

The History and Future of LipSense

Today we're reflecting on all our blessings, especially the product that started it all! So, raise a toast with us and cheers to LipSense! We're thankful for how it has paved the way for SheerSense and women, and are looking forward to all the exciting things this industry-leading product will continue to wow us!

Reflecting with Gratitude

How LipSense Began:

CEO and Founder, Joni Rogers-Kante had a vision for a product line that every woman would want, but she also asked herself, "what would I want out of it for someone else?" From that question, her vision was clear. She wanted to empower women and give them the opportunity to Choose to Live Life in Love and Abundance...and Work for It.

Inspired by Joni's son's adorable little fingers smudging her lipstick, she patented a revolutionary long-lasting colour technology, and LipSense was born. A product that women would come to know and love and that could also transform their lives.

What is LipSense and How do I Wear It?

LipSense is a liquid lip colour designed to apply stunning shades easily that last all day and night. Simply apply to clean, dry lips using the applicator in a fluid, sweeping motion. Use three layers of any shade for long-lasting results, making sure to let each layer dry in between application.

Remove unwanted lines with the Oops! Remover.

The Benefits :

- Does not kiss off, smear off, rub off, or budge off
- Long-lasting colour for up to 18 hours
- Highly pigmented shades
- Combining shades creates several effects



How LipSense Empowers Women:

Every year we are reminded that the true beauty and blessing of SheerSense is the support and community of women empowering other women. LipSense is the product that opens doors and connects women from all walks of life. Whether you're a Distributor running your own business or a Customer who confidently rocks a favourite shade, LipSense empowers women in every way.

SheerSense®

How LipSense has Evolved:

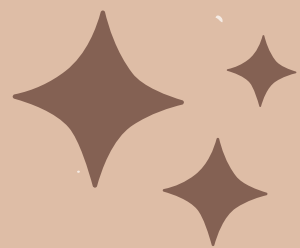
SeneGence took the cosmetic industry by storm with such an innovative formula but did not stop with just a few lip colours. With the success of LipSense, SeneGence has continued to provide new and improved formulas, TONS of gorgeous new shades, LipSense LinerSense, scented glosses, and more! If you have tried favourites such as Blu Red, you know how amazing it is!

Looking Forward



New Shades and Collections:

As we continue to innovate all our products, you know you can look forward to new collections and shades on-trend in every season. Check out our latest collections released, such as Iced Neutrals LipSense Collection and Your Zodiac Sign Taurus Gloss. Stay tuned for more in the year!



Supporting and Empowering Women:

Distributors and Customers drive the spark behind the innovation of new products and have transformed SheerSense from a cosmetic company to a network of empowered businesswomen. Each year our community grows, and we cannot wait to see what this year brings as we continue to build long-lasting friendships, support each other, work hard, and persevere!

We're thankful for many things, most of all for LipSense, and the journey we continue to share with amazing women who have strengthened our community and Choose to Live Life in Love and Abundance...and Work for It!

SheerSense®