors for your lips! Enjoy going bold with LipSense colors like Blu-Red, Kiss For A Cause, and Plum.

### 7. Don't Forget the Blush

Blush warms up your face and adds youth to your look. Place blush on the apples of your cheeks and blend down in a "C" shape. Pick a BlushSense shade that complements your frames. Keep color theory and balance in mind when choosing a blush shade to complete your look.

### 8. Smudged Liner

Smudging your eyeliner makes your eyes stand out behind your glasses. Simply line your upper lashes and the outside of your lower lashes with a deep ShadowSense shade like Onyx, using an angled brush. Then, with an eyeshadow brush, go back and blend/smudge the liner for a smoky effect.

### 9. Brighten Under Eyes

Brightening your under eye area will help counteract the shadow caused by your frames. Use EyeLuminator or Pearlizer under your eyes to help reflect light and fight the shadow.

## FABULOUS in 5 Minutes & Glam Your Look Up

The best part about makeup is that it's so versatile and can be used to create looks ranging from red-carpet ready to a simple grocery-store get up, and everything in between. While going full glam can be fun, we don't always have time for it. Luckily SeneGence® SenseCosmetics® allow you to look gorgeous on the fly for the days where time is tight.



### Five-Minute Makeup Routine

**If you're in a pinch to look polished, here's a simple three step routine that's perfect for those days when you're on-the-go.**



1. Apply your shade of MakeSense® Color Correcting Tinted Moisturizer
2. Brush 1-2 coats of LashSense® VolumIntense™ Mascara onto lashes
3. Use the Gloss of your choice to finish the look

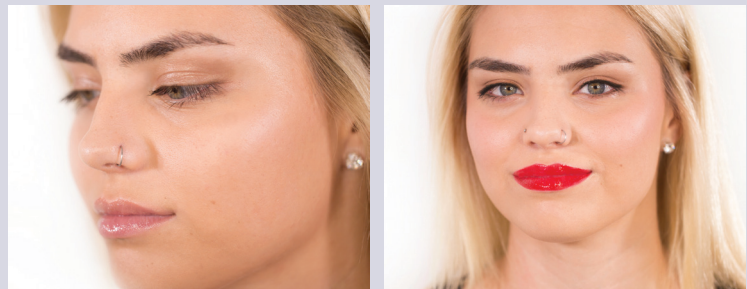


### Need to glam your look up for your nighttime plans?

Take your five-minute day time look to the next level in three more easy steps.



1. Apply a BlushSense® shade of your choice to the apples of your cheeks
2. Pat Mocha Java Shimmer ShadowSense® onto the lid
3. Complete the look by choosing a LipSense® color of your choice topped with your Gloss



*Photographed by Independent Distributor Vanessa Kruse*



Practice creating alluringly beautiful SeneBlends eye looks!

**MakeSense Concealer**

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**MakeSense Foundation**

---

**BrowSense**

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**EyeSense**

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Eye Liner

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**ShadowSense**

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Base

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Blending

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Accent

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Highlighter

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**LashSense**

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Primer

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Mascara

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**MakeSense Concealer**

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**MakeSense Foundation**

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**BrowSense**

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**EyeSense**

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Eye Liner

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**ShadowSense**

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**MakeSense Concealer**

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Highlighter

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**LashSense**

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Primer

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Mascara

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Practice creating alluringly beautiful SeneBlends eye looks!

**MakeSense Concealer**

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**MakeSense Foundation**

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**BrowSense**

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**EyeSense**

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Eye Liner

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**MakeSense Concealer**

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**MakeSense Concealer**

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Highlighter

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**LashSense**

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Primer

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Mascara

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## Lips Speak Volumes About Who You Are

### LinerSense®

To achieve a full, rich lip, line your lips prior to applying your lip color. LinerSense has the same long-lasting color technology as LipSense, and blends, complements, lines, and defines as the first step to creating the perfect pout.

### To Apply:

Starting with your bottom lip, apply LinerSense in one motion beginning with one end of your mouth and carrying it to the other. Follow the same technique on the upper lip. If you feel more comfortable beginning in the middle of lips and lining outwards, you may do that instead. You may choose a shade that is slightly darker than the lip color you are wearing to create the desired look.

**Lip Liner Placement**

- ↕ Create lines so that each side of the lip is the same height & fullness
- ✗ Create lines so that the tips of the lips end at the same height on either side of the upper lip (do not slant downward)
- ↔ Create lines so that each side of the lips are the same length & fullness

**Apply lip color**

The diagram includes a tube of LinerSense by Senecence Long-Lasting Lip Liner, a face with eyes and lips, and two rows of color swatches. The top row shows three shades of brown/orange, and the bottom row shows three shades of red/pink. The face diagram shows the lips lined and colored, with a dashed line indicating the ideal width for the lips.

### Tips for Your Lips:

- A full rounded mouth shape is younger looking. Flat thin lips are harsh and strict. To find the ideal width for your lips, stare straight ahead into a mirror. Draw an imaginary line from the inner curve of the iris, down the cheeks to the lips. Anything that extends beyond this point should simply not be colored.



## Creating Different Shaped Lips with LipSense and LinerSense:

Changing the shape and color of our lips changes the expression of our face

### Tips for Your Lips:

- Remember to keep in mind the rest of your makeup when choosing your LipSense shade. If you are wearing dark ShadowSense shades, choose a more muted, lighter LipSense shade. If you are sporting a neutral palette on your eyes, go bold or bright on your LipSense. It's all about balance.

#### 1. Small Mouth with Small Lips:

- Take LinerSense outside of the natural lip line. Work slowly and steadily to form a perfect shape. Fill in with LipSense color. A lighter LipSense shade on the upper lip would also create an impression of fullness.



#### 2. Large Mouth with Full Lips:

- Outline lips with a dark shade of LinerSense, just inside the natural contours of the mouth. Then, apply a layer of LipSense of a lighter shade within this outline. Use medium-toned LipSense colors for the 2<sup>nd</sup> and 3<sup>rd</sup> layers and avoid dark browns, plums, electric brights, or shimmer shades.



#### 3. Full Upper Lip:

- Outline just inside natural contour of the upper lip with LinerSense and apply a dark shade of LipSense color. Then outline the lower lip just outside its natural contour and emphasize by filling in with a lighter shade of LipSense.



#### 4. Full Lower Lip:

- Outline upper lip just outside its natural contour with LinerSense. Apply a light shade of LipSense color, and in the center, add a touch of Glossy Gloss. Outline lower lip with LinerSense just inside its natural contour. Then fill in with a darker shade of LipSense.



#### 5. Wide Mouth:

- Cover the corners of the mouth with MakeSense Foundation or Light, Medium, or Deep Corrective Color Concealer. Use LinerSense to create a new lip line that begins a few millimeters before the corners of the mouth, and then fill in with LipSense.



#### 6. To Even Out Crooked Lips:

- Cover fullest lip line or fullest lip line area with MakeSense Foundation. Using LinerSense color of choice, line lips on full side just inside natural lip line. Be sure to balance lips and soften lines for a natural look.



**SeneBlends MUA Tip:** "For an ombré lip look, line the lips and immediately smudge the line with a back and forth motion to breakup the harsh line of demarcation. Then fill in the open space with the other color. Layer number two is completed the same way. Layer number three is the the "filler" color applied all over lip surface" – Cynthia Zamora, MUA of the Month

**SeneBlends MUA Tip:** Lining your lips creates definition and can make your pout appear larger or smaller depending on where you apply your line. Use one shade darker than your LipSense color choice. This creates the illusion of shadow and depth around your lips." – Alli Meier, MUA of the Month

## LipSense®

No glamour look is complete without rich, wonderful, lip color. The premier product of SeneGence is LipSense Long-Lasting Liquid Lip Color. LipSense is an amazing departure from conventional lipsticks and lip colors found on the market today, and comes in over 50 incredible shades. All LipSense colors can be layered together to create a countless number of shades that are just right for your exclusive look.

This unique product is waterproof and does not smear off, rub off, nor kiss off! Not only is your look unique, but it stays put until you want it to come off (up to 18 hours), no matter what you put it through! LipSense has been a favorite for over 15 years and is loved by celebrities, makeup artists...and you!

“No other lip color can compare to LipSense: long-lasting and no smearing or running... EVER!!!!” - Deanna



### How to apply LipSense:

Apply to clean, dry lips. For a more defined look, line lips with LinerSense first. With lips parted, place LipSense applicator on lip beginning at the outside corner and spread in a fluid, sweeping motion to the opposite corner of the lip without lifting the applicator (do not move applicator back and forth). Use three layers for long-lasting results. Let each layer dry about five seconds before applying the next layer. Finish your customized look (any three shades) with LipSense moisturizing glosses – to keep your color lasting and your lips moist and plump.





## Picking The Right Shade of LipSense:

Lip colors that work best are those that have some of your skin's natural tones in their color:

**Light skin and blonde hair:** Most shades of orange, pink, purple

**Light skin and dark hair:** Most shades of brown, beige

**Red hair:** coral-red, brown and bronze colors

**Dark skin and dark hair:** Most shades of red, violet

"Always wear stripes of LipSense on the back of your hand to 'WOW' those you come in contact with."

-Jeri Taylor Swade



## LipSense in the News

LipSense is loved and used by many celebrities, makeup artists, and women all around the world. LipSense, SeneCosmetics, and SeneDerm SkinCare have been featured in many national and local publications that have raved about the long-lasting and anti-aging properties of our products that really work. To see all of the press hits featuring SeneGence products, please visit the SeneGence.com "In the Media" section.



"I wear LipSense by SeneGence in Roseberry because it stays put - I only get a three-minute touch-up. Plus, it doesn't smear all over the mic!"

-Victoria Justice, recording artist

Do you get glam every day? "I can be at home in sweatpants, and I'll slap on red lipstick to write in my diary. LipSense in Blu-Red always seems to do the trick. It's kissproof."

- Christina Aguilera, recording artist





# SeneBlends Lip Recipes with LipSense

"With an array of 60 stunning colors, there are so many effects you can achieve by mixing colors and topping with the vast selection of gorgeous glosses... One thing is certain: with endless combination possibilities I'll be busy for quite a while, no doubt toying with my vast library of LipSense." - Shannon McGovern of beautyshallsavetheworld.com

## Warm

### Pre-mixed

Samon 1  
+  
Beige Champagne 2  
+  
Beige Champagne 3  
+ Top with Glossy Gloss = **Peach Bellini**



Look created by Independent Distributor Porsche Ray

## Warm

### Layered

Fly Girl 1  
+  
Fly Girl 2  
+  
Samon 3  
+ Top with Bougainvillea Gloss = **Firefly**



## Neutral

### Layered

Nude 1  
+  
Nude 2  
+  
Pink Champagne 3  
+ Top with Glossy Gloss = **Diva Look**



Look created by Independent Distributor Leanne Avant

### Layered

Samon 1  
+  
Samon 2  
+  
First Love 3  
+ Top with Pearl Gloss = **Coral Cream**



### Layered

Cocoa 1  
+  
Plum Pretty 2  
+  
Plum Pretty 3  
+ Top with Sand Gloss = **Cocoa Cute**



### Layered

Nude 1  
+  
Luv It 2  
+  
Bombshell 3  
+ Top with Glossy Gloss = **Satin Creme**



### Layered

Praline Rose 1  
+  
Bombshell 2  
+  
Bombshell 3  
+ Top with Gold Glitter Gloss = **Sweet Shell**



### Layered

Apple Cider 1  
+  
Caramel Latte 2  
+  
Caramel Apple 3  
+ Top with Glossy Gloss = **Triple Caramel Apple**



### Pre-mixed

Hazelnut 1  
+  
Plum 2  
+  
Plum Pretty 3  
+ Top with Glossy Gloss = **After Dark**



Look created by Independent Distributor Heather Nguyen

Neutral

Layered

Purple Reign  
First Love  
First Love

1  
+  
2  
+  
3

Top with Glossy Gloss = **Purple Love**



Cool

Layered

Blackberry  
Violet Volt  
Violet Volt

1  
+  
2  
+  
3

Top with Pink Glitter Gloss = **Galactic Grape**



Cool

Layered

Mulled Wine  
Mulled Wine  
Kiss for A Cause

1  
+  
2  
+  
3

Top with Silver Glitter Gloss = **Berry Kisses**



Pre-mixed

Cocoa  
Sheer Berry  
Mulled Wine

1  
+  
2  
+  
3

Top with Glossy Gloss = **Cocoa Berry**



Look created by Independent Distributor Patricia Johnson

Layered

Violet Volt  
Kiss for a Cause  
Kiss for a Cause

1  
+  
2  
+  
3

Top with Orchid Gloss = **Electric Slide**



Look created by Independent Distributor Cynthia Zamora

Layered

Blu-Red  
Blu-Red  
Bombshell

1  
+  
2  
+  
3

Top with Pearl Gloss = **Red Pearl**



Layered

Aussie Rose  
Apple Cider  
Plumeria

1  
+  
2  
+  
3

Top with Silver Glitter Gloss = **Glittering Cider**



Layered

Mauve Ice  
Mauve Ice  
Beige Champagne

1  
+  
2  
+  
3

Top with Pearl Gloss = **Lavender Frost**



Layered

First Love  
First Love  
Caramel Apple

1  
+  
2  
+  
3

Top with Rose Gloss = **Lovely Apple**



## LipSense Lip Recipes

Practice creating special SeneBlends lip looks here! Layer three colors to create one-of-a-kind lip shades unique to you.





## LipSense Gloss, Moisturizing Lip Balm, and LipSmooth™

LipSense Gloss comes in a variety of different finishes to complete the look you wish to achieve and keep your lips plump and moist. 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. They also improve the longevity of LipSense Liquid Lip Color, as well as cover and protect naked lips.

### Tips for Gloss:

- To soften any LipSense shade, just apply Sand Gloss on top. The soft beige tint and understated shimmer will instantly mellow out the color of the LipSense.
- For an iridescent, cool finish, top LipSense with Opal Gloss. It will completely transform the color!
- For especially pouty lips, only apply Glossy Gloss in the center of the top and bottom lips. You can even hit the middle with a little Gold or Silver Glitter Gloss for an extra pop.
- Use gloss tones that complement the tone of your LipSense. If you are wearing a blue-based LipSense shade, top with cool glosses such as Rose, Silver Glitter, or Orchid Gloss. If you are wearing a yellow-based LipSense shade, top with warm glosses such as Gold Glitter and Sand Gloss.



"My lips were cracked and painful. I tried every waxy product on the market with only painful results. Then I found LipSense Gloss. I have not had dry lips for almost eight years now. I love my Glossy Gloss." - Crystal

### LipSense Moisturizing Lip Balm

Smooth on this long-lasting, nourishing balm with moisture-rich botanicals such as coconut oil, cocoa and shea butters, and orchid flower extract to help bind hydration to lips. The addition of SenePlex+ Complex provides anti-aging and restorative benefits. This lightweight formula is fragrance-free with a matte finish: perfect for everyone.



### Tip:

- LipSense Lip Balm is not meant to be worn over LipSense. Apply Lip Balm to clean lips. For soft lips when you wake up in the morning, use LipSmooth Conditioning Polish and follow with Lip Balm, and let the botanicals and SenePlex+ Complex protect and moisturize your lips over night.

### LipSmooth Conditioning Polish

Keep lips smooth by regularly exfoliating away dry, dead skin cells using LipSmooth Conditioning Polish. Non-abrasive, natural exfoliators gently buff away dead skin while nangai oil, shea butter, vitamin E and soothing botanicals moisturize dry, cracked lips. Use 2-3 times per week as needed to improve the texture of your lips and to ensure that your LipSense Lip Colors apply and wear beautifully.



## Unique Tattoo Cover Up Solutions

Water-resistant, long-lasting SenseCosmetics are so versatile, they can even temporarily cover permanent tattoos.

"The right LipSense shade, paired with MakeSense Foundation, can effectively make a tattoo disappear. This is a great technique to use for someone who wants a quick cover up solution, like for a special event. It's easy to do, doesn't feel caked on, and works great." - Renee Stewart

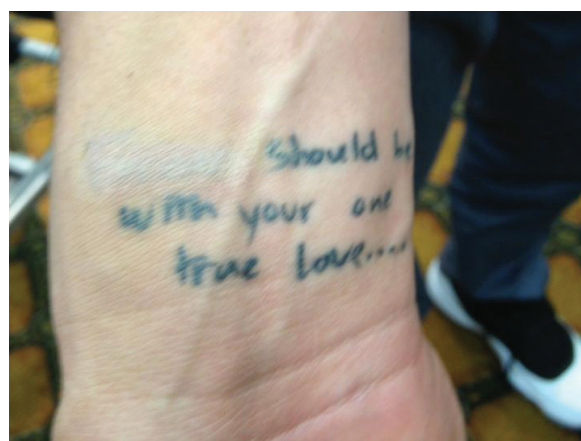
### To cover dark or black tattoos:

In order to effectively cover up a dark tattoo, you need to neutralize its tone first. To do this, completely cover the tattoo in one or two layers of a dark red LipSense shade, such as Fly Girl, and let it dry completely. Then, apply several thin layers of MakeSense Foundation to match the skin tone. Set the entire area with Translucid Powder in Natural. The tattoo will vanish!

### To cover light tattoos:

The process for covering up light tattoos is the same except for the LipSense shade used underneath. Completely cover the tattoo with one or two layers of a light mauve shade such as Praline Rose. Then, follow with MakeSense Foundation and Natural Translucid Powder. Voilà, gone!

### Tattoo Cover-Up Kit:



Tattoo partially covered with Praline Rose LipSense, MakeSense Foundation, and set with Natural Translucid Powder.

### Tip:

If you don't want to cover up a tattoo, try highlighting it. This technique is easy, but has major impact! To highlight a tattoo, download a ShadowSense Shimmer shade onto a brush, and trace the tattoo, making sure to blend the product. Apply more on areas you want to emphasize. The fine glitter particles will highlight and make the tattoo shine!

## Blend-It! Signature SeneBlends Looks

These signature SeneBlends looks were created to give you inspiration for creating a complete glamour look for your visage. They are divided into blue-based (cool), neutral, and yellow-based (warm) to complement an array of skin tones, preferences, and styles.

### SeneChic/Blue-Based

MakeSense Foundation	<b>Match to skin tone</b>
BlushSense	<b>Pouty Pink</b>
BrowSense	<b>Match to brow color</b>
EyeSense	<b>Black</b>
LashSense	<b>Black</b>
ShadowSense	<b>Whisper Pink/ Moca Java</b>
LinerSense	<b>Berry</b>
LipSense	<b>Sheer Berry</b>
LipSense Highlighter	<b>Mauve Ice</b>
Moisturizing Gloss	<b>Silver Glitter Gloss</b>



### SeneNeutral/Neutral

MakeSense Foundation	<b>Match to skin tone</b>
BlushSense	<b>Toasted Rose</b>
BrowSense	<b>Match to brow color</b>
EyeSense	<b>Black</b>
LashSense	<b>Black</b>
ShadowSense	<b>Silver Violet/ Mulberry/ Denim</b>
LinerSense	<b>Neutral</b>
LipSense	<b>Nude</b>
Moisturizing Gloss	<b>Glossy</b>



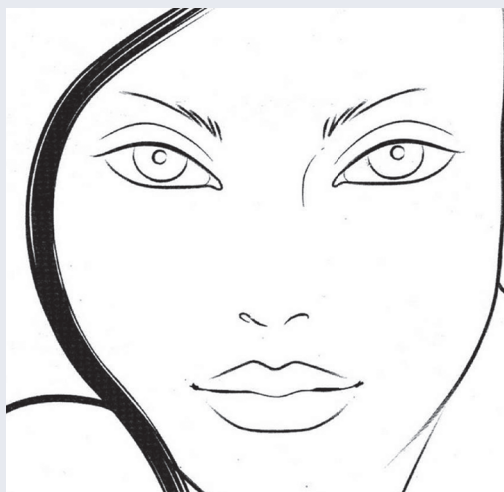
### SeneGlow/ Yellow-Based

MakeSense Foundation	<b>Match to skin tone</b>
BlushSense	<b>Terra Cotta</b>
BrowSense	<b>Match to brow color</b>
EyeSense	<b>Black Brown</b>
LashSense	<b>Black Brown</b>
ShadowSense	<b>Candlelight/ Copper Rose Shimmer</b>
LinerSense	<b>Neutral</b>
LipSense	<b>Beige Champagne</b>
Moisturizing Gloss	<b>Gold Glitter</b>

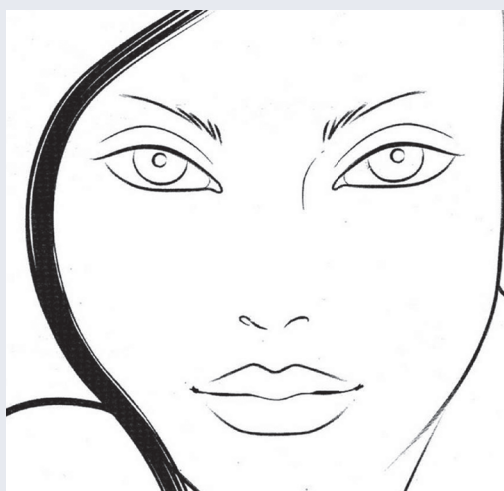




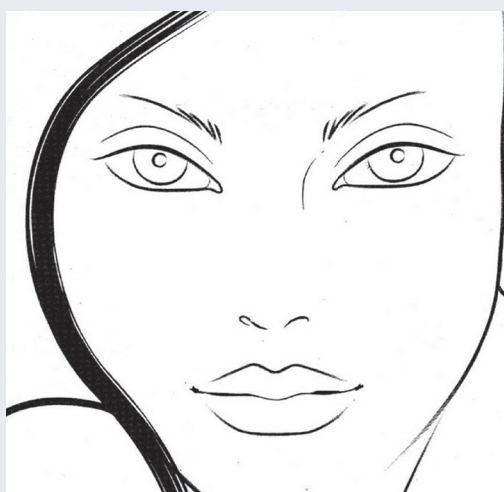
Practice creating your own complete SeneBlends looks to suit your unique style and personality!



- Concealer** \_\_\_\_\_
- MakeSense Foundation** \_\_\_\_\_
- BrowSense** \_\_\_\_\_
- EyeSense** \_\_\_\_\_
- ShadowSense** \_\_\_\_\_
- Base** \_\_\_\_\_
- Blending \_\_\_\_\_
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- LashSense** \_\_\_\_\_
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- LipSense Gloss** \_\_\_\_\_
- BlushSense** \_\_\_\_\_
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- Contouring \_\_\_\_\_
- Highlighter** \_\_\_\_\_
- Translucid Bronzer** \_\_\_\_\_
- Translucid Powder** \_\_\_\_\_

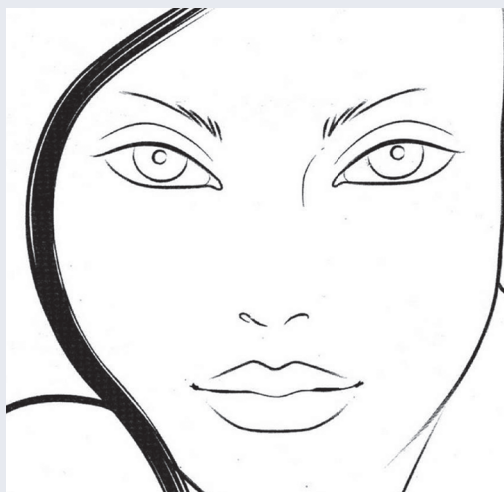


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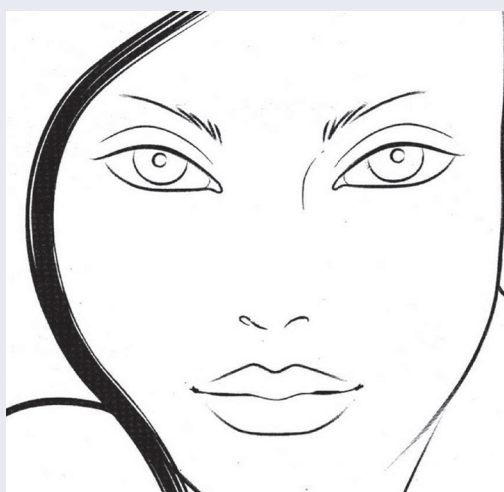
Practice creating your own complete SeneBlends looks to suit your unique style and personality!



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- Highlighter** \_\_\_\_\_
- Translucid Bronzer** \_\_\_\_\_
- Translucid Powder** \_\_\_\_\_

# A Little Extra Help

## SeneDerm Solutions: Your Beauty Problems Solved

**SeneDerm Solutions** is a complete line of specialized treatment products that are mostly derived from plant peptide complexes and serve as effective “Solutions” for an array of targeted specific skin and personal care needs.

**Solutions products are formulated with SenePlex+ Complex for increased cellular renewal.**



### Anti-Wrinkle Treatment

Clinically proven to visibly reduce the depth and shadows of light and medium-sized wrinkles (by an average of 34% up to 63%), making skin’s texture smoother and younger-looking. Contains an advanced formulation including natural ingredients proven to relax wrinkles, stimulate cell production, and restore proper moisture content with regular use.

- Anti-Wrinkle Complex- calms nerves and relaxes muscles
- Camellia Senensis Leaf- protects from collagen breakdown



### Dark Circle Under Eye Treatment

Excessive under eye darkening and visible bagging prematurely ages eyes. Correct it with this effective blend of ingredients to reduce the appearance of darkening, and tighten loose skin in the sensitive area under the eyes.

- Blend of ingredients including suma root extract, ptychopetalum olacoides, bark/stem, and lilium candidum flower extract that work to reduce under eye darkening.

### Spot-On Treatment

The effective solution to help reduce the appearance of blemish and acne spots on skin. Formulated with a powerful anti-acne agent, this targeted “spot remover” works directly on unsightly blemishes to clear them up quick.

- Benzoyl Peroxide – works to kill bacteria
- Allantoin – anti-irritant
- Aloe Leaf Juice – moisturizes and soothes inflammation



### LipVolumizer

Plump up the volume and get lasting results of full, pouty lips without the use of irritants. The proprietary formula of LipVolumizer is based on the most advanced and natural lip plumping technologies, plumping lips from inside out.

- Volumizing Complex- proprietary blend of peptides and botanicals
- Kiss-Me-Quick Plant- helps boost collagen production and increase moisture



**SeneBlends MUA Tip:** “I love our LipVolumizer! It makes my lips so soft and full. At bedtime, I put that on and then top it with our Lip Balm to seal it in all night” – Kassi Clifford, MUA of the Month



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**SeneBlends MUA Tip:** "I mix Polishing Exfoliator with the Detoxifying Mask for the perfect spa facial on the weekend...my skin is SO smooth and fresh feeling all week!" – Kassi Clifford, MUA of the Month

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### Polishing Exfoliator

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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 cells and polishes skin
- Nangai Oil - deeply hydrates and soothes skin with moisture-enhancing triglycerides



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### Facial Resurfacer

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Achieve a glowing, smooth skin surface with SeneDerm Solutions Facial Resurfacer, containing larger grains of Vanuatu 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 cells and polishes skin
- Nangai Oil - deeply hydrates and soothes skin with moisture-enhancing triglycerides
- Walnut Shell - helps reduce skin inflammation



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**SeneBlends MUA Tip:** "Always make sure to exfoliate! Exfoliating your skin with our masks twice weekly, will make makeup application flawless and smooth" – Megan LaRiviera, MUA of the Month

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**SeneBlends MUA Tip:** "Mix a pea sized amount of Facial Resurfacer with your 3 in 1 Cleanser 2-3 times a week for quick and easy 'Microderm' like treatment. If you have dry skin, opt for the Polishing Exfoliator as it is more gentle." – Victoria Krath, MUA of the Month

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## Nangai Oil

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Intensely moisturize and soothe dry skin with this luxurious blend of exotic nangai oil and highly effective anti-aging 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



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**SeneBlends MUA Tip:** "Apply Nangai Oil to dry cracked lips at night for a deep moisturizing treatment."  
– Victoria Krath, MUA of the Month

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**SeneBlends MUA Tip:** "Have extra dry cracked heels? Start by exfoliating with the Facial Resurfacer and then apply a combination of Nangai Oil and Shea Butter Body Cream in a thick layer, put socks on over the cream mixture overnight and wake up to softer feet!" – Heather Nguyen, MUA of the Month

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## NailExtend

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Keep your nails in top condition and help repair damage with NailExtend. The unique delivery system 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 – stimulates keratin production and nail growth
- Vitamin B5 – helps to restore suppleness
- Glycerin – strengthens nails and increases water content

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## Brightening Multi-Vitamin Treatment

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Skin becomes dull and discolored over time due to sun exposure, acne scarring, hormonal changes and other internal and external factors. Target problem areas with this highly concentrated multi-vitamin treatment that works to brighten, moisturize and improve firmness while reducing discoloration over time.

- Vitamin C, E, A and B3 - brightens, firms and moisturizes
- Sodium Hyaluronate – binds moisture



## Fooops!® & Oops!® Color Removers

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For removing our long-lasting cosmetics, you'll need these wonderful removers. They are specially formulated to easily take off SenseCosmetics, but also be gently moisturizing and provide the same anti-aging benefits found throughout the SenseCosmetics line.

### Fooops! Dual Phase Color Remover

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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.

- SenePlex+ Complex – increased cellular renewal
- Arnica Flower – helps to restore suppleness
- Spirulina – protects from bacteria growth that can contribute to breakouts



### Fooops! SenseCosmetics Color Removing Wipes

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Remove SenseCosmetics quickly and conveniently while on the go with Fooops! Wipes. These biodegradable wipes gently remove makeup, dirt, and oil while depositing moisture to the skin without leaving a sticky feeling. Ophthalmologist-tested and safe for contact users.

- Sodium Hyaluronate – binds moisture
- Aloe Barbadensis Leaf Juice - moisturizes and soothes
- Panthenol – conditions lashes and eyebrows



### LipSense Oops! Remover

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With Oops!, mistakes are gone. A simple swipe will erase application errors, help to “lift” your long-lasting LipSense so you can change your shade with your outfit, or remove it at the end of the day. No rubbing required!

- Vitamins A, B, C & E- conditions, moisturizes, and protects lips





## HairCovery HairCare

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### Repair & Revive from Root to Tip

Just as SeneDerm SkinCare works at a skin-deep level to produce healthy, plump skin cells, the HairCovery line of products works to make your hair gorgeous by focusing on the health of your scalp. All products include SenePlex+ and SenePeptide to encourage a healthy scalp and voluminous, strong locks of hair. Additional volumizing ingredients and moisturizing botanicals boost shine, manageability, and thickness. With HairCovery, your best hair days are here to stay!

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### Thickening & Volumizing Shampoo with UV Color Protection

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Goodbye dry and dull- hello healthy! Revive hair with nourishing botanicals, vitamins, and lightweight moisture in a non-stripping formula that works to give you thicker, bouncier hair. Safe for color-treated hair, this formula helps repair damage caused by treatments. Formulated without sulfates, parabens, gluten, and phthalates for beautiful, healthy hair.

- Capixyl- helps provide fuller and thicker hair
- Hydrolyzed Rice Protein- helps to fortify hair to prevent damage and improve volume



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### Thickening & Volumizing Shampoo with UV Color Protection

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Silky soft hair that shines! Restore hair's texture and radiance with moisturizing botanicals and vitamins. Dry, brittle hair is transformed into luxuriously soft, shiny, and healthy locks. Formula is also beneficial for color treated hair is free of sulfates, parabens, gluten, and phthalates.

- Capixyl- helps provide fuller, thicker hair
- Aloe Vera- moisturizes, soothes, and protects

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**SeneBlends MUA Tip:** "Making sure you shampoo TWICE is vital. The first wash removes all the dirt and build up so the second wash can provide all the nourishing properties of our HairCovery. This means your hair is clean and can absorb all the goodness" – Phoebe Smith, MUA of the Month

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## Strengthening & Thickening Hair Serum

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Happy hair days are here to stay! Formulated with nourishing botanical extracts and powerful peptides that help to moisturize your scalp, this leave-in serum strengthens hair to return it to its healthiest, shiniest, and most vibrant state.

- Capixyl- helps provide fuller, thicker hair
- Willow Herb Extract- calms and protects against free radicals



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## Thickening & Volumizing Holding Spray

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This non-aerosol spray does double duty by effectively holding styles and improving the health of hair with continued use. The formula does not leave hair sticky or crunchy, but keeps hair flexible to achieve a beautiful, volumized look.

- Capixyl- helps provide fuller, thicker hair
- Vitamin B3- helps to improve health of hair follicles



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## Thickening & Volumizing Holding Spray Mini

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The perfect size for hair touch ups while traveling or on the go!



## SeneDerm BodyCare

SeneDerm anti-aging BodyCare encourages cellular renewal from head to toe. The skin on your body is thicker than that of your face, and requires more intense exfoliators and richer moisturizers to replenish moisture and protect from environmental hazards. This simple-to-use system will give you the smooth, radiant skin you've always wanted!

 BodyCare products are formulated with SenePlex+ Complex for increased cellular renewal.

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### Advanced Hydration Body Lotion

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Pamper your skin with rich, luxurious moisture and anti-aging protection from head-to-toe. Packed with advanced anti-aging technology and soothing botanicals, it quenches skin with moisture, while increasing your skin's ability to retain water.

The powerful and effective ingredients include:

- Sodium Hyaluronate- restores damaged cellular walls
- French Plum Oil- natural, non-greasy hydrating oil featuring a light, luxurious scent
- SenePlex- for extremely advanced cellular renewal

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### Hand Cream with Shea Butter

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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

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### Moisturizing Body Wash

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A rich, gentle, foaming gel that cleanses the entire body. While traditional soaps can dry and crack the skin, the Body Wash conditions and restores pH balance.

The powerful and effective ingredients include:

- Algae Extract- hydrates and softens skin
- Aloe Vera- soothes skin

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### Smoothing Body Scrub

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Exfoliating keeps skin smooth and healthy, and allows for better moisture absorption. The Body Scrub is gentle, yet highly effective and is made for all skin types.

The powerful and effective ingredients include:

- Vanuatu Volcanic Ash- exfoliates dead cells
- Aloe Vera- soothes skin

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**SeneBlends MUA Tip:** "Mix a small pump of Pearlizer into your Advanced Hydration Body Lotion to give your legs and arms a "Sunkissed" glow!" – Alli Meier, MUA of the Month

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**SeneBlends MUA Tip:** “For a golden glow all over, mix in equal parts Shea Butter Body Cream & Pearlizer MakeSense, apply liberally” – Heather Nguyen, MUA of the Month

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### Shea Butter Body Cream

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Pamper your skin with rich moisture. Experience immediate dry skin relief and diminish visible signs of aging. Ingredients include:

- Shea Butter- helps skin retain moisture and can aid in reducing scars



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### Detoxifying Mask

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

- Green Tea & Arnica flower – soothes and counteracts redness
- Kaolin Clay – absorbs toxins
- Volcanic Ash – gentle exfoliator

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**SeneBlends MUA Tip:** “Shea Butter Body Cream is my favorite way to remove makeup at the end of the day. Apply a small amount to your entire face and remove with a warm washcloth to reveal softer, hydrated skin ready for 3 in 1 Cleanser.” – Alli Meier, MUA of the Month

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**SeneBlends MUA Tip:** “Mix Shea Butter Body Cream and Nangai Oil. Apply on ends of your hair. Wrap hair in saran wrap and put under a hot towel for 10 minutes. Rinse, shampoo and condition as usual” – Cynthia Zamora, MUA of the Month

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### Self-Tanning Bronzing Coconut Milk

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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-aging 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
- Erythrose - provides a natural-looking sunless tan

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### SeneSun SPF 30 SunScreen

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Help protect your skin from the sun’s harmful rays with this light, SPF 30 sunscreen. SeneSun SunScreen does not feel thick, sticky, or oily, and is comfortable to wear. Mist on to defend your skin from UV rays while giving it the benefit of advanced anti-aging moisturizers and SenePlex Complex+.

- Octisalate - organic compound from willow bark that absorbs ultraviolet rays
- Aloe Leaf Juice - moisturizes and soothes as it helps accelerate cellular growth
- Homosalate - organic compound that helps protect skin from sun damage



## Abundance Parfums: Scent & SkinCare in One

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Abundance by SeneGence® fragrances are created with the finest quality parfum oils, blended with SenePlex Complex+, for luxurious, long-lasting scent and skin care in one.



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### Abundance Fresh Parfum

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Features clean and refreshing scent notes that draw inspiration from aquatic botanicals, soft florals and crisp hints of citrus.

- Mandarin and Lemon - add an energizing and sparkling touch
- Driftwood - brings in an earthy edge
- Dewy Freesia - for a soft, floral note



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### Abundance Bloom Parfum

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Features gorgeous, fragrant floral notes, lighter-than-air musk, and soft spice for a sophisticated scent with a contemporary twist.

- Lush Pear - adds brightness and light sweetness
- Rose Bloom - for an enveloping floral aroma
- Glowing Amber - lends a warm, luxurious scent



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### Abundance Lush Parfum

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Features sensual, lush fruit notes of velvety coconut milk, and light tropical florals for a warm but refreshing scent.

- Glowing Amber - lends a warm, luxurious scent
- Passionfruit - lends a vibrant, fruity note
- Vanilla Orchid - for a warm, floral bouquet
- Pikake Jasmine - adds a tropical, floral touch



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### Abundance Travel Trio

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Enjoy all three Abundance Parfums with this set of three rollerball vials in a custom velvet pouch, perfect for gorgeous scent on the go.







# SeneBlends Beauty Guide

This Guide is a beautifully designed glamour how-to book including full color silhouettes with instructions on shade application. It is the perfect gift for friends, family, and anyone who loves makeup.

Use this Guide to help you to:

- Provide fantastic training for both Customers and new Distributors.
- Personalize customer service and glamour instruction for each guest and new Distributor.
- Increase your sales by up selling SeneDerm and SenseCosmetics to Customers.
- Find new Customers and Distributors by using the book as an incentive tool.

The SeneBlends Beauty Guide is intended to help Customers and Distributors gain valuable knowledge about SeneDerm SkinCare and build confidence when applying SenseCosmetics. It is laid out in a fun and informative format to encourage an interactive glamour experience. Readers will gain confidence in their understanding of how and why to use various skin care formulations, blend colors, customize shades, placement and application techniques, and color combining and balancing theories. It also includes blank templates to be used as practice worksheets for creating looks and designing shades for face, cheeks, eyes, lips, brows, and more.

SENSECOSMETICS & SENEDERM  
SKINCARE...  
FOR BEAUTY THAT LASTS  
AS LONG AS YOU DO!

Distributor Name:

ID#

