



SeneGence[®]
Product Knowledge Guide

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Section I: SeneGence® International

SeneGence® is a multi-faceted, international corporation committed to making a positive contribution to women everywhere.

Our Mission

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

Our Founder

Joni Rogers-Kante, CEO and founder of SeneGence®, envisioned a company that empowered women. Founded on products that really work along with a career opportunity that really works.

This manual was written for you by me to help you better understand how fantastic our portfolio of products really is, and therefore, HOW SPECIAL OUR OPPORTUNITY REALLY IS!

Over the years, SeneGence® has developed our family of cutting-edge products and paved the way to launching many successful careers. We will continue to satisfy Customers around the world by remaining steadfast in our commitment to use only the most advanced technologies to make skin look and feel more beautiful.

From the beginning, it's been my belief that knowledge is power.

This Product Knowledge Manual is your reference guide, giving you the knowledge you need to improve beauty inside and out. This manual will give you the ability to understand and share the products confidently with all the information you need to be an expert on every product.

Each Product Knowledge page contains:

- Title and Description of the Product
- The Science Behind the Product
- Key Ingredients and Benefits
- Directions for Use

I 100% stand behind our products and remain dedicated to our commitment to empowering women around the world!

Joni Rogers-Kante
FOUNDER & CEO



Our Products and Philosophies

Blue and gold may be the signature SeneGence® colors, but green is the color that influences our decisions. Minimizing environmental impact directs our product and business philosophies, and it defines our daily practices.

We are committed to minimizing environmental waste and destruction wherever possible within every aspect of our business.

Product Packaging

No individual product boxes to help save trees (You just throw them away anyway!)

Business Operations

- Paper – the idea of a reduced office through digital solutions. We want to eliminate unnecessary paper waste.
- Employees are citizens from around the world. Working at SeneGence® is a culturally diverse experience!
- Electricity – motion controls eliminate un-needed lights throughout our corporate buildings.

Technology

SeneGence® is committed to the ongoing development of 'products that really work' utilizing our innovative color technology, our proprietary complexes, and other unique skincare formulations that help make skin appear more beautiful.

R&D Mission Statement

"Our mission as an R&D team is to develop innovative and long-lasting cosmetic products that utilize the power of natural extracts for effective and safe skincare formulations. We are committed to creating products that enhance the natural beauty of our customers, while promoting a sustainable and ethical approach to beauty.

By leveraging cutting-edge research and technology, we continuously improve our formulations to create products that are not only effective but also gentle and safe for all skin types.

Our relentless pursuit of innovation and customer satisfaction drives us to explore new frontiers in skincare, always pushing the boundaries of what is possible. We aspire to offer skincare solutions that are not only environmentally conscious but also deliver long-lasting benefits."

Clean Beauty Standard by SeneGence®:

Our commitment to safety and quality is reflected in our NO-NO list, which includes over 1,450 chemicals banned or restricted in personal care products by the European Union. Additionally, we screen for other potentially harmful chemicals that may not be on this list.

Although we source all our ingredients with a high standard of safety and quality in mind, the complexities of the supply chain and manufacturing process may result in incidental, trace levels of a chemical in the final product. While we strive to minimize this possibility, we acknowledge that it may not be completely eliminated. We remain vigilant in our efforts to provide our customers with the safest possible products.

SeneGence® Skincare and Cosmetics are:

- Cruelty-Free
- Vegan
- Gluten Free
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- Formulated with NO SLS – Sodium Lauryl Sulfates
- Formulated with NO Drying Waxes
- Formulated with NO Formaldehydes
- Formulated with NO Carcinogenics
- Formulated with NO Phthalates
- Formulated with NO PFAs - Per- and Polyfluoroalkyl substances
- Use of nature-based ingredients
- All products manufactured in cGMP manufacturing facilities
- Made in the United States with global materials for stringent quality control



Made in the USA
with global materials



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



Formulated without
gluten ingredients



Made in CGMP
manufacturing facilities



Formulated without
drying waxes

Our Independent Distributors

SeneGence® is dedicated to the success of its Independent Distributors. We support you with the highest ethical standards, the highest quality products, and technologies available, and by promoting the concept of SeneSenergy*.

**SeneSenergy: To abundantly empower others to promote success and growth, and in doing so, re-energizing your own.*

About SeneGence®

SeneGence® is a privately owned, direct sales company in the business of developing and selling personal care products through an independent sales network. In April 1999, SeneGence® opened for business with only six lip colors, a lip moisturizing gloss, and a lip color remover. We now offer a complete line of long-lasting color cosmetics, anti-aging skincare, hair care and body care products.

The company continuously utilizes its unique ingredients and technologies for further development of new and exciting products that really work for our Independent Distributors to sell.

Through the efforts of Founder, CEO and Chairwoman, Joni Rogers-Kante, and the organization of Independent Distributors, SeneGence® has become a recognized brand name and international leader in the cosmetic and beauty industry.

Opportunity

SeneGence® is committed to providing an opportunity to enhance the quality of life of individuals who work as employees of SeneGence® International and those who function as SeneGence® Independent Distributors in the field.

Our Corporate Staff and Independent Distributors come from all walks of life, and the door to opportunity is always open!

Doing Good and Giving Back

SeneGence® is committed to making a difference in our community and the communities of our Independent Distributors.

- Our non-profit, The Make Sense Foundation® receives a percentage of sales from the MakeSense® Foundation. The proceeds are donated to the non-profit organization The Make Sense Foundation® to help support women and children in need.
- Partner-For-Profits is how our Independent Distributors may offer our products to local charities and donate a percentage of sales to the charity.

Fun

- SeneGence® is committed to promoting positive experiences and relationships. Let's all have fun sharing fantastic 'products that really work' with others and enjoy life together!

Section II: About Your Skin

Healthy skin glows from the inside out! It's dewy, fresh, vibrant, and soft. Maintaining healthy, youthful-looking skin is not complicated; it's a matter of eating well, exercising, drinking plenty of water, protecting yourself from the sun, and consistently using the best quality skincare and cosmetic products to help combat premature aging.

This Product Knowledge Guide gives you the information you need to understand the SeneGence® Skincare and Makeup so you can help others understand how they can obtain a healthier-looking, glowing complexion.

Knowledge is power. And power in a woman's hands is beautiful.

SkinCare Systems

SeneGence® SkinCare Systems are the most effective skincare for all stages of life. These products are formulated to help, not harm your skin, and these products are tried and true to offer real results you can visibly see.

The Science of Your Skin

SeneGence® formulas incorporate many of nature's beneficial botanicals and blend them with powerful antioxidants and essential vitamins to create a product line that can truly help rejuvenate and revitalize the skin.

Our Youthful Skin

You can minimize the signs of aging and get the best skin your body can offer with the right choices.

We start aging from the moment we're born, and by our mid-to-late 20s, we have begun to see the first hints of how our face will age, usually beginning with small lines around the eyes.

- By our 30s, fine lines and wrinkles may begin to appear because cellular regeneration is slowing down.
- By our late 30s or 40s, fat loss and loss of elasticity may result in deeper, more noticeable wrinkles and hyper-pigmentation.
- By our 50s and beyond, postmenopausal epidermal cell generation slows by almost 50%. The skin becomes thinner with less collagen and elastin. Also, at this time, sebaceous glands produce less oil. Without this oil that previously locked-in moisture, skin becomes drier, and wrinkles are more evident.
- Aging skin is a fact of life that can't be stopped, but we CAN slow the appearance of aging signs by choosing products and forming habits that optimize the health and appearance of our skin.

Structure of the Skin

The skin is the largest organ of the body in terms of surface area. For the average adult, the skin occupies a surface area of approximately 3,000 square inches (or more than 2 square yards). It's a living; breathing organ made up of billions of cells.

Unfortunately, lifestyle, exposure to sun and pollution, poor eating habits, and the environment, in general, are significant contributors to cellular damage in our skin and can result in premature aging.

No matter what type you have, your skin can give everything away: your age, health, emotions, and habits. It tells others if you stayed up too late, fly often, smoke, consuming alcohol, under stress, not exercising, don't eat properly, or are not drinking enough water. The good news is, by avoiding damaging habits and protecting your skin with the best quality skincare products, you can minimize the effects of this daily assault on your skin.

Nutrition, Medication, Dieting, and the Skin

Healthy skin begins within and poor nutrition, even some medications, can lead directly to skin problems and premature aging. Some skin problems could be a sign of a nutritional deficiency.

When confronting nutrition-based skin issues, including severe acne, it is always best to consult with your doctor or dermatologist.

Moisturizing the Skin

Proper hydration is vital to healthy, beautiful skin. Still, moisture is continually being drawn out of the skin by conditions such as central heating, air conditioning, sun, wind, smoking, and some medications. When skin loses water, small lines appear on the skin, and it loses its youthful glow.

Hydrating skin and keeping it hydrated requires daily attention. It is essential that you drink water throughout the day and help prevent moisture loss with high-quality skin moisturizers, serums, and protectants. Good nutrition, proper hydration, and the products you put on your skin are the best defense against premature aging.

The Skin's Worst Enemy—The Sun

Avoiding sun damage is the simplest, most effective way to help decrease the signs of premature aging and protect yourself from the sun's harmful rays.

Minimize sun exposure and always use sunscreen during the day! The best defense against premature aging is not to damage your skin in the first place.

Determining Skin Type

The first step toward determining the skincare system right for you is knowing what type of skin you have. Most people's skin falls into one of these four categories:

- Dry
- Normal to Dry
- Normal to Oily
- Oily to Acne

The purpose of SeneGence® Skincare Systems is to address each type of skin to help achieve optimal results.

Oily to Acne Skin

Adult acne affects 25% of all men and 50% of women at some time in their adult lives. Some adults continue to get acne well into their 30s, 40s, and even 50s. It is even possible to get acne for the first time as an adult, not just in the teen years.

What is Acne?

Your client's skin is acne-prone when they experience an all-over shiny appearance and oily feel throughout the day, accompanied by whiteheads, blackheads, and enlarged pores.

The SeneGence® SkinCare formula for Oily to Acne will help control sebum production, keep shine and excess oil at bay, and includes topical salicylic acid at 1% to help clear skin and prevent new acne from forming. If acne is cystic or severe, advise your client to consult a dermatologist.

Normal To Oily Skin

When skin produces too much oil, it can lead to a greasy, shiny appearance. The most common places for oil to gather are the forehead, nose, and chin -known as the "T-Zone." If skin looks shiny in the T-Zone but is not overly oily on cheeks, has large pores, is prone to acne, and feels rough or uneven, you have normal to oily skin.

The key to caring for normal to oily or combination skin is to remove excess oils while maintaining the moisture necessary for young, healthy-looking skin.

If your client has combination skin, the SeneGence® SkinCare formula for Normal To Oily is recommended. These advanced formulas maximize moisture and hydration while absorbing excess oil without stripping the skin's surface.

Normal To Dry Skin

When skin is not producing enough oil or environmental factors such as heat, smoking, or alcohol reduce oil, the skin becomes dry. Dry skin can be uncomfortable and lead to premature wrinkling.

If your skin looks and feels tight (especially after cleansing), is thin with fine pores, or has a dull texture, you have normal to dry skin and may develop lines more easily than other skin types.

By adding moisture, it is possible to return dry skin to a more balanced state: soft, supple, and glowing. If your client is determined to have normal to dry skin, the SeneGence® SkinCare formulation for Normal to Dry is recommended. The advanced vitamin and botanical formula promote hydration and moisture retention.

Unless skin is very oily, a good rule of thumb is to use this formula after age 30 because skin becomes drier with age.

Dry Skin

Ordinarily, dry skin isn't a severe condition, but it can be uncomfortable and unsightly, making plump skin appear shriveled and creating noticeable wrinkles. Thankfully, you can take steps to improve your skin, including using good moisturizers and avoiding harsh products.

If you have dry, dehydrated skin, you're more likely to experience skin tightness after washing your face, possibly leading to itchiness, flaking, fine lines or cracks, and premature wrinkling.

Caring For Your Skin

STEP 1: Cleansing

Keeping your skin clean, healthy, and beautiful is an essential part of your daily routine. Men and women alike should cleanse at least twice a day, once each morning and once each evening, to remove dirt, oil, and environmental pollutants accumulated on the skin during the day.

Soaps containing detergents may not remove all types of makeup and may cause stretching of the skin in this area, encouraging the development of fine lines and wrinkles. Use a gentle cleanser designed for your skin type.

Exfoliants are meant to be used after makeup has been removed and the skin is cleansed. They can help refine skin by removing dead skin layers, smoothing texture, and exposing fresh, new skin.

SeneGence® 3 In 1 Cleansers are formulated to cleanse, tone, and exfoliate in one easy step.

STEP 2: Moisturizing

All skin needs to be moisturized; it is essential in maintaining a healthy, youthful appearance. The natural oils in your skin help prevent dehydration, but the skin can become dry and flaky if there is too little oil.

Moisturizers attract moisture and seal it in, acting as a barrier against outside elements. The advanced hydrating and moisture retention process of SeneGence® SkinCare with SenePlex+® provides antioxidant protection while nourishing the skin and diminishing the visible signs of aging.

Step 3: Protecting

Men and women need to protect their skin daily from the damaging effects of UV rays. Always use an effective sunscreen and help protect the healthy skin you have with SeneSun® Hydrating Facial Sunscreen SPF 20 and SeneGence® for Men Moisturizer SPF 20 for broad-spectrum UVA/UVB protection and anti-aging benefits.

Section III: The Science & Nature of SeneGence® Products

In the Vanuatu string of islands in the South Pacific, Joni Rogers-Kante worked with scientists and discovered naturally occurring resources proven to be beneficial to the skin. Today, SeneGence® products can be found in numerous countries around the world, helping make skin healthier and more beautiful.

Joni ventures to international destinations regularly and enjoys sharing SeneGence® with everyone she meets while guiding them to be their most confident self with products that really work. The distinctive ingredients are incorporated into SeneGence® SkinCare and Cosmetics, helping to result in dramatic improvement to the skin.

THE SCIENCE OF SENEPLEX+®

All SeneGence® SkinCare and some Cosmetics contain SenePlex+®, a proprietary complex that helps reduce the signs of aging by supporting renewal of your skin.

Independent clinical test results show that revolutionary results can be achieved with eight weeks of treatment with our proprietary formula. Test results showed a remarkable 35.7% increase in cellular renewal with consistent use!*

**Independent clinical test results of eight weeks of treatment with our proprietary formula. Verified by an independent lab, clinical testing performed over an eight-week period on 20 female subjects between 18-55 years of age confirmed that Normal to Dry Evening Moisturizer with SenePlex+ is highly effective in increasing skin renewal. They also found regular use results in remarkable improvements to skin, including skin smoothness, which increased by 45%. Almost 33% more individuals with sensitive skin were able to use SeneGence SkinCare without irritation.*

The actives in the advanced anti-aging skincare system of Evening Moisturizer with SenePlex+® also work to exfoliate dead skin, resulting in a healthier-looking, plumper appearance of skin.

How Does SenePlex+® Work?

Our advanced SenePlex+® consisting of marine-based ingredients and minerals replenishes moisture and helps encourage cell renewal without irritation. Additionally, orchid and botanical extracts help protect the skin from environmental damage, along with the powerful combination of antioxidants.

Independent laboratory tests have shown that positive results are visible after using SeneGence® SkinCare Normal to Dry Evening Moisturizer for as little as two weeks. The secret is in our unique blend of ingredients.

Vitamins

The topical value of vitamins has only recently been discovered and heralded as highly beneficial when added to skincare formulations. Sometimes these vitamins stand alone in preparation. They often, are combined with other vitamins for their synergistic effects. The SenePlex+® formulation is a blend of vitamins most beneficial in the overall appearance of skin.

Essential Oils

The benefits of oils of certain leaves, flowers, roots, and herbs have been known for centuries.

Chamomile oil, for example, is known to soothe. Lavender oil works as a toner and can be especially good for oily skin.

The list is long, and all the oils in the SeneGence® SkinCare system are specifically selected for their beneficial qualities, thus providing the optimum in a healthier-looking complexion. Combined with the latest scientific research and technological advances, SenePlex+® creates an unparalleled, complete system to restore and retain skin's natural beauty.

Botanical Extracts and Minerals

Botanicals are powerful plant extracts derived from flowers, herbs, nuts, seeds, roots, and berries. When harnessed in the right way, they can do wonders for skin.

The botanical extracts included in SeneGence® formulations are derived from naturally occurring resources and are among the highest quality available. Our extracts are part of what makes our products so effective. Some of our key botanical extracts and oils include orchid extract, algae extract, almond oil, ginger root, aloe, avocado oil, jojoba, and shea.

Minerals are naturally occurring chemical compounds. The skin needs certain minerals for optimal function. Just some of the potentially beneficial minerals found in SeneGence® formulations to help your skin be at its healthiest include copper PCA, Magnesium PCA, and Zinc PCA.

The Sea Holds Some Answers

On the exotic South Pacific Island of Vanuatu exists a live, active volcano that spews lava, acids, and poisonous gases intermittently. What makes this active volcano unusual is the lush flora and fauna that thrive near it. Normally, vegetation cannot live in such a poisonous environment. What could their secret do for human skin if these plants could thrive so vitally amidst volcanic ash? This question inspired two expeditions to this tiny, remote island and years of constant investigation and research by the SeneGence® team of chemists and Joni Rogers-Kante, founder of SeneGence®.

They discovered that the plant life in the area had developed unique characteristics which helped them flourish in their poisonous atmosphere; this atmosphere could be likened to the heavy pollution of smog-filled metropolitan cities around the world. The goal was to duplicate the process found within this plant life by blending characteristics of this naturally occurring resource with ingredients found beneficial to the skin, thus creating a simple but effective skincare system and complementary cosmetic products.

A Step Forward

SenePlex+® incorporates UGL COMPLEX, an innovative anti-aging active in skincare. UGL COMPLEX is a proprietary extract from these marine sources rich in polysaccharides (organic compounds consisting of carbon, hydrogen, and oxygen) and glycosamino (a complex of proteins). It is a nature-based exfoliating complex that helps deliver moisture to dehydrated or aging skin when combined with other natural actives ingredients.

Simply put, UGL Complex helps to:

- Calm
- Clarify
- Reduce the appearance of fine lines and wrinkles
- Moisturize

In short, with prolonged use of our skincare with UGL Complex, it is possible that you could see visible anti-aging benefits.

How to Layer Your Skin Care Products

In the world of skincare, molecular weight is something that does matter. Have you ever wondered why there are so many different types of products? Creams, moisturizers, serums, oils, and mists? And why each one needs to be applied in such a specific order?

SeneGence® SkinCare and Cosmetics are made to be used in a specific order to optimize their effectiveness. So that you can maximize the efficiency of each product, it's a good idea to apply them in the correct order. Please refer to the SeneGence® Daily Regimen guide found in our Beauty Book.

Better Together: SeneGence® SkinCare and Cosmetics

When used together, SeneGence® SkinCare and Cosmetics can help provide an all-day skin protection that can make your skin look healthier and more beautiful and keep it that way!

SeneGence® SkinCare and the long-lasting color technology of SeneGence® Cosmetics have bridged the gap between anti-aging skincare and the use of color cosmetics, giving you a skincare and beauty routine that keeps your skin beautiful for a lifetime.

SeneGence® SkinCare and Cosmetics provide a healthy, safe, and effective approach to restoring the youthful appearance of skin. This system is designed to work synergistically, maximizing the benefits of each ingredient - the result: youthful skin.

Layering the anti-aging properties and combining the two technologies (anti-aging and long-lasting color) compounds the benefits for a more beautiful complexion by using a simple three-step skin care routine and applying of amazing, versatile anti-aging color cosmetics.

Skincare and Cosmetics products containing SenePlex+® provide both day and night benefits for skin.

Independent Clinical Study Results

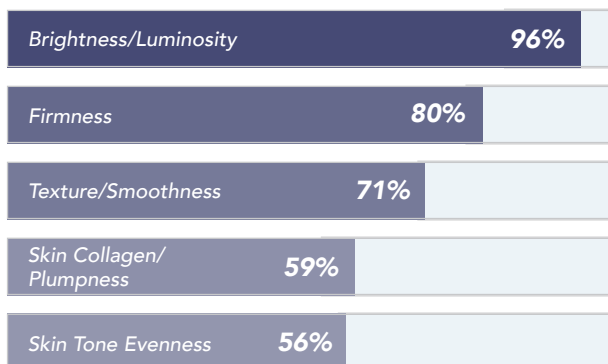
PRODUCTS THAT REALLY WORK — SEE AND BELIEVE!

Faster cell renewal with SenePlex+ improves texture, radiance, and pore size while diminishing the appearance of fine lines and wrinkles. In a clinical study, Normal to Dry Skincare regimen with SenePlex+ and Orchid Stem Cells:

Instantly raised skin's hydration levels by up to 118% and maintained continuous hydration by up to 105% after 8 Weeks.*

CLINICAL GRADING RESULTS

Percent of participants with improvements.*



*Results are measured by expert clinical grading and instrumentation compared to baseline in an eight-week independent clinical study on thirty-two females ages 30 to 70.

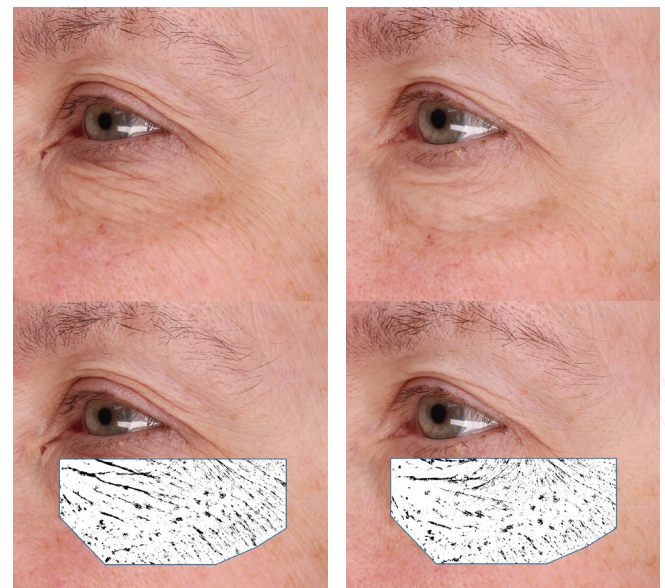
SenePlex+®'s Direct Effects Upon the Skin

SenePlex+® is a mixture of unique ingredients that moisturize and condition the skin. In the normal course of cellular production, cells are generally dehydrated and hardened by the time they reach the skin's surface. Fine lines and wrinkles are often attributed to this buildup of dehydrated, dead skin. Effective moisturization is one way to minimize the visual effects of this process.

There are different ways to moisturize your skin, and all are important. One is to replace water by eating and drinking; another is to attract moisture from the air. There is water all around us – we just don't see it. It's called water vapor. Think about it: When the relative humidity is 95%, you know there is a lot of moisture in the air.

REAL RESULTS

24% Improvement in the appearance of Lines + Wrinkles



BEFORE

AFTER 4 WEEKS*

*Unretouched photos. Individual results will vary.

SeneShield®

Pollution, an increasing environmental issue, can have dramatic impacts on the skin. It can alter the skin's moisture-regulating ability due to free radicals generated by pollutants, thus causing skin to lose its radiance. SeneShield® is an exclusive blend of ingredients that help protect skin from environmental aggressors.

SenePeptide®

A SenePeptide® is a series of isolated active peptides with anti-aging skin and healthy hair support properties. These SenePeptides® are used in our skincare, solutions, haircare lines, and some cosmetics to support healthy-looking skin and hair.

DualSense Delivery

The highly advanced anti-aging moisturizing formula of Climate Control is designed with a remarkable dual delivery system technology, DualSense. This revolutionary technology keeps two different, but essential delivery systems separated until you are ready to begin using the product, preserving the highest levels of product effectiveness.

The two different delivery systems of Climate Control consist of the clear liquid top layer, SenePlex+®, and a gelatinous blue matrix layer containing our SelPlex combined with Sodium Hyaluronate (additional humectants) as the bottom layer. The bottom layer, SelPlex in which lies a mixture of unique ingredients, delivers much-needed essential fatty acids that are crucial for youthful skin.

When ready to use, vigorously shaking the bottle mixes the two delivery systems by activating the two layers. Thus, two become one – the DualSense Delivery System provides a mechanism and a vehicle for optimized delivery of this advanced anti-aging treatment.

A Word About Shea Butter

SeneGence® formulates many of its products with the best moisturizers to help skin ward off the signs of aging caused by environmental hazards such as wind, severe cold, dryness, and even heat. As seasons change, so do the ways in which skin loses precious moisture. One way to help ensure that skin retains and maintains moisture is to use products with Shea butter.

Protect your skin by using SeneGence® products formulated with Shea butter all year round to:

- Helps to hydrate
- Helps to reduce the appearance of lines and wrinkles
- Helps to moisturize skin

Shea butter is an effective moisturizer for severely dry skin, chapped lips, and wrinkles. Shea butter absorbs rapidly into the skin without leaving a greasy feeling.

Shea butter can be found in many high-end moisturizing skin products and is known for its skin-softening effect.

*Nourish your skin by using SeneGence® products
formulated with Shea butter all year round!*

Extraordinary Results & New Technologies

SeneGence® has discovered that its unique formulations deliver optimal results when used with innovative skincare active ingredients and complexes. When formulated along with SenePlex+®, these new ingredients or complexes work together to make your skin healthy- looking and more radiant.

The science is fascinating, and the results are astounding. A section of this guide will describe each varied products we've created as solutions for specific skin care concerns and how they work, including some new and exciting SeneGence® color technologies and formulations.

Section IV: SeneGence® with SenePlex+® Anti-Aging SkinCare System

The SeneGence® SkinCare System is available in Oily to Acne (USA, AU & NZ), Normal to Oily, Normal to Dry, and Dry skin types. It is a simple system that involves:

1. Cleansing (AM & PM)
2. Moisturizing and hydrating the skin (AM)
3. Rejuvenating and moisturizing the skin (PM)

The SeneGence® SkinCare System is initially sold as a set to the first-time Customer. The remarkable ingredients in the SeneGence® SkinCare with SenePlex+® work together to improve skin by providing anti-aging benefits based upon skin type.

This systemized product group provides a balanced skin care routine and enhances the long-lasting effects of the liquid MakeSense® Foundations.

Key Points

- The Proprietary Formula – SenePlex+® truly does make all skin types more beautiful.
- The Actives – Our active ingredients have been clinically shown to work.
- The Layering – Allows for maximum effectiveness with one product layered onto the skin after the next in the correct order.
- The Beauty – Long lasting color cosmetics helps to make skin more beautiful.
- The Economy – Products are concentrated so a little goes a long way.
- Independent Clinical Testing – Refer to the Clinical Studies Data.
- The Guarantee – 100% product satisfaction guarantee.
- In Demand – SeneGence® offers products that REALLY WORK, are exciting and unique with a high demand and mass-market appeal.
- Profitable – These products are highly consumable and are not a one-time sale; therefore, re-orders likely will occur with proper customer follow-up and service.
- Consciousness – There is No animal testing, and our products are formulated without animal by-products. Refer to the Clean Beauty Standard by SeneGence®.

All SeneGence® SkinCare and some Cosmetics contain SenePlex+®, a proprietary complex that helps reduce the signs of aging by supporting renewal of your skin.

Independent clinical test results show that revolutionary results can be achieved with eight weeks of treatment with our proprietary formula. Test results showed a remarkable 35.7% increase in cellular renewal with consistent use!*

**Based on a 20-Day independent clinical study of thirty-three participants, women ages 19 to 65. Results are measured by expert clinical graded analysis compared to baseline.*

The actives in the advanced anti-aging skincare system of Evening Moisturizer with SenePlex+® also work to exfoliate dead skin, resulting in a healthier-looking, plumper appearance of skin.

Section V: SeneGence® SkinCare Systems

SeneGence® 3 in 1 Cleansers with SenePlex+®

All SeneGence® 3 in 1 Cleansers are formulated to cleanse, tone, and exfoliate in one easy step!

A healthy-looking complexion begins with clean skin. No matter what type of skin you have, the SeneGence® twice-daily cleansing ritual is essential. In the morning, it is necessary to activate the skin and remove oil build-up, take off your evening skincare products, and wash away dead skin cells.

In the evening, it is essential to remove makeup and daily grime before going to sleep, so your pores don't get clogged, and your face is ready to absorb all the beneficial ingredients in your nighttime products.

SeneGence® 3 in 1 Cleansers are enriched with our exclusive renewing SenePlex+®, plant extracts, and vitamins. They are formulated to lift and wash away impurities. These luxurious formulations contain the finest ingredients nature and technology have to offer for dry, normal to dry, normal to oily, and oily to acne skin types.

Formulated without harsh detergents, SeneGence® 3 in 1 Cleansers effectively remove oil without over stripping the skin. They help retain moisture, protect the skin barrier, and remove excess oil while preparing the skin for the next step in your skincare routine.

Exfoliation is Important

The average adult generates a new layer of skin every 28 days in a typical cellular turnover cycle.

At the end of the cycle, the old dead cells on the skin's surface should shed. If they are not sloughed off, a build-up of dead cells on the surface of the skin results in a complexion that can appear dull and rough, potentially blocking the skin's capacity to

absorb moisture. Stress, pollution, and UV rays also tend to slow down this turnover time. If the old, dead skin cells are not removed, bacteria can build, blocking pores and leading to superficial spots and blackheads.

If you do not exfoliate regularly, your skin can become congested, unable to "breathe." A gentle sulfate-free cleanser is a "must" to make impurities soluble enough to be washed away.

SeneGence® Moisturizers

All SeneGence® moisturizers are formulated with the renewing SenePlex+® to absorb easily into skin, making possible the clinically proven results of this unique anti-aging skincare system.

During the day, your skin requires effective, non-greasy hydration to help retain a healthy, youthful appearance. At night, your body enters its natural repair mode, making it the perfect time to protect your skin from dehydration and maximize the beneficial ingredients in your skincare products.

There is a SeneGence® DayTime and Evening Moisturizer for every skin type to help you fight the visible signs of aging for the smoothest, healthiest-looking skin possible.

SeneGence® DayTime Moisturizers with SenePlex+®

Moisture is essential to the health of every skin type but maintaining the right balance of moisture is key. SeneGence® DayTime Moisturizers were formulated to provide optimal hydration to dry, normal to dry, normal to oily, and oily to acne skin types.

Enriched with our exclusive renewing SenePlex+®, plant extracts, natural oils, and vitamins, our nourishing moisturizer formulas contain the most effective ingredients backed by the wonders of nature and science.

The blend of natural botanical ingredients in DayTime Moisturizers helps replenish moisture and offer antioxidant protection from environmental aggressors. It also creates the perfect smoothing base for MakeSense Foundation.

SeneGence® Evening Moisturizers with SenePlex+®

SeneGence® Evening Moisturizers contain a more concentrated formulation of SenePlex+® Complex and provide superior moisture, hydration, and rejuvenation while you sleep.

When at rest, your body enters its natural repair mode, allowing your skin to maximize the beneficial ingredients in your evening skincare routine.

Enriched with a blend of nature-based and clinically proven ingredients, Evening Moisturizers go to work when you close your eyes, to help defend against, and reduce the visible signs of aging.

SeneGence® Evening Moisturizers come in formulas perfect for every skin type so each morning you wake with hydrated, smooth, healthy-looking skin.

The Science of SenePlex+®

Clinically proven to improve skin vitality.

SenePlex+® Complex is a mixture of unique ingredients and raw materials contained within a delivery system that allows for penetration and delivery of the SenePlex+® Complex actives into the second layer of the skin, the dermis.

At the very base of the dermis layer, the actives create a kinetic enzyme reaction and increase the cellular growth production. Increasing cellular growth has a substantial impact upon the health and conditions of the skin.

In the normal course of cellular production, cells are generally dehydrated and hardened by the time they reach the outer layer of the epidermis, the top outer layer of skin. As cellular production increases, cells on the way to the surface of the epidermis are replaced with newer cells faster.

Importance of Skin Cell Renewal

Skin is the largest organ of the body which protects it from external stress factors – as you can imagine it faces several challenges like environmental stress, UV radiation, sun damage, pollution etc. Skin Cell Renewal (turnover) helps replacing the old dead cells with new ones.

Skin Cell Renewal supports:

- Removing dead skin cells on the outer layer of the skin
- Increasing collagen production
- Improved skin texture
- Preventing skin damage

Problem Statement

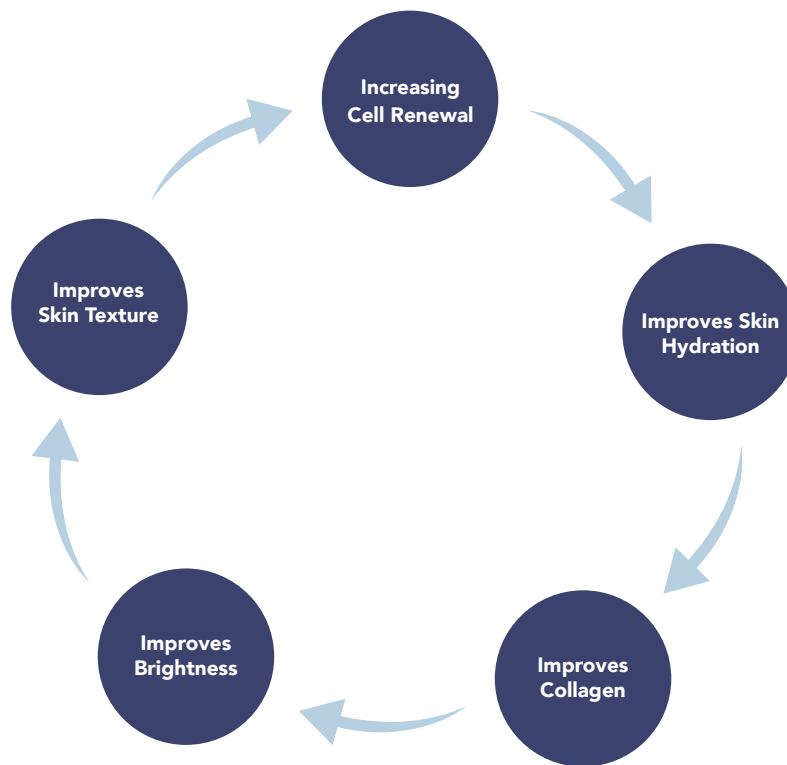
Aging can affect skin renewal in several ways. As we age, the rate of skin cell turnover slows down, which means that it takes longer for the skin to shed dead cells and generate new ones. This can lead to a buildup of dead skin cells on the surface of the skin, causing it to appear dull and rough.

Factors that affect skin Renewal:

- Aging
- Sun damage
- Environmental pollutants
- Lifestyle choices such as smoking, alcohol consumption, poor diet, lack of exercise.

Mechanism of Action

SenePlex+® is clinically studied to improve cell renewal by 35.7% and improving cell renewal directly improves skin hydration, improves collagen, skin texture, and provides with increased skin luminosity and brightness.



Clinical Studies

Skin Renewal Study

Based on a 20-Day independent clinical study of thirty-three participants, women ages 19 to 65. Results are measured by expert clinical graded analysis compared to baseline.

Summary of Findings:

100% cell renewal achieved in 18 days compared to control.**

35.7% Increase in Cell Renewal**

***On average, it takes 28 days for a skin cell to go through its full life cycle from formation to shedding.*

So, what does that mean?

On average, it takes 28 days for a skin cell to go through its full life cycle from formation to shedding. Based on the independent clinical study, SenePlex+® Complex achieved cell renewal in 18 days compared to the average 28 days.

SeneGence® SkinCare Dry - 3 in 1 Cleanser

Reveal fresh, radiant skin morning and night.

The 3 in 1 Cleanser is a luxurious foaming cleanser that combines cleansing, toning, and exfoliating into a single step.

It gently cleanses, purifies, replenishes, and hydrates skin, preparing it to receive the beneficial ingredients of subsequent skin care products.

The Science Behind the Product

A healthy-looking complexion begins with clean skin. No matter what type of skin you have, the twice-daily cleansing ritual is essential. In the morning, it is necessary to activate the skin and remove oil build up, take off your evening skincare products, and wash away dead skin cells.

In the evening, it is essential to remove makeup and daily grime before going to sleep so your pores do not get clogged, and your face is ready to absorb all the beneficial ingredients in your nighttime products.

SeneGence® DRY 3 in 1 cleanser is enriched with our exclusive renewing SenePlex+®, Orchid Stem Cells, Botanical Extracts, and skin actives to lift and wash away impurities.

The formula includes X-Pressin™ C, a papain enzyme derived from papayas to gently exfoliate to support the skin's natural renewal process.

Cleanser is also infused with NeurobioX™, which is derived from Yarrow Extract which helps reduce the appearance of pores, refines skin texture for a fresh look.

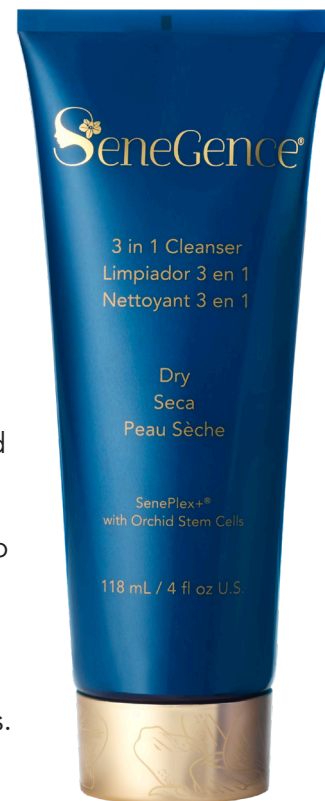
Key Benefits

- Exfoliates, cleanses & tones
- Refines texture & minimizes the appearance of pores
- Cleanses without stripping skin
- Hydrates & smooths skin
- Helps to increase luminosity
- Helps to soothe skin
- Helps to provide antioxidant protection against free radicals from the environment
- Formulated with NO Mineral Oil
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+®: Proprietary complex that helps restore the youthful appearance of skin while minimizing signs of aging.

OrchiStem™: Helps improve the appearance of sagging and drooping skin for a more contoured and lifted look.



X-Pressin™ C: Papain enzyme derived from papayas to gently exfoliate skin.

Neurobiox™: Derived Yarrow Extract, it helps reduce the appearance of pores, refines skin texture for a fresh look.

AccessMILD Blend 30V: Mild surfactant that gently cleanses skin; sulfate-free.

AQUADEW SPA-30B: A moisturizer derived from aspartic acid (amino acid) which helps keeps skin moist. Leaves skin feeling moist and smooth.

BotanMoist AMS: Natural moisturizing saccharide complex, derived from apples that increases hydration.

Natural Oils (Avocado, Safflower, Nangai, and Jojoba): Moisturize and soften skin.

Blue Seaweed Extract: Helps skin to attract and retain water.

Chamomile & Echinacea Extracts: Helps to soothe skin.

Exfolactive SP: Derived from Nopal Cacti Flowers (also called Prickly Pear), helps to gently exfoliate to leave the skin smooth, radiant, and even complexion.

Ginbalance: Fermented Korean Ginseng Extract, which is an antioxidant that soothes skin and protect against free radical damage from the environment.

Arnica Green Tea Complex: Camellia Sinensis (Green Tea) Leaf Extract, effective antioxidant that helps to protect skin from free radical damage from the environment.

Directions For Use

Morning & evening, gently massage onto moist face and neck. Rinse thoroughly. Follow with SeneGence® Daytime or Evening Moisturizer.

Optional but Recommended:

Apply Serums, Solutions, Treatments, and EyeCreme prior to your moisturizer.

Dry SkinCare - DayTime Moisturizer

The DayTime Moisturizer for Dry Skin helps to replenish and restore moisture.

Formulated with innovative anti-aging skin actives, it helps to refine texture, even skin tone, and diminish the appearance of fine lines and wrinkles for an overall more youthful appearance.

The Science Behind the Product

Moisture is essential to the health of every skin type but maintaining the right balance of moisture is key. This DayTime Moisturizer is formulated to help provide optimal hydration to dry skin types.

Enriched with our exclusive renewing SenePlex+®, Botanical Extracts, antioxidants and peptides, this nourishing moisturizer contains the most effective ingredient and features an innovative delivery technology.

The blend of natural botanical ingredients in DayTime Moisturizers smooth and replenish dry, dehydrated, flaky-looking skin for a renewed vibrancy and youthful glow.

It also creates the perfect smoothing base for MakeSense® Foundation.

X50™Pure White: Encapsulated Glycolic and Lactic Acids innovatively delivered to reduce irritation; help to even skin tone for a brighter, more luminous complexion.

AcessPEP CTP: Copper tripeptide-1 is a carrier peptide that helps to deliver copper, which is essential in minimizing signs of aging.

Key Benefits

- Helps to alleviate dry skin
- Helps to redefine and contour skin
- Minimizes the appearance of fine lines and wrinkles
- Helps to even and brighten skin tone for a youthful appearance
- Helps stressed skin appear revitalized and healthier looking
- Helps provide antioxidant protection from environmental aggressors that can cause signs of aging
- Formulated with NO Mineral Oil
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

**Dermatologist-Tested*

Key Ingredients

SenePlex+®: Proprietary complex that helps restore the youthful appearance of skin while minimizing signs of aging.

OrchiStem™: Helps improve the appearance of sagging and drooping skin for a more contoured and lifted look.



Myramaze: Extract of myrothamnus flabellifolia –Hydrates, helps protect skin from oxidation and environmental stress.

AcessPEP CTP: Copper tripeptide-1 is a carrier peptide that helps to deliver Copper, which is essential in minimizing signs of aging. Helps skin appear firmer looking.

X50™Pure White: Encapsulated glycolic and lactic acids innovatively delivered to reduce irritation; help to even skin tone for a brighter, more luminous complexion.

Exfolactive SP: Derived from nopal cacti (also called prickly pear) flowers, helps to gently exfoliate to leave the skin smooth, radiant and even complexion.

Ginbalance: Fermented Korean ginseng extract, which is an antioxidant that helps soothe skin and protect against free radicals.

Arnica Green Tea Complex: Camellia Sinensis (Green Tea) leaf extract, effective antioxidant that helps to protect skin from free radicals.

Sodium Hyaluronate: Helps to retain moisture and keep skin hydrated.

Directions For Use

After using SeneGence 3 in 1 Cleanser, apply 1-2 pumps to the face and neck daily. Gently massage your moisturizer into the skin. Use your fingertips to press and roll after you've massaged it into the skin.

Optional but Recommended:

Apply Serums, Solutions, Treatments, and EyeCreme prior to your moisturizer.

Dry SkinCare Evening Moisturizer

The Evening Moisturizer helps to hydrate and rejuvenate skin while you sleep.

Formulated to help enhance the skin's natural recovery process while you sleep, this rich nighttime moisturizer helps to refine texture, even skin tone, and diminish the appearance of fine lines and wrinkles. Wake up to a youthful looking complexion.

The Science Behind the Product

Moisture is essential to the health of every skin type but maintaining the right balance of moisture is key. This Evening Moisturizer is formulated to provide optimal hydration to dry skin types.

When functioning properly, the skin is in a constant state of recovery. At night, your body enters its natural repair mode, making it the perfect time to protect your skin from dehydration and maximize the beneficial ingredients in your skincare products.

The Evening Moisturizer is formulated to help enhance the skin's natural nighttime recovery process with our exclusive SenePlex+®, botanicals, natural oils and nature-based actives.

GINBALANCE: Fermented Korean Ginseng Extract, which is an antioxidant that helps soothe skin and protect against free radicals from the environment.

RENESEED™: N. Benthamiana helps improve the appearance of fine lines, wrinkles, uneven skin tone, texture and radiance.

Key Benefits

- Helps replenish and restore moisture
- Helps to moisturize to alleviate dry skin
- Helps to redefine and contour skin
- Helps to minimize the appearance of fine lines and wrinkles
- Helps to even and brighten skin tone for a youthful appearance
- Helps to provide a luminous complexion
- Helps to provide antioxidant protection from environmental aggressors that can cause signs of aging
- Formulated with NO Mineral Oil
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

**Dermatologist Tested*

Key Ingredients

SenePlex+®: Proprietary complex that helps restore the youthful appearance of skin while minimizing signs of aging.

OrchiStem™: Helps improve the appearance of sagging and drooping skin for a more contoured and lifted look.



ReneSeed™: N. Benthamiana helps improve the appearance of fine lines, wrinkles, uneven skin tone, texture, and radiance.

Niacinamide: A form of Vitamin B3 that helps to support skin's resilience; helps to improve texture by making pores look smaller.

Ginbalance: Fermented Korean Ginseng Extract, which is an antioxidant that helps soothe skin and protect against free radicals from the environment.

X50™Pure White: Encapsulated Glycolic and Lactic Acids innovatively delivered to help reduce irritation; help to even skin tone for a brighter, more luminous complexion.

Exfolactive SP: Derived from Nopal Cacti Flowers (also called Prickly Pear), helps to gently exfoliate to leave the skin smooth, radiant, and even complexion.

Arnica Green Tea Complex: Camellia Sinensis (Green Tea) leaf extract, effective antioxidant that helps to protect against free radicals from the environment.

Sodium Hyaluronate: Helps to retain moisture and keep skin hydrated.

Safflower Oil: Safflower Seed Oil has the highest linoleic acid content of all vegetable oils. It moisturizes and softens.

Meadow Foam Seed Oil: An emollient that helps to seal in moisture and keep the skin soft and supple.

Shea Butter: This emollient butter contains high content of triglycerides, oleic and linoleic acids to help the skin feel soft.

Nangai Oil: SeneGence's Nangai Oil is native to Vanuatu. This oil is specially extracted by cold pressed method from the seed of the tropical trees. This oil moisturize skin without leaving a greasy feeling.

Directions For Use

After using SeneGence 3 in 1 Cleanser, apply a quarter size amount to the face and neck daily. Gently massage your moisturizer into the skin. Use your fingertips to press and roll after you've massaged it into the skin.

Optional but Recommended:

Apply Serums, Solutions, Treatments, and EyeCreme prior to your moisturizer.

Thoroughly cleanse the face with 3 in 1 Cleanser. Apply any treatment(s) prior to Evening Moisturizer. Apply generously to face and neck.

SeneGence® SkinCare Normal to Dry - 3 in 1 Cleanser

The 3 in 1 Cleanser is a luxurious creamy cleanser that combines cleansing, exfoliating, and toning into a single step. It gently purifies, replenishes, and hydrates skin, preparing it to receive the beneficial ingredients of subsequent skin care products. Reveal fresh, radiant skin morning and night.

The Science Behind the Product

A healthy-looking complexion begins with clean skin. No matter what type of skin you have, the twice-daily cleansing ritual is essential. In the morning, it is necessary to activate the skin and remove oil build up, take off your evening skincare products, and wash away dead skin cells. In the evening, it is essential to remove makeup and daily grime before going to sleep so your pores don't get clogged, and your skin is ready to absorb all the beneficial ingredients in your nighttime products.

Normal to Dry 3 in 1 cleanser is enriched with our exclusive renewing SenePlex+® Complex, orchid stem cells, botanical extracts, and powerful skin actives to lift and wash away impurities. Formulated without sulfates to be gentle to the skin.

Botaniceutical GlucoShield, a blend of lactobacillus ferment, green tea, and glucosamine HCl, derived from yucca to enhance moisture within the skin barrier for long term hydration. It contains postbiotics for gentle exfoliation, glucosamine to help support the appearance of skin firmness and green tea-derived caffeine to help revitalize the skin.

Organically cultivated, Yarrow Extract (NeurobioX) helps reduce the appearance of pores, refine rough, uneven skin texture to reveal a brighter appearance.

Natural moisturizing saccharide complex (BotanMoist AMS) from green apples helps to increase hydration.

Key Benefits

- Exfoliates, cleanses & tones
- Refines texture & minimizes the appearance of pores
- Cleanses without stripping skin
- Hydrates and supports the skin's moisture barrier
- Helps to increase luminosity
- Helps to soothe skin
- Helps to protect skin from damaging free radicals
- Formulated with NO Mineral Oil
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Non-comedogenic
- Dermatologist Tested, Dermatologist Approved
- Clinically Proven

Key Ingredients

SenePlex+® Complex: Helps restore the youthful appearance of skin while minimizing signs of aging.



Orchid Stem Cells: Helps improve the appearance of sagging and drooping skin for a more contoured and lifted look.

Yarrow Extract (Neurobiox™): Organically cultivated yarrow extract helps reduce the appearance of pores, refine rough, uneven skin texture to reveal a brighter appearance.

Sodium Cocoyl Isethionate: Mild surfactant derived from coconuts that gently cleanses the skin; sulfate-free.

BotanMoist AMS: Natural moisturizing saccharide complex, derived from apples that increases hydration and reduces the stripping /drying effect of surfactants.

Natural Oils (Avocado, Nangai, and Jojoba): Moisturize and support skin's moisture barrier.

Super Fruit Blend: Noni, Goji, Acai, Pomegranate, Coffee Seed & Green Tea provide antioxidant benefit to help protect against skin-damaging free radicals.

Prickly Pear Flowers (Exfolactive SP): Derived from an organic supply chain of nopal cacti (also called prickly pear) flowers. Promotes a vital moisture barrier function and leaves the skin smoothed and hydrated for a more radiant complexion.

Botaniceutical GlucoShield: A blend of lactobacillus ferment, green tea, and glucosamine HCl, derived from yucca to enhance moisture within the skin barrier for long term hydration. It contains postbiotics for gentle exfoliation, glucosamine to help support the appearance of skin firmness and green tea-derived caffeine to help revitalize the skin.

Directions For Use

Morning & evening, gently massage onto moist face and neck. Rinse thoroughly. Follow with SeneGence® Daytime or Evening Moisturizer.

Optional but Recommended:

Apply Serums, Solutions, Treatments, and EyeCreme prior to your moisturizer.

SeneGence® SkinCare Normal to Dry - DayTime Moisturizer

The DayTime Moisturizer gives your skin a boost of hydration. This nourishing formula helps to minimize visible signs of sun damage and reignites skin's power to help skin feel firmer, look more lifted.

The Science Behind the Product

Moisture is essential to the health of every skin type but maintaining the right balance of moisture is key. The DayTime Moisturizer is formulated to provide optimal hydration for normal to dry skin types.

Enriched with our exclusive renewing SenePlex+® with orchid stem cells, botanical extracts, super fruit antioxidants and peptides, this multi-tasking moisturizer minimizes advanced signs of aging for a renewed vibrancy and youthful glow. It also creates the perfect smoothing base for MakeSense Foundation.

Glycolic and Lactic acids (X50™ Pure White) are encapsulated in a peptide delivery system to target age spots and discoloration. This leading-edge delivery system maximizes efficacy and reduces irritation.

Knotgrass Extract (ELIX-IR) helps to reduce visible signs of sun damage by helping to increase the appearance of elasticity and firmness while smoothing the skin.

Ganoderma Lucidum (Mushroom) Stem Extract (LIFTONIN®- QI) helps to promote a youthful and lifted skin appearance.

Key Benefits

- Boosts hydration and radiance
- Helps to minimize visible signs of sun damage
- Helps to promote a firmer and lifted appearance
- Helps to minimize the appearance of fine lines and wrinkles
- Helps to brighten and even skin tone for a luminous complexion
- Supports skin's vital moisture barrier
- Provides antioxidant protection from skin-damaging free radicals
- Formulated with NO Mineral Oil
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Non-comedogenic
- Dermatologist Tested, Dermatologist Approved
- Clinically Proven

Key Ingredients

SenePlex+®: Helps restore the youthful appearance of skin while minimizing signs of aging.

Orchid Stem Cells: Help improve the appearance of sagging and drooping skin for a more contoured and lifted look.



LIFTONIN® - QI: Ganoderma Lucidum (Mushroom) Stem Extract helps to promote a youthful and lifted skin appearance.

ELIX-IR: Knotgrass extract helps to reduce visible signs of sun damage by helping to increase the appearance of firmness and elasticity; and smoothing skin.

AcessPEP CTP: Copper tripeptide-1 is a carrier peptide that helps to deliver copper, which is essential in minimizing signs of aging. Helps skin appear firmer-looking.

Camelina Oil: Camelina seed oil contains nourishing fatty acids and vitamin E to help restore hydration and support skin's vital moisture barrier.

X10™Pure White: Glycolic and Lactic acids are encapsulated in a peptide delivery system to target age spots and discoloration. This leading-edge delivery system maximizes efficacy and reduces irritation.

Prickly Pear Flowers (Exfolactive SP): Derived from an organic supply chain of nopal cacti (also called prickly pear) flowers. Supports skin's moisture barrier and leaves the skin smoothed and hydrated for a more radiant complexion.

Squalane: Derived from olives moisturizes and softens skin.

Super Fruit Blend: Noni, Goji, Acai, Pomegranate, Coffee Seed, Mangosteen and Green Tea provide antioxidant benefits to help protect against skin-damaging free radicals.

Sodium Hyaluronate: Offers superior hydration by drawing in moisture to deeply hydrate and plump skin.

Directions For Use

After using SeneGence 3 in 1 Cleanser, apply 1-2 pumps to the face and neck daily. Gently massage your moisturizer into the skin. Use your fingertips to press and roll after you've massaged it into the skin.

Optional but Recommended:

Apply Serums, Solutions, Treatments, and EyeCreme prior to your moisturizer.

SeneGence® SkinCare Normal to Dry - Evening Moisturizer

Supremely rich and deeply hydrating, the Evening Moisturizer supports elasticity and firmness while smoothing skin texture to minimize the look of fine lines and wrinkles. Wake up to a revitalized and luminous complexion.

The Science Behind the Product

Moisture is essential to the health of every skin type but maintaining the right balance of moisture is key. The Evening Moisturizer is formulated to provide optimal hydration for normal to dry skin types.

When functioning properly, the skin is in a constant state of recovery. At night, your body enters its natural repair mode, making it the perfect time to protect your skin from dehydration and maximize the beneficial active ingredients in your skincare products. The Evening Moisturizer is formulated to help enhance the skin's natural nighttime recovery process with our exclusive SenePlex+®, hydrators, antioxidants, and powerful plant actives.

Niacinamide which is an active form of Vitamin B, helps prevent water loss, increase hydration, and increase ceramide in the skin to support a stronger skin barrier.

Nangai, Safflower, Rose Hip Seed and Meadowfoam Seed oils help to soften and moisturize the skin without a greasy feel.

A tobacco plant derived retinatural complex (ReneSeed™) helps improve the appearance of fine lines, wrinkles, uneven skin tone, texture and radiance. It has been shown to provide skin care results that are comparable to retinol—without harmful side effects such as skin irritation and increased sun sensitivity.

Key Benefits

- Hydrates and restores moisture
- Supports skin's vital moisture barrier
- Helps to promote a firmer and lifted appearance
- Helps to minimize the appearance of fine lines and wrinkles
- Helps to brighten and even skin tone for a luminous complexion
- Helps to refine skin texture
- Provides antioxidant protection from skin-damaging free radicals
- Formulated with NO Mineral Oil
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Non-comedogenic
- Dermatologist Tested, Dermatologist Approved
- Clinically Proven

Key Ingredients

SenePlex+®: Helps restore the youthful appearance of skin while minimizing signs of aging.



Orchid Stem Cells: Helps improve the appearance of sagging and drooping skin for a more contoured and lifted look.

ReneSeed™: N. Benthamiana derived from tobacco plant works in the same pathway as retinol to help improve the appearance of fine lines, wrinkles, uneven skin tone, texture and radiance.

LIFTONIN® - QI: Ganoderma Lucidum (Mushroom) Stem Extract helps to promote a youthful and lifted skin appearance.

Niacinamide: An active form of Vitamin B3 that helps to prevent water loss, increase hydration, and increase ceramide in the skin to support stronger skin barrier.

X50™Pure White: Encapsulated glycolic and lactic acids innovatively delivered to reduce irritation; help to even skin tone for a brighter, more luminous complexion.

Prickly Pear Flowers (Exfolactive SP): Derived from an organic supply chain of nopal cacti (also called prickly pear) flowers. Supports moisture barrier and leaves the skin smoothed and hydrated for a more radiant complexion.

Super Fruit Blend: Noni, Goji, Acai, Pomegranate, Coffee Seed, Mangosteen and Green Tea provide antioxidant benefits to help protect against skin-damaging free radicals.

Safflower, Meadowfoam Seed, Rosehip Seed and Nangai Oils: Moisturize and soften the skin without a greasy feel.

Sodium Hyaluronate: Offers superior hydration by drawing in moisture to deeply hydrate and plump skin.

Directions For Use

After using SeneGence 3 in 1 Cleanser, apply a quarter size amount to the face and neck daily. Gently massage your moisturizer into the skin. Use your fingertips to press and roll after you've massaged it into the skin.

Optional but Recommended:

Apply Serums, Solutions, Treatments, and EyeCreme prior to your moisturizer.

Normal to Oily SkinCare 3 in 1 Cleanser

The 3 in 1 Cleanser is an exfoliating gel cleanser that gently yet thoroughly removes built-up oil, dirt, and other impurities. It leaves your skin feeling smooth and refreshed with a radiant-looking glow.

The Science Behind the Product

Our skin needs oil to moisturize and preserve it. People with oily skin tend to have fewer wrinkles. The downside to oily skin is that it leads to breakouts and a greasy complexion. Oily skin occurs when the skin's sebaceous glands produce an abundance of sebum, or oil.

Normal to Oily 3 in 1 cleanser is enriched with our proprietary SenePlex+®, orchid stem cells, gentle exfoliators, and powerful skin actives to help unclog pores and wash away impurities while mattifying the skin giving a less oily appearance in the T-zone.

Orange exfoliator from oranges harvested in Morocco and Tunisia, gently exfoliates dead skin cells leaving skin fresh, radiant and nourished. It also helps to give the product a natural yellow color.

Miracne is a 3 in 1 multifunctional ingredient that helps to minimize shiny T-Zone, soothe the skin, and minimizes the appearance of blemishes

Canadian Willowherb is manually harvested by local communities in the Northern Canadian Prairies. It has natural properties, perfect for soothing and calming irritated skin.

Key Benefits

- Gently exfoliates, cleanses & tones
- Cleanses without stripping skin
- Refines texture & minimizes the appearance of enlarged pores
- Hydrates to support the skin's moisture barrier
- Helps to brighten and enhance skin radiance
- Helps to calm and soothe irritated skin
- Provides antioxidant protection from skin-damaging free radicals
- Formulated with NO Mineral Oil
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Non-comedogenic
- Dermatologist Tested

Key Ingredients

SenePlex+®: Helps restore the youthful appearance of skin while minimizing signs of aging.

Orchid Stem Cells: Helps improve the appearance of sagging and drooping skin for a more contoured and lifted look.



Orange Exfoliator: Sourced from oranges harvested in Morocco and Tunisia, it gently exfoliates to slough away dead skin to unclog pores leaving skin fresh, radiant, and nourished. It also gives the product a natural yellow color.

Miracne: A 3 in 1 multifunctional ingredient that helps to reduce shiny T-Zone, soothe the skin, and minimizes the appearance of blemishes.

Prickly Pear Flowers (Exfolactive SP): Derived from an organic supply chain of nopal cacti (also called prickly pear) flowers. Hydrates to support the skin's moisture barrier for a more radiant complexion.

Sodium Lauroyl Sarcosinate: A plant-derived mild surfactant that gently cleanses the skin; sulfate-free.

Zemea & Glycerin: Nature-based humectants that helps to hydrate the skin.

Bisabolol and Ginger Root Extract: Help to sooth and calm irritated skin.

Antioxidant Blend: Rice bran, rosemary, sunflower extracts, and tocopherol provide antioxidant benefit to help protect against skin-damaging free radicals.

Directions For Use

Morning & evening, gently massage onto moist face and neck. Rinse thoroughly. Follow with SeneGence® Daytime or Evening Moisturizer.

Optional but Recommended:

Apply Serums, Solutions, Treatments, and EyeCreme prior to your moisturizer.

Normal to Oily SkinCare DayTime Moisturizer

The DayTime Moisturizer hydrates and refreshes oily skin types. This mattifying, light-weight formula delivers antiaging actives to help balance moisture and revitalize skin's power for firmer-looking and radiant complexion.

The Science Behind the Product

Our skin needs oil to moisturize and preserve it. People with oily skin tend to have fewer wrinkles. The downside to oily skin is that it leads to breakouts and a greasy complexion. Oily skin occurs when the skin's sebaceous glands produce an abundance of sebum, or oil.

The DayTime Moisturizer is enriched with our exclusive Seneplex+®, orchid stem cells, botanical extracts, biotech ingredients and peptides to help balance moisture, mattify shiny T-zone and help minimize advanced signs of aging for a renewed vibrancy and youthful glow. It also creates the perfect smoothing base for MakeSense® Foundation.

MARSturizer™ is bacillus ferment obtained from acidophile microorganism that lives in Rio Tinto, a Spanish river known as "MARS on Earth" due to its similar extreme conditions. It rehydrates skin and helps to minimize water loss. It supports skin barrier function and gives skin a firmer-looking appearance.

Miracne is a 3 in 1 multifunctional ingredient that helps to minimize shiny T-Zone, soothe the skin, and minimizes the appearance of blemishes.

Gransil EP-9 is emulsion of spherical elastomer powder to provide strong mattifying effect on skin.

Key Benefits

- Hydrates and helps to balance moisture
- Mattifies skin to help reduce shiny T-Zone
- Refines texture & minimizes the appearance of enlarged pores
- Helps to promote a firmer looking complexion
- Helps to minimize the appearance of fine lines and wrinkles
- Helps to even skin tone for a luminous complexion
- Helps to calm and soothe dry irritated skin
- Helps provide antioxidant protection from skin-damaging free radicals
- Formulated with NO Mineral Oil
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Non-comedogenic
- Dermatologist Tested

Key Ingredients

Seneplex+® Complex: Helps restore the youthful appearance of skin while minimizing signs of aging.



Orchid Stem Cells: Help improve the appearance of sagging and drooping skin for a more contoured and lifted look.

MARSturizer™: A bacillus ferment obtained from an acidophile microorganism sampled from Rio Tinto (Red River), Spain. Rio Tinto is called by Astrobiologists, “Mars on earth” due to its similar extreme surface conditions. It rehydrates skin and helps to minimize water loss. It supports skin barrier function and gives skin a firmer-looking appearance.

Miracne: 3 in 1 multifunctional ingredient that helps to minimize shiny T-Zone, soothe the skin, and minimizes the appearance of blemishes.

AcessPEP CTP: Copper tripeptide-1 is a carrier peptide that helps to deliver copper, which is essential in minimizing signs of aging. Helps skin appear firmer-looking.

Gransil EP-9: An emulsion of spherical elastomer powder to provide strong mattifying effect on skin.

X50™Pure White: Glycolic and Lactic acids are encapsulated in a peptide delivery system to target age spots and discoloration. This leading-edge delivery system maximizes efficacy and reduces irritation.

Canadian Willowherb: Manually harvested by local communities in the northern Canadian Prairies. Willowherb extract has natural properties, perfect for soothing and calming skin.

Antioxidant Blend: Rice bran, rosemary, sunflower extracts, and tocopherol provide antioxidant benefit to help protect against skin-damaging free radicals.

Sodium Hyaluronate: Offers superior hydration by drawing in moisture to deeply hydrate and plump skin.

Directions For Use

After using SeneGence 3 in 1 Cleanser, apply 1-2 pumps to the face and neck daily. Gently massage your moisturizer into the skin. Use your fingertips to press and roll after you’ve massaged it into the skin.

Optional but Recommended:

Apply Serums, Solutions, Treatments, and EyeCreme prior to your moisturizer.

Normal to Oily SkinCare Evening Moisturizer

Supremely refreshing and intensely hydrating, the Evening Moisturizer supports elasticity and firmness while refining the skin's surface to help reduce the appearance of enlarged pores.

Defends against signs of aging to minimize the look of fine lines and wrinkles. Wake up to a refreshed and luminous complexion.

The Science Behind the Product

Our skin needs oil to moisturize and preserve it. People with oily skin tend to have fewer wrinkles. The downside to oily skin is that it leads to breakouts and a greasy complexion. Oily skin occurs when the skin's sebaceous glands produce an abundance of sebum, or oil.

When functioning properly, the skin is in a constant state of recovery. With increasing exposure to sun, and environmental stress our skin goes through accelerated keratinization, which increases dead skin accumulation in the upper layers of the skin. At night, your body enters its natural repair mode, making it the perfect time to protect your skin from dehydration and maximize the beneficial active ingredients in your skincare products.

The Evening Moisturizer is formulated with our exclusive SenePlex+®, orchid stem cells, phospholipids, peptides, and purified oligosaccharides from Nopal (Prickly Pear) that retains hydration and helps defend against signs of premature aging.

Orchid Stem Cells helps improve the appearance of sagging and drooping skin for a more contoured and lifted appearance.

A tobacco plant derived retinatural complex (ReneSeed™) helps improve the appearance of fine lines, wrinkles, uneven skin tone, texture and radiance.

A vegan, plant-based blend of phospholipids, fatty acids, and phytosterols support skin's natural barrier function. When skin has the strong barrier, it retains hydration and defense against irritants.

Key Benefits

- Hydrates and helps to balance moisture
- Mattifies skin to help reduce shiny T-Zone
- Helps to refine texture & minimizes the appearance of enlarged pores
- Helps to promote a firmer and lifted appearance
- Helps to minimize the appearance of fine lines and wrinkles
- Helps to brighten and even skin tone for a luminous complexion
- Helps provide antioxidant protection from skin-damaging free radicals
- Formulated with NO Mineral Oil
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Non-comedogenic
- Dermatologist Tested



Key Ingredients

SenePlex+® Complex: Helps restore the youthful appearance of skin while minimizing signs of aging.

Orchid Stem Cells: Helps improve the appearance of sagging and drooping skin for a more contoured and lifted look.

Canadian Willowherb: Manually harvested by local communities in the northern Canadian Prairies. Willowherb extract has natural properties, perfect for soothing and calming irritated skin.

ReneSeed™: N. Benthamiana derived from tobacco plant helps improve the appearance of fine lines, wrinkles, uneven skin tone, texture, and radiance.

A vegan plant-based blend of phospholipids, fatty acids, and phytosterols: Intensely hydrates to support skin's natural barrier function.

Miracne: A 3 in 1 multifunctional ingredient that helps to reduce shiny T-Zone, soothe the skin, and minimizes the appearance of blemishes.

X50™ Pure White: Encapsulated Glycolic and Lactic Acids innovatively delivered to reduce irritation; help to even skin tone for a brighter, more luminous complexion.

Prickly Pear Flowers (Exfolactive SP): Derived from an organic supply chain of Nopal Cacti Flowers (also called Prickly Pear). Hydrates to support the skin's moisture barrier for a more radiant complexion.

Antioxidant Blend: Rice bran, rosemary, sunflower extracts, and tocopherol provide antioxidant benefit to help protect against skin-damaging free radicals.

MARSturizer™: A bacillus ferment obtained from an acidophile microorganism sampled from Rio Tinto (Red River), Spain. Rio Tinto is called by Astrobiologists, "Mars on earth" due to its similar extreme surface conditions. MARSturizer gives hydration effect and helps to minimize water loss. MARSturizer helps to give skin a firmer-looking appearance and helps improve skin radiance.

Sodium Hyaluronate: Offers superior hydration by drawing in moisture to deeply hydrate and plump skin.

Directions For Use

After using SeneGence 3 in 1 Cleanser, apply a quarter size amount to the face and neck daily. Gently massage your moisturizer into the skin. Use your fingertips to press and roll after you've massaged it into the skin.

Optional but Recommended:

Apply Serums, Solutions, Treatments, and EyeCreme prior to your moisturizer.

SeneGence® SkinCare 3 in 1 Cleanser Oily to Acne

***Currently Only Available in US, AUS, NZL.**

While helping to clarify oily skin, blemishes and acne, the gentle foaming 3-in-1 Cleanser Oily to Acne helps to restore moisture, nourish, and rejuvenate damaged skin.

Formulated to cleanse, tone, and exfoliate.

Ingredients help to subdue acne while working to control sebum production.

Unique to the marketplace with no harsh neutralizers, this cleanser also helps to reduce fine lines and wrinkles.

The Science Behind the Product

Salicylic Acid is used to help clear and prevent pimples and skin blemishes for people who are experiencing acne and acne breakouts.

Key Ingredients

Salicylic Acid: A topical Salicylic Acid 1%. Derived from the bark of the Willow Tree. Helps to soften & slough the top layer of dead skin cells while helping to clear the pores. Assists with un-clogging blocked pores.

SenePlex+® Complex: Kinetic enzyme that increases cellular renewal.

Decyl Glucoside: Mild non-ionic surfactant used in cosmetic formulations, including baby shampoo, and in products for individuals with sensitive skin. Many natural personal care companies use this cleanser because it is plant-derived, biodegradable, and gentle.

L-Argenin: An amino acid that has antioxidant properties and can be rejuvenating for damaged skin.

Directions For Use

Splash your skin with water, dispense 1 to 2 pumps of foam cleanser. Gently massage into the skin using a circular motion. Be sure to cleanse entire face up to the hairline. Include your jawline and down the neck. Rinse thoroughly.

After you've cleansed, apply Spot On to the blemishes that need attention. Apply serums you prefer prior to your DayTime or Evening Moisturizer.

Use this cleanser in the morning and after you've removed your makeup in the evening.

Salicylic Acid is gentle but can sometimes cause irritation like drying, peeling, or mild redness. If this occurs, only use this cleanser once a day at night. Use morning and night twice a day every other day. This will help gradually acclimate your skin to this formula.

If unsure, consult with dermatologist or doctor.

For external use only. Do not use in combination with additional topical acne medications, other than the SeneDerm® Oily to Acne system.



DayTime Moisturizer Oily to Acne

**Currently Only Available in US, AUS, NZL.*

Formulated with a unique blend of SenePlex+® Complex combined with nourishing properties to hydrate the skin yet controls the sebum production to help those experiencing acne and acne breakouts.

The Science Behind the Product

This lightweight daily moisturizer combats acne prone skin while also helping improve skin by calming and conditioning.

Contains anti-aging benefits to help protect the skin from damaging free radicals from the environment. Helps to reduce the appearance of wrinkles. It contains moisturizing, soothing, and nourishing vitamins to moisturize but helps control oily and acne prone skin throughout the day.

Salicylic Acid is used to help clear and prevent pimples and skin blemishes for people who are experiencing acne and acne breakouts.

Formulated with SenePlex+® Complex, this unique moisturizer not only combats acne, helps to improve the condition of the acne while also, reducing the appearance of fine lines and wrinkles.

It contains moisturizing and anti-aging ingredients, essential emollients with soothing and nourishing vitamins needed for healthier looking skin.

Key Benefits

- Helps control oil
- Adds nourishing moisture
- Combats stubborn acne
- Anti-aging benefits
- Calming and soothing
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: The Kinetic enzyme that stimulates cellular renewal and naturally exfoliates, moisturizes and nourishes the skin.

Bisabolol & Zingiber Officinale (Ginger) Root Extract Complex: A very powerful soothing and calming ingredient that helps prevent irritation and redness caused by environmental and chemical damage.

Hydromanil Complex: Comes from ingredients that include the seed of the tara tree that grows in a very dry climate in the Andes Mountains in Peru. The seeds have a unique ability to retain moisture even after years of being in the dry environment.



Coffea Arabica (Coffee) Seed Oil: Lubricates, helps boost collagen and elastin production of the skin, and helps regenerate the hydrolipid moisture barrier that is constantly subject to aggressions mainly from the sun.

Tetrapeptide 21 & Tripeptide 1: A blend of peptides that minimizes the appearance of wrinkles and helps increase collagen production and skin smoothness.

Epilobium Angustifolium (Willowherb) Flower / Leaf / Stem Extract: Used for their potent calming and soothing properties, and free radical-scavenging effects.

Arginine: A gentle amino acid that has antioxidant properties and can be helpful for revitalizing damaged skin.

Olea Europaea (Olive) Fruit Oil: A natural antioxidant that is a must have emollient in skin care products. Has superior moisturizing effect on the epidermis and can help in minimizing appearance of acne spots and damaged skin.

Simmondsia Chinensis (Jojoba) Seed Oil: Acts as a moisturizer and emollient agent to help improve the skin's elasticity and suppleness.

Persea Gratissima (Avocado) Oil: A very rich, moisturizing. It is a very stable oil that contains lecithin and essential unsaturated fatty acids. The age of skin is partly determined by its content of soluble collagen.

Butyrospermum Parki (Shea Butter): A natural moisturizer and emollient plant lipid. Lipids are the oil and fat components of skin that help prevent moisture evaporation from the skin and provide lubrication to the skin's surface.

Directions For Use

Apply a dime size amount to thoroughly cleansed face and neck in the daytime.

Optional:

After you've cleansed, apply Spot On to the blemishes that need attention. Apply serums you prefer prior to your DayTime Moisturizer.

Salicylic Acid is gentle but can sometimes cause irritation like drying, peeling, or mild redness. If this occurs, only use this moisturizer once a day at night. Use morning and night twice a day every other day. This will help gradually acclimate your skin to this formula.

If unsure, consult with dermatologist or doctor.

For external use only. Do not use in combination with additional topical acne medications, other than the SeneDerm® Oily to Acne system.

Evening Moisturizer Oily to Acne

**Currently Only Available in US, AUS, NZL.*

Formulated with a unique blend of SenePlex+® Complex combined with nourishing properties to hydrate the skin yet controls the sebum production to help those experiencing acne and acne breakouts.

The Science Behind the Product

This rejuvenating and hydrating moisturizer combats acne prone skin while also helping improve skin by calming and conditioning.

Contains anti-aging benefits to help protect the skin from damaging free radicals from the environment. Helps to reduce the appearance of wrinkles while you sleep. It contains moisturizing, soothing, and nourishing vitamins to moisturize but helps control oily and acne prone skin through the night.

Salicylic Acid is used to help clear and prevent pimples and skin blemishes for people who are experiencing acne and acne breakouts.

Key Benefits

- Helps control oil
- Adds nourishing moisture
- Combats stubborn acne and prevents new acne from forming
- Anti-aging benefits
- Calming and soothing
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: Kinetic enzymes that helps stimulate cellular renewal via naturally exfoliants, moisturizes and nourishes the skin.

Hydromanil Complex: Comes from ingredients that include the seed of the Tara Tree that grows in a very dry climate in the Andes Mountains in Peru. The seeds have a unique ability to retain moisture even after years of being in the dry environment.

Tetrapeptide 21: Minimizes the appearance of wrinkles and reduces skin roughness.

Tetrahexyldecyl Ascorbate (stabilized Vitamin C): Helps to increase collagen production & diminish appearance of wrinkles.

Salix Alba (Willow) Bark Extract: A natural ingredient that provides anti-acne properties, sebum control, and can be used as an exfoliant. Studies have identified several other components of Willow Bark that have potent antioxidants.

Bisabolol & Zingiber Officinale (Ginger) Root Extract Complex: A very powerful soothing and calming ingredient that helps reduce irritation and redness caused by environmental and chemical damage.



Olea Europaea (Olive) Fruit Oil: A natural antioxidant. This ingredient is vital for emolliency in skin care with its superior moisturizing effect on the upper layer of the skin.

Simmondsia Chinensis (Jojoba) Seed Oil: Acts as a moisturizer and emollient agent to improve the skin's elasticity and suppleness.

Persea Gratissima (Avocado) Oil: A very rich, moisturizing. It is a very stable oil that contains lecithin and essential unsaturated fatty acids. The age of skin is partly determined by its content of soluble collagen.

Butyrospermum Parki (Shea Butter): A natural moisturizer and plant lipid. Lipids are the oil and fat components of skin that prevent moisture evaporation from the skin and provide lubrication to the skin's surface.

Panthenol (pro Vitamin B): Besides the wrinkle reducing effects that panthenol provides to skin.

Tocopheryl Acetate: Vitamin E is essential antioxidant and is a dynamic defense against premature aging and combating wrinkles by neutralizing free radicals from the environment.

Arginine: A gentle amino acid that has antioxidant properties.

Directions For Use

Apply a dime size amount to thoroughly cleansed face and neck in the evening.

Optional:

After you've cleansed, apply Spot On to the blemishes that need attention. Apply serums you prefer prior to your Evening Moisturizer.

Salicylic Acid is gentle but can sometimes cause irritation like drying, peeling, or mild redness. If this occurs, only use this moisturizer once a day at night. Use morning and night twice a day every other day. This will help gradually acclimate your skin to this formula.

If unsure, consult with dermatologist or doctor.

For external use only. Do not use in combination with additional topical acne medications, other than the SeneDerm® Oily to Acne system.

Melt-Away Deep Cleansing Balm

Melt away the day!

Melt-Away Deep Cleansing Balm is a gentle, yet powerful deep cleanser that transforms from a balm to a silky oil.

Helps to dissolve heavy makeup, daily grime, and pollutants. Removes waterproof and water-resistant face and eye makeup as well as other oil-based impurities that might be on the skin.



The Science Behind the Product

Melt-Away Deep Cleansing Balm glides onto skin and melts away oil-based impurities such as excess sebum and long-lasting makeup without leaving behind an oily residue. It deeply cleanses and rinses off completely leaving skin fresh and hydrated without any greasy residue or stripping the skin of its natural oils.

This lightweight formula utilizes a blend of skin beneficial oils like Rose Hip Seed, Marula, and Safflower Oils.

Cleansing balms are great for dry skin types since they are so hydrating, but they are also effective for oily skin types, since oil attracts oil, it helps to remove any excess.

If your skin feels dry or looks dull, you wear makeup daily, or you simply like to take a luxe approach to your skincare routine, then Melt-Away Deep Cleansing Balm is the perfect product to enhance your skincare routine!

You can use it as your main cleanser but it's ideal as a pre-cleanse to the SeneGence® 3 in 1 Cleanser. A double cleanse ensures the removal of on the surface makeup and residue. The 2nd wash will allow the skin to thoroughly cleansed.

Key Benefits

- Melts off stubborn makeup and oil-based impurities
- Cleanses skin without stripping natural oils
- Helps hydrate, smooth, and condition skin
- Light feeling, not greasy or oily
- Leaves no residue behind and washes away clean
- Sulfate Free
- Formulated with NO Parabens
- Formulated with NO Animal by-products
- NO Animal Testing
- Vegan
- Gluten-Free
- Non-comedogenic

Key Ingredients

SenePlex+® Complex: Powerful proprietary complex that helps reduce the signs of aging.

High Oleic Safflower Oil: Antioxidant and skin conditioner that helps breakdown makeup and other impurities.

Rose Hip Seed Oil: An ultra-effective emollient and moisturizer derived from the seeds of Rosa Canina extracted by cold pressing to maintain its integrity. It has great hydrating and anti-aging benefits.

Marula Oil: Derived from the kernels of the fruit of the Marula tree and rich in oleic acid. It helps to improve skin hydration and smoothness.

Shea Butter: Great for hydrating and soothing the skin.

Botanessential RRST: Synergistic blend of rice bran extract, rosemary extract, sunflower extract and vitamin E that are rich in antioxidants to help prevent signs of aging.

Floraesters® 60: A greaseless emollient from jojoba esters designed to provide improved skin feel.

Directions For Use

Scoop desired amount of Deep Cleansing Balm with the spatula and apply to dry skin. Use fingertips to gently massage in an upward and outward circular motion.

For makeup removal, gently massage onto dry skin for one to two minutes. If you have eye makeup on, lightly massage eye area until makeup starts to break down.

Using a warm, damp washcloth, wipe the balm from your skin sweeping over closed eyes to remove makeup. Balm will turn milky as it cleanses the skin.

Rinse any excess with warm water.

Caution: For external use only. Avoid contact with eyes.

Facial Resurfacer

Achieve glowing, smooth skin!

Facial Resurfacer deeply cleanses, exfoliates, and polishes your skin revealing a glowing, smooth skin surface.

This purifying sulfate-free formula contains granules of Vanuatu Volcanic Ash for a powerful buffer. A little goes a long way to reveal soft, revitalized skin.

The Science Behind the Product

Our skin is constantly regenerating, producing new skin to replace old, dead skin sitting on the surface. As we age, our skin's natural ability to slough off dead skin cells slows and can result in rough texture and dull skin.

The gentle and effective sulfate-free resurfacing formula cleanses away impurities using a mild surfactant that leaves the skin feeling soft and moisturized.

Facial Resurfacer harnesses the power of volcanic ash derived from the Southwestern Pacific Island of Vanuatu.

Formulated to exfoliate dead skin without irritation, revealing polished, smoother-looking skin.

Blue Seaweed extract hydrates and tones the skin while Nangai Oil and Safflower Oil deeply nourish the skin and help prevent moisture loss.

This twice weekly resurfacing treatment with SenePlex+® purifies and polishes dull, rough skin for a smooth and balanced complexion.

AccessMILD Blend 30V is a mild surfactant that imparts skin with moisture while deep cleansing.

Key Benefits

- Exfoliates and polishes away dry, dull, and dead skin cells
- Tones, Nourishes and Hydrates the skin
- Sulfate Free
- Formulated with NO Parabens
- Formulated with NO Animal by-products
- NO Animal Testing
- Vegan
- Gluten-Free

Key Ingredients

SenePlex+®: A powerful proprietary complex that helps to reduce the signs of aging.

AccessMILD Blend 30V: A mild surfactant that imparts skin with soft and moisture after-feeling.

Blue Seaweed extract: Helps to hydrate and tone skin.



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

Safflower Oil: An emollient that provides hydration for smoother and softer skin. Helps slow the loss of water from the skin by forming a barrier on the skin's surface.

Exfoliating: Volcanic Ash, and Walnut Shell Grit: Natural exfoliants that assist with the removal of dead skin cells and polish skin.

Directions For Use

After using SeneGence® 3 in 1 Cleanser, make sure your skin is still damp. Squeeze a dime size amount of the Facial Resurfacer into the palm of your clean hand. Using the pads of your fingertips, pat the scrub onto the cheeks, chin and jawline, forehead, and nose. Avoid the eyes.

Optional but recommended:

Use the Facial Resurfacer on the neck area and décolletage.

Gently massage the scrub onto moist skin using light circular motions. Be sure to rinse thoroughly! Use twice per week or on an as-needed basis. Follow by applying any Serums, Solutions, Treatments, and EyeCreme prior to your moisturizer.

Detoxifying Oxygen Facial Mask

The SeneGence® Detoxifying Oxygen Facial Mask leverages the power of oxygen to provide a high-performance exfoliation experience. You can bring spa-like results to the comfort of your home 2-3 times a week.

A gel-to-foam oxygenating mask that is unique, fun & provides results in just minutes.

Formulated to:

- Deep cleanse and exfoliate
- Purify and improve clarity of the skin
- Revitalize leaving skin looking radiant and luminous
- Clinically proven to provide immediate deep hydration that lasts up to 72 hours.*

The Science Behind the Product

Detoxifying Oxygen Facial Mask helps lessen the look of fatigued skin. It works to provide tired, dull, lackluster skin with a revitalized, illuminated, re-energized appearance.

This high-performance formula is truly a unique sensorial experience. The silky emulsion transforms into tiny bubbles on the skin (due to a special oxygenating process) to create a veil of foam.

The frothy oxygen bubbles deeply cleanse impurities from the skin with Kaolin Clay, while fruit-derived Alpha Hydroxy Acids gently exfoliate the skin to boost luminosity.

Rhodiola extract supports the skin's natural defenses against harsh elemental exposure while Dragon Fruit Extract, a powerful antioxidant & super food, delivers skin-loving nutrients, vitamins, and minerals to help nourish the skin.

Enjoy an enhanced aromatic experience with the blend of lavender, cedarwood, rosemary, sage, geranium, and marjoram oils!

Key Benefits

- Clinically proven to increase skin hydration immediately and lasts up to 72 hours!*
- 97% of participants had improved exfoliation to remove dead skin cells after 4 weeks!*
- Instantly hydrates for a plump, dewy glow
- Facial-in-a-flash that leaves skin radiant
- Provides a more purified and clarified complexion
- Revitalizes and energizes the appearance of dull, lack luster skin
- Unveils new skin luminosity by gently removing dead skin cells from the top layer
- Dermatologist-tested
- Non-comedogenic
- Formulated with NO Perfluorocarbons
- Formulated with NO Mineral Oil
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free



Key Ingredients

SenePlex+® Complex: Powerful proprietary complex that helps reduce the signs of aging.

White Clay: Kaolin clay helps remove impurities and absorb excess oil.

Rhodiola Extract: Supports the skin's natural defenses against harsh elemental exposure and helping to maintain a balanced look.

IBR Dragon: The super food dragon fruit extract contains skin beneficial nutrients, vitamins and minerals that help to hydrate and nourish the skin.

Exfolactive SP: Derived from an organic supply chain of nopal cacti (also called prickly pear) flowers. Promotes surface skin renewal and leaves the skin smoothed and hydrated, with a more radiant and even-looking complexion.

Pentavitin: Helps to deeply hydrate the skin.

Detoskin: Obtained from the flower peony, it helps to cleanse leaving skin rejuvenated.

DL Fruit Acids: Naturally derived alpha hydroxyl acids from bilberry, sugar cane, orange, lemon, and sugar maple extracts help to exfoliate the skin.

Botanessential RRST: A complex of rice bran extract, rosemary extract, sunflower extract and tocopherol provide antioxidant benefits.

Directions For Use

Apply the Detoxifying Oxygen Facial Mask to clean, dry skin.

As you apply a generous even layer over the face, avoid the eye area. Feel free to extend the mask to the jawline and down the neck.

You will visibly see the gel-to-foam mask transform into foam bubbles on to the surface of the skin. (Visualize bubbles escaping from carbonated water).

Allow the bubbles to fizzle and activate on the skin for 3 to 5 minutes.

After those minutes have passed, the oxygenating bubbles will be fully activated.

Wet your fingertips and massage the bubbles into the skin using a circular motion. This will maximize the exfoliating benefits.

Rinse well with neutral warm water or a damp washcloth.

After rinsing it off, you will proceed with the remaining steps of your skincare regimen.

Use 2-3 times a week or as desired.

C-Bright Dark Spot Corrector

Vitamin C is famous for its health and skin benefits. It's a powerhouse ingredient for an advanced anti-aging skincare routine that's suitable for all skin types.

C-Bright Dark Spot Corrector features a synergistic antioxidant combination to:

- Visibly improve skin's brightness
- Supports a firmer looking appearance
- Target stubborn discoloration and dull, uneven tone
- Help to protect from free radical damage and discoloration from sun exposure
- 15% stabilized vitamin C derivative
- Ferulic acid
- Vitamin E
- And a skin smoothing peptide

The Science Behind the Product

It benefits skin by helping to even out the skin tone, supporting the look of firmness & elasticity, fading dark spots all while helping skin look brighter and more radiant overall.

Key Mechanism of Vitamin C that helps support skin health:

- *Inhibition of melanin production:* Melanin is the pigment that gives skin its color. Overproduction of melanin can lead to hyperpigmentation, which can cause uneven skin tone and dark spots. Vitamin C can inhibit the production of melanin by interfering with an enzyme called tyrosinase, which is responsible for melanin synthesis.
- *Collagen synthesis:* Collagen is a protein that gives skin its structure and elasticity. As we age, collagen production decreases, leading to wrinkles and sagging skin. Vitamin C can stimulate collagen synthesis, helping to firm and tighten the skin.
- *Antioxidant activity:* Vitamin C is a potent antioxidant, which means it can neutralize free radicals in the skin that can cause cellular damage and lead to premature aging. By reducing oxidative stress, Vitamin C can help to prevent skin damage and promote a more youthful appearance.

C-Bright Dark Spot Corrector is formulated with a proprietary Spot Correcting System™ which features a synergistic dual-action combination of 3-O-Ethyl Ascorbic acid (Stable Vitamin C derivative), Tocopherol Acetate (Vitamin E), Acetyl Tetrapeptide-2, Ferulic Acid, and SenePlex+® improve the appearance of fine lines, wrinkles, and dark spots and helps neutralize skin damaging free radicals from the environment.

It is important to choose a serum that contains a stable form of Vitamin C or its derivative such as 3-O-Ethyl Ascorbic Acid, since unstable forms of Vitamin C can break down and become less effective. Some Vitamin C products on the market oxidize easily and change color when exposed to air or light.

The highly stable Vitamin C derivative, 3-O-Ethyl Ascorbic Acid, is easily absorbed into the skin where it is decomposed by biological enzyme to a functional Vitamin C.

Ferulic acid and Vitamin E are antioxidants that help boost the effectiveness of Vitamin C and help to protect overall skin integrity by reducing dark spots. The combination of these two antioxidants help to protect from skin-damaging free radicals and help support the skin barrier and promote firmer looking skin.

Acetyl Tetrapeptide-2 is a popular anti-aging peptide that helps to increase the appearance of firmness and nourish the skin.



Key Benefits

- Reduces the appearance of dark spots and discoloration
- Helps to even out skin tone
- Brightens skin and boosts radiance
- Supports a firmer looking appearance
- Helps to protect from skin-damaging free radicals
- Feather-light, liquid formula absorbs quickly
- Use alone or add as a booster to your serum or moisturizer
- Dermatologist tested
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Formulated with NO Fragrance

Key Ingredients

SenePlex+®: A powerful proprietary complex that helps to reduce the signs of aging.

3-O-Ethyl Ascorbic Acid: A highly stable Vitamin C derivative that is easily absorbed into the skin to help improve stubborn discoloration and dark spots.

Ferulic Acid: An antioxidant that when combined with Vitamins C and E boosts their effectiveness in reducing oxidative stress and damage caused by free radicals and discoloration from sun exposure.

Tocopherol Acetate (Vitamin E): A skin-identical ingredient that hydrates the skin and helps maintain elasticity.

Acetyl Tripeptide-2: Commonly known as an anti-aging peptide that helps increase the appearance of firmness and promotes plumper-looking skin.

Sodium Hyaluronate: Offers superior hydration by drawing in moisture to deeply hydrate and plump skin.

Prickly Pear Flower Extract: Hydrates to support the skin's moisture barrier for a more radiant complexion.

Directions For Use

Using the side button to add the liquid C-Bright Dark Spot Corrector to the dispenser dropper.

Dispense a few drops into hand and apply directly onto cleansed skin before applying serums and moisturizer. For daytime, always follow with a sunscreen.

Optional: You can add a few drops of the C-Bright to your preferred serum or moisturizer.

May be used AM & PM.

Avoid simultaneously using Vitamin C when using Benzoyl Peroxide and Retinol.

For external use only. Avoid direct contact with eyes.

Spot-On Acne Treatment

***Currently Only Available in US.**

Spot-On is a targeted acne treatment that quickly clears up blemishes on skin and reduces redness while helping to fight signs of aging without drying or irritating the skin.

The Science Behind the Product

Spot-On acne treatment clears up blemishes quickly by treating them at the root. When pores become clogged it allows the acne-causing bacteria, p. acnes, to grow resulting in blemishes and acne spots.

Spot-On is formulated with the powerful active ingredient benzoyl peroxide to effectively kill bacteria and treat acne. This targeted acne treatment features key ingredients to soothe and revitalize skin while eliminating unsightly blemishes.

Spot-On Acne treatment is the proven solution to help skin become clearer and smoother while combating signs of aging.

Panthenol, a plant-derived provitamin of B5, helps draw in moisture to hydrate the skin.

Soothing Aloe Vera Juice provides nourishing moisture.

Symrelief, a synergistic blend of Bisabolol and Ginger Extract calms the skin and aids in reducing redness and blotchiness from blemishes.

The sensory agent, CoolAct 10 leaves the skin feeling revitalized by providing a soothing cooling effect on the skin.

Key Benefits

- Helps to kill bacteria and treat acne
- Soothes and calms skin
- Promotes healthy-looking skin
- Helps reduce the appearance of redness and blotchiness
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Non-comedogenic

Key Ingredients

Seneplex+®: A powerful proprietary complex that helps to reduce the signs of aging.

Allantoin: A skin-soothing ingredient that aids in protecting the skin.

Panthenol: A plant-derived provitamin of B5, helps to improve skin appearance by supporting skin hydration, soothing the skin.

Benzoyl Peroxide 10%: Works to kill acne-causing bacteria.



Aloe Vera Juice: Soothes and moisturizes the skin.

CoolAct 10: A sensory agent that provides a cooling effect on the skin.

Symrelief: A blend of bisabolol and ginger extract that soothes and calms skin to help reduce the appearance of redness and blotchiness.

Directions For Use

After you skin is thoroughly cleansed, apply Spot-On Acne Treatment to the affected areas of the skin. Best to apply directly on the acne and slightly around it.

Apply before moisturizing day and night.

You can use, as needed, to help eliminate blemish and acne spots of skin.

If excessive drying and peeling occurs, start with one application per day. Gradually, if necessary, you can increase to twice daily, or as directed by a doctor.

For external use only.

Do not use in combination with additional topical acne medications, other than the SeneGence® Oily to Acne Skincare line.

NeoTight® Revitalizing Eye Serum

Awaken your eye area with this cutting-edge serum that gives you the appearance of firmer, brighter, smoother skin in your delicate eye area.

Clinically proven results that visibly tightens, firms, and brightens the entire eye area.

It visibly improves:

- The look of dark circles
- Eye bags and sagging eyelids
- Fine lines and wrinkles
- Puffiness
- Helping your eye area appear fresh and youthful

The Science Behind the Product

OrchiStem™ derived from orchid stem cells helps improve the appearance of sagging and drooping skin for a more contoured, lifted look.

Meiview™ is marine-derived biotech active that combats the appearance of crow's feet, sagging eyelids, dark circles, wrinkles, and bags for eyes that look more energized and rested.

Sustainably sourced from seeds of the honey locust tree that are rich in polysaccharides; Inst'Tight™ is a film-former that helps to minimize the appearance of wrinkles and fine lines and smoothens skin for a filtered look.

Sodium Hyaluronate hydrates the delicate eye area while SenePlex+® minimizes signs of aging.

NeoTight® Revitalizing Eye Serum showed an immediate improvement in skin tightening post a single application.*

During a six-week independent consumer study, a majority of participants agreed that NeoTight® Serum minimized the appearance of fine lines and wrinkles around the eyes.

Here is what else they said:

After 6 Weeks

84% Visibly brightened dark under-eye circles.

84% Improved the look of under-eye bags and puffiness.

93% Improved smoothness around eye area. 84% Tired-looking eyes look more energized.

78% Improved the appearance of crepey eyelids.

A six-week independent consumer study of 33 participants. The percentage reflects the number of participants who agree with the statement.

*Results measured by cutometer compared to baseline after 15 minutes post a single application of NeoTight® Revitalizing Eye Serum.

Clinical Grading Results**

87% of participants showed measured improvement in the appearance of dark circles.

54 senegence.com



81% of participants showed measured improvement in the look of under-eye puffiness/bags.

*** Clinical Grading Results are measured by expert observation/image analysis compared to baseline. A six-week clinical study of 33 participants.*

Key Benefits

- Fast smoothing and tightening effect
- Helps reduce the appearance of dark eye circles and puffiness
- Minimizes the appearance of fine lines and wrinkles around the eyes
- Helps to create the appearance of lifted and contoured upper eyelids
- Helps tired eyes to appear more energized
- Smoothens skin for an Instagram filter-like effect
- Light formula absorbs quickly, leaving skin soothed and refreshed
- No added fragrance
- Clinically studied, Clinically Proven
- Formulated with NO Parabens
- Formulated with NO Animal by-products
- NO Animal Testing
- Vegan
- Gluten-Free
- Non-comedogenic
- Dermatologist approved

Key Ingredients

Seneplex+®: A powerful proprietary complex that helps to reduce the signs of aging.

OrchiStem™: Helps improve the appearance of sagging and drooping skin for a more contoured, lifted look. Derived from orchid stem cells.

Meiview™: A marine biotechnological active that combats the appearance of crow's feet, sagging eyelids, dark circles, wrinkles, and bags for eyes that look more energized and rested.

Inst'Tight™: Helps to minimize the appearance of wrinkles and fine lines and smoothens skin for a filtered look. Sustainably sourced from seeds of the honey locust tree that are rich in polysaccharides.

Sodium Hyaluronate (Hyaluronic Acid): A skin-identical ingredient that hydrates the skin and helps maintain elasticity.

Directions For Use

After using SeneGence® 3 in 1 Cleanser, apply a grain of rice size amount to the pad of your ring finger. Dab that ring finger with your other ring finger to distribute the product.

Gently pat around the eye area: under the eyes, sides of the eyes, the eyelids, under the eyebrow bone, just above the eyebrows. Avoid direct contact with the eyes.

Very gently massage & press your eye serum into the skin.

Use twice a day, AM and PM.

Optional but Recommended:

Apply Serums, Solutions, Treatments, and EyeCreme prior to your moisturizer.

NeoTight® Rejuvenating Anti-Wrinkle Serum

NeoTight® Rejuvenating Anti-Wrinkle Serum is a high-performance serum that dramatically reduces the appearance of fine lines and wrinkles for a youthful-looking complexion. It targets the frustrating signs of aging including expression lines around the eyes, mouth, and forehead.

The Science Behind the Product

NeoTight Rejuvenating Anti-Wrinkle Serum provides a firmer-looking and lifted appearance within 1 hour of application, while helping to reduce the frustrating signs of aging around the eyes (crow's feet), mouth (nasolabial folds), and forehead (expression lines) with continued use.

This wrinkle-fighting serum is superpowered with clinically studied actives:

- Neodermyl® - supports skin's elasticity and texture.
- SYN-STAR® - an innovative peptide that targets the appearance of fine lines and wrinkles.
- Liftonin®-Xpress - a film former derived from red algae that provides an immediate lifting and tightening effect.

Clinical results showed a single application of NeoTight Rejuvenating Anti- Wrinkle Serum visibly improved the appearance of skin firmness by 33.3 % after just 1 hour. *

After six weeks, NeoTight Rejuvenating Anti-Wrinkle Serum reduced the appearance of fine lines & wrinkles around the eyes (crow's feet) by 48% and around the mouth (nasolabial folds) by 64%! **

Proven Results: Skin feels firmer, looks more lifted and defined within one hour. The appearance of fine lines and wrinkles are dramatically reduced with continued use.

**Results measured by expert graded observation compared to baseline after 1 hour post a single application of NeoTight Rejuvenating Anti-Wrinkle Serum.*

***Clinical results measured by VisioScan compared to baseline after 6 weeks of using NeoTight Rejuvenating Anti- Wrinkle Serum in the am and pm.*

Key Benefits

- Firmer looking and visibly lifted appearance within 1 hour of application
- Helps reduce the appearance of fine lines and wrinkles around the eyes, mouth, and forehead
- Supports smooth, hydrated, and rejuvenated complexion
- Clinically studied and dermatologist approved
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Non-comedogenic

Key Ingredients

Seneplex+®: A powerful proprietary complex that helps to reduce the signs of aging.



Neodrmyl®: A methyl glucoside phosphate proline lysine copper complex that supports skin's elasticity and texture for a supple, firm appearance and helps to reduce the appearance of wrinkles.

SYN-STAR®: An innovative peptide that helps to visibly reduce the appearance of wrinkles around the eyes, mouth, and forehead.

Liftonin®-Xpress: A film former derived from red algae that helps to provide tightening and lifting effect. It helps diminish the appearance of wrinkles within one hour of application.

Avocado Oil: A plant oil rich in skin-nourishing fatty acids, moisturizes the skin.

Squalane: A skin-identical ingredient that hydrates and prevents moisture loss without clogging pores.

Radish Leaf Extract: Helps to hydrate skin to fight dryness.

Glycerin: Hydrates the skin by attracting moisture and sealing it in.

Directions For Use

After cleansing your skin, apply 1-2 pumps twice a day to the face concentrating on the mouth, eye, and forehead areas.

You can also apply to the neck & décolletage.

Follow with Daytime or Evening Moisturizer.

Nangai Oil

Nangai Oil helps deeply moisturize, soften, and soothe the skin for a revitalized complexion. The blend of plant and seed oils, plant extracts, and powerful actives nourish and replenish skin.

The Science Behind the Product

The Nangai Tree originates from the tropical island nation of Vanuatu in the South Pacific Ocean.

Nangai Oil is derived from the pale, almond shaped nut of the Nangai tree (*Canarium Indicum*) – in fact some call it the Vanuatu almond! The Pacific Islanders have for centuries used Nangai Oil to nourish the skin and improve the manageability & appearance of hair.

Nangai Oil is unique because pure caprylic/capric triglycerides are naturally present, and do not require processing or manufacturing to create the optimal product to moisturize your skin.

Triglycerides are mixed esters composed of caprylic and capric fatty acids that help to prevent water loss. Water is the most important component in skin. Loss of water leads to unwanted signs of aging like fine lines, wrinkles, and dry skin texture.

Nangai Oil is incredibly rich in skin-nourishing triglycerides like stearic, palmitic, oleic, and linoleic fatty acids. The nature-based triglycerides in Nangai Oil prevent dryness by forming a barrier on skin that stops water from evaporating and at the same time, absorbs quickly without feeling greasy or heavy.

Nangai Oil is extracted using the high-quality cold pressed method to protect its integrity.

Meadowfoam Seed Oil mimics the natural oils and sebum found in skin, allowing it to absorb quickly and provide long-lasting moisture without leaving any heavy residue behind. It is rich in essential fatty acids which help to support the skin barrier as well as the powerhouse antioxidant, vitamin E which aids skin in retaining moisture and maintaining elasticity.

Nangai Oil features powerful complexes that help balance and revitalize the skin. The powerful proprietary Seneplex+® helps to reduce the signs of aging.

L-22™, a patented lipid complex, derived from Macadamia, Jojoba and Olive mimics the natural surface skin oil of a 22-year-old to give skin the appearance of a more radiant and youthful complexion without clogging pores.

Soline Bio™, sourced from Organic Sunflower Seeds, is a rich source of vitamin E, which helps to hydrate and soothe the skin. With continued use it helps to increase skin moisture and decrease the appearance of rough, dry skin.

Key Benefits

- Hydrates and helps to add moisture levels to the skin
- Helps to support the skin barrier to hold moisture
- Helps to soothe and calm skin
- Helps to soften the look of fine lines and wrinkles.
- Gives the appearance of a youthful glow
- Formulated with NO Mineral Oil



- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Seneplex+®: A powerful proprietary complex that helps to reduce the signs of aging.

Nangai Oil: Helps skin retain moisture by forming a barrier on the skins surface making skin appear more luminous, glowing and deeply hydrated.

Soline BIO: Sourced from organic sunflower seeds, is a rich source of the powerful antioxidant Vitamin E.

Abysinian Oil: A natural seed oil from the mustard plant, helps nourish the skin.

L22: A patented lipid complex from botanically sourced lipids obtained from Macadamia, Jojoba, and Olive oils. It mimics the natural surface skin oil of a 22-year-old to give the skin a more radiant youthful appearance.

Triglycerides: Essential fatty acids that help enhance your skin's ability to retain moisture. It supports the skin's barrier and softens skin.

Meadowfoam Seed Oil: Extracted from the seeds of the meadow flower plant, rich in essential fatty acids and Vitamin E that help retain moisture and elasticity and soothe skin.

Botanessential RRST: A natural antioxidant complex composed of rice extract, rosemary extract, sunflower extract, and natural tocopherols. This synergistic complex aids in oxidative protection of skin's natural oils.

Directions For Use

Gently shake the bottle before use.

Depending on your skin's needs, using the dropper, dispense 3 to 5 drops of the Nangai Oil into the palm of your clean hand. Using the pads of your fingertips, palette the oil on to the areas of the skin you'd like to nourish.

Whatever your personal preference may be...

Nangai Oil can be applied all over the skin like applying moisturizer OR you can apply the oil only in certain areas.

Apply Nangai Oil following any treatments and prior to DayTime or Evening Moisturizer.

Option:

To add nourishment to dry ends, very lightly coat the strands of hair with Nangai Oil before or after blow drying. Avoid the roots.

Please Note:

It's an oil that might solidify at cool temperatures. If product solidifies, rub into hands to liquefy before application, or gently shake before use.

LashExtend

**Currently Only Available in US, CAN, AUS.*

Say hello to a natural approach to enhance your gorgeous gaze!

The Science Behind the Product

Many factors can weaken lashes; aging, poor sleep habits, allergies and constant eye rubbing can make lashes shed prematurely causing them to appear sparse or thin.

LashExtend lash lengthener helps you achieve luscious, healthier looking lashes safely, without the prescription drugs.

Formulated for the delicate eye area, LashExtend features SenePeptide®, a proprietary complex that improves lash health, helping lashes appear longer and fuller.

White tea extract, a powerful antioxidant helps prevent free radical damage that can weaken lashes.

Chamomile Extract soothes and calms the tender eye area to aid in maintaining lash health.

LashExtend contains actives that help lashes to appear longer and fuller.

Key Benefits

- Helps lashes appear longer and fuller
- Calming and soothing properties
- Formulated with NO Parabens
- Formulated with NO Animal by-products
- NO Animal Testing
- Vegan
- Gluten-Free

Key Ingredients

SenePeptide®: helps to improve lash health.

Glycerin: A humectant that helps to retain moisture.

White Tea Extract: Powerful antioxidant that prevents free radical damage.

Chamomile Extract: Soothing and calming properties

Directions For Use

LashExtend should be applied directly onto skin of eyelid along the base of the eyelash after SeneGence® SkinCare application and before application of ShadowSense®.

Apply LashExtend to the very base of lashes so that the solution may flow down into and between the shafts of the eye lash.

Use LashExtend in the AM and PM till desired result has been achieved. Continue to use two to three times per week to maintain long, luscious lashes.



LipVolumizer

Get fuller, noticeably smoother lips without the use of irritants.

LipVolumizer is a serum that plump lips from the inside out with the most advanced and natural technologies designed to support lasting results of full, pouty lips.

The Science Behind the Product

Over time lips can lose their fullness. As lips lose volume, they start to appear thinner and become unable to retain adequate moisture.

LipVolumizer is clear, transparent serum formulated with a proprietary lip Volumizing complex, utilizing advanced natural technologies, plumping lips from the inside out.

Kiss Me Quick Plant Extract helps boost moisture revealing lips that appear noticeably smoother, fuller, and hydrated.

The deeply moisturizing emollient, Shea Butter and Jojoba Oil soothes the lips and helps to seal in hydration.

In a clinical study, the active ingredient provides visible improvement in lip youth and hydration.



Increased Lip Volume

+15.1% for all test participants

Restored Surface Density of Lips

+8.6%

Increased Lip Moisture

+50.6% for all the dermis

Increased Firmness

+13.3%

Key Benefits

- Helps lips appear fuller gradually overtime.
- Helps to minimize appearance of feathering and fine lines around the mouth
- Moisturizes and conditions lips
- Formulated with NO Parabens
- Formulated with NO Animal by-products
- NO Animal Testing
- Vegan
- Gluten-Free

Key Ingredients

Seneplex+®: A powerful proprietary complex that helps to reduce the signs of aging.

Shea Butter: Moisturizes lips and seals in moisture.

Sodium Ascorbyl Phosphate: Soothes lips.

Kiss Me Quick Plant Extract: Helps boost moisture and the appearance of firmness.

Volumizing Complex: Proprietary blend of peptides and botanicals that help support the collagen matrix and increases moisture content of the lips.

Jjoba Seed Oil: Acts as moisturizer and helps improve the appearance of skin elasticity and suppleness.

Sesame Seed Oil: Moisturizes and conditions the lips.

Directions For Use

Apply the LipVolumizer to clean, dry lips twice a day.

Lip Line Corrector

Kiss lip lines goodbye!

Lip Line Corrector is clinically proven to visibly smooth hard-to-conceal fine lines and wrinkles that have formed around the mouth to help provide a youthful appearance.

This lip serum helps to improve the look of elasticity and firmness around the lip, minimizing the appearance of fine lines and wrinkles for a rejuvenated lip contour.

The Science Behind the Product

This formula targets fine lines and wrinkles around the lip contour and mouth, correcting and smoothing for total rejuvenation.

The lips can lose their fullness and start to thin over time. Pair that with decades of repetitive motions like drinking from a straw, smoking, frowning, puckering, and smiling and you will notice fine vertical lines around the mouth.

The formula features X50 Hyalufiller which is a blend of encapsulated Tetrapeptide-50 and Heptapeptide-15 Palmitate to help improve the look of elasticity and firmness around the lips and reduce the appearance of vertical lip lines.

SWT-7™ is an extract from Indian Gentian leaves; it helps to smooth the appearance of vertical lines around the lip contour and mouth.

Wildberry Harvest is a complex of Pepperberry, Riberry, and Muntries from Australia; these three “super-berries” have high antioxidant properties, which help to hydrate and nourish dry skin. Antioxidants help to target and neutralize free radicals from the environment. This can contribute to not aging as rapidly.

In a clinical study, Lip Line Corrector visibly improved the appearance of lip lines by up to 30% in just six weeks*

**Clinical Results are measured by Expert Grading compared to baseline in a six-week, independent clinical study of 35 women ranging in age from 40 to 70, using Lip Line Corrector twice daily.*

Consumer Results

During a six-week independent consumer study, the majority of women agreed that Lip Line Corrector smoothed hard-to-conceal lip lines to provide a youthful appearance.**

Here's what else they said:

71% Improved the appearance of fine lines and wrinkles around the lip contour

74% Liked the innovative applicator tip for a targeted application

*** Results obtained following the self-assessment of 35 women ranging in age from 40 to 70, using the product twice daily for six weeks. The percentage reflects the number of participants who agree with the statement.*

Clinical Grading Results±

71% of participants showed measured improvement in skin hydration around the lips

60% of participants showed measured improvement in skin firmness around the lips

±Percentage of subjects with improvements measured by Novameter and Cutometer compared to baseline in a six-week, independent clinical study of 35 women ranging in age from 40 to 70, using Lip Line Corrector twice daily.



Key Benefits

- Visibly diminishes the appearance of fine lines and wrinkles around lip contour and mouth
- Smooths hard-to-conceal lip lines for a youthful appearance
- Hydrates and nourishes with antioxidant power
- Helps improve the looks of firmness around the lips
- Innovative applicator tip for targeted application and massage
- No added fragrance
- Clinically proven
- Dermatologist approved
- Formulated with NO Mineral Oil
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal by-products
- NO Animal Testing
- Vegan
- Gluten-Free

Key Ingredients

SenePlex+®: Powerful proprietary complex that helps reduce the signs of aging.

X50 Hyalufiller: Encapsulated Tetrapeptide-50 and Heptapeptide-15 Palmitate are innovatively delivered to help improve the look of elasticity and firmness around the lips and reduce the appearance of vertical lip lines.

SWT-7™: An extract from Indian Gentian leaves; it helps to smooth the appearance of vertical lines around the lip contour and mouth.

Wildberry Harvest: A complex of Pepperberry, Riberry, and Muntries from Australia; these three “superberries” have high antioxidant properties, which help to hydrate and nourish dry skin.

Dimethicone/Vinyl/Dimethicone Crosspolymer: Visible line blurring effect.

Directions For Use

Use morning and night on cleansed skin. Apply the Lip Line Corrector generously to fine lines and wrinkles around the lip contour and mouth. Massage gently with applicator tip until the product is fully absorbed.

Brightening Multi-Vitamin Treatment

Brightening Multi-Vitamin Treatment reduces the appearance of dark spots and discoloration caused by hyperpigmentation, acne, aging, and sun damage to reveal the appearance of brighter, firmer, and more even skin tone over time.

The Science Behind the Product

Dark spots and discoloration are caused by an overproduction of melanin, our skin's natural pigment.

Dark spots can result from acne, sun damage, aging and hyperpigmentation. Fading the appearance of dark spots requires an advanced formulation to support healthy skin function while brightening the skin.

Brightening Multi-Vitamin Treatment is formulated with Vitamin C to combat unwanted dark spots and discoloration. This treatment features two stabilized forms of the powerful antioxidant Vitamin C.

This supercharged blend of vitamin C supports collagen production and brightens to even the appearance of skin.



- The soothing Vitamin B3, or Niacinamide, helps to work against skin-aging by preventing oxidation and promoting a brighter complexion.
- Powerful peptides, Palmitoyl Tripeptide-1 and Palmitoyl Tripeptide-7 help increase the appearance of firmness and promote younger-looking skin
- Coenzyme Q 10, a compound naturally found in the skin to fight environmental aggressors, and Vitamin E help to further protect the skin from oxidative stress and support the skin barrier to promote firmer-looking skin.
- Hyaluronic acid helps to hydrate the skin while Moringa Oil aids in preventing moisture loss.
- Together with the powerful anti-aging complex SenePlex+®, this formula promotes firmer, youthful-looking skin while brightening and tightening skin's appearance.

Key Benefits

- Brightens and reduces the appearance of age spots, acne scars and discoloration
- Supports a youthful, firmer looking appearance
- Reduces the appearance of wrinkles and signs of aging
- Helps hydrate skin and boost radiance
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Seneplex+®: A powerful proprietary complex that helps to reduce the signs of aging.

Granactive AA-20: A stabilized form of Vitamin C, helps to brighten and even the appearance of skin.

Moringa Oil Virgin: An emollient that helps prevent the skin from oxidation and prevent water loss.

Sodium Hyaluronate: A skin-identical ingredient that hydrates the skin and helps maintain elasticity.

Palmitoyl Tripeptide-1 and Palmitoyl Tripeptide-7: Peptides that help increase appearance of firmness and promote younger-looking skin.

BV-OSC: A Stable Vitamin C derivative, helps to brighten the appearance of skin.

LYCO-Sol: A tomato lycopene extract, a powerful antioxidant that helps support healthy skin.

Coenzyme Q 10 and Vitamin E: Helps to prevent oxidative stress to the skin and support the skin's moisture barrier, promoting firmer-looking skin.

Niacinamide (Vitamin B3): Vitamin B3, helps combat oxidation and even out the appearance of skin.

Retinyl Palmitate (Vitamin A): Helps to minimize the signs of fine lines and wrinkles.

Directions For Use

After using SeneGence 3 in 1 Cleanser, apply a grain of rice size amount to the areas of the face that need brightening and lightening twice daily.

Gently massage your treatment into the skin. Use your fingertips to press and roll after you've massaged it into the skin.

AM & PM use prior to applying SeneGence® moisturizers.

Optional but Recommended:

Apply any other Serums, Solutions, Treatments, and EyeCreme prior to your moisturizer.

SeneSerum-C Hydrating C-Pearls® Serum

SeneSerum-C is packed with advanced anti-aging ingredients that help brighten, hydrate, and firm the skin's appearance.

It features one of the most well-known anti-aging ingredients, Vitamin C. This hydrating formula helps protect the skin against environmental aggressors and maintain a youthful appearance.

The Science Behind the Product

Every day our skin encounters harmful free radicals in the environment that break down collagen and age our skin. To help protect the skin from free radical damage and minimize signs of aging, our skin needs antioxidants to help preserve collagen to keep the skin firm and resilient.

The SeneSerum-C advanced anti-aging formula keeps skin healthy-looking and maintains its luminosity while helping to provide protection from free radicals from the environment resulting in a brighter, firmer looking, and youthful appearance.

SeneSerum-C is formulated with Tetrahexyldecyl Ascorbate, an advanced stabilized form of the powerful antioxidant Vitamin C. This form of Vitamin C is better utilized by the skin, helps protect from free radical damage, supports collagen production, and brightens, for a luminous, firmer-looking complexion.

Freshly delivers the Vitamin C through encapsulated C-Pearls®. This hydrating delivery technology shreds the pearls as it's pumped just seconds before application. The encapsulated C-Pearls® help extend the potency of the serum.

SeneSerum-C features two powerful proprietary complexes:

- SeneShield®, a complex of nature-based extracts helps provide protection against damaging free radicals in the environment
- Seneplex+®, a powerful complex that helps to reduce the signs of aging

Additionally, Grape Juice Extract is a Alpha Hydroxy Acid (fruit acid) with potent antioxidant properties that is high in malic acid. This acts as a gentle exfoliating acid that helps to remove dead skin cells from the surface to help increase cellular turnover. Also, boosts free-radical protection while restoring moisture and helping smooth and brighten the skin.

Key Benefits

- Helps to brighten and firm the skin's appearance
- Helps rough, dull skin appear smoother and more luminous
- Antioxidants help protect the skin against environmental aggressors
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SeneShield®: A Powerful proprietary complex of nature-based extracts that helps provide protection against damaging free radicals in the environment.



C-Pearls®: Encapsulation & delivery technology that freshly delivers the Vitamin C at application to help extend its potency.

Tetrahexydecyl Ascorbate (Vitamin C): An advanced form of stabilized Vitamin C; helps to brighten, neutralize free radicals, and firm skin's appearance.

Seneplex+®: A powerful proprietary complex that helps to reduce the signs of aging.

Grape Juice Extract: An antioxidant high in malic acid, an alpha-hydroxy acid (AHA); helps provide protection against skin damaging free radicals, restores moisture, brightens the skin, and improves texture.

Biosaccharide Gum-1: An ingredient produced by fermenting sorbitol plants, soothes, and moisturizes and supports the natural skin renewal process.

Sodium Hyaluronate: Hydrates the skin.

Orchid Flower Extract: A powerful antioxidant, helps to protect the skin from free radical damage.

Spirulina Maxima (Algae) Extract: A vitamin rich extract that tones, moisturizes and smooths the skin.

Tocopheryl Acetate (Vitamin E): A strong antioxidant that helps to protect the skin from collagen-damaging free radicals.

Directions For Use

After using SeneGence 3 in 1 Cleanser, place one to two pumps onto fingertips. Apply to clean, moist skin.

Massage gently around the eye area and all over face and décolletage for at least 30 seconds until pearls have completely absorbed.

Follow with SeneGence® Moisturizer and EyeCrème.

Optional:

For intense Vitamin-C benefits, apply C-Bright prior to SeneSerum-C.

Or Mix a few drops of C-Bright in with the SeneSerum-C and apply together.

Please Note:

Avoid using Vitamin C paired with any Retinol products.

Climate Control

Pure hydration to help sustain the skin barrier's moisture content.

Climate control quenches the thirst of dry and dehydrated skin, delivering moisture and hydration to help restore the skin's healthy-looking appearance.

Climate Control is a hydrating, gel serum with a blend of ingredients that helps even the driest skin regain its healthy glow and moisture content.

The Science Behind the Product

As we age our skin loses its natural moisture and hydration; it becomes dry, resulting in the formation of fine lines, wrinkles, and visible signs of aging. When our skin does not have proper hydration, it becomes sensitive and irritated causing a "heating sensation" in the skin. Climate Control's pure hydration formula increases moisture, soothes irritation, and relieves dryness, eliminating the heat sensation, thus...Climate control!

Climate Control is formulated with SelPlex, a proprietary complex of herbal oil extracts and vitamins that help soothe the skin and replenish the skin's natural oils, keeping it moisturized and nourished.

Hyaluronic Acid and Glucosamine HCl help to hydrate and prevent moisture loss, while delivering firmer-looking skin.

SenePlex+® is our powerful proprietary complex that helps to reduce signs of aging.

Its unique DualSense delivery system keeps the two-part ingredients (water based and oil based) separated, until shaken, combined, and activated.

Key Benefits

- Helps to soothe dry, sensitive skin
- Helps to moisturize and hydrate
- Helps to protect against moisture loss
- Leaves skin looking plump and bouncy
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SelPlex: A blend of herbal oils and emollients that help to soothe the skin.

SenePlex+: A powerful proprietary complex that helps to reduce the signs of aging.

Glucosamine HCL: Helps to improve skin hydration and increase the look of firmness.

Sodium Hyaluronate: A skin-identical ingredient that hydrates the skin and helps maintain elasticity.

Evening Primrose Oil: A plant oil rich in moisturizing and nourishing fatty acids, soothes and conditions the skin.



Jojoba Seed Oil: A plant oil that is most like human sebum, provides moisture and supports healthy moisture barrier function to keep the skin hydrated without clogging pores.

Rose Hips Seed Extract: A plant oil rich in emollient and nourishing fatty acids that hydrates skin without clogging pores.

Sandalwood Oil: An oil distilled from the wood of the sandalwood tree, soothes and moisturizes the skin.

Vitamin E: A strong antioxidant that helps to protect the skin from collagen-damaging free radicals.

Algae Extract: A member of the brown algae family, soothes, conditions, and hydrates the skin.

Orchid Flower Extract: A powerful antioxidant, helps to protect the skin from free radical damage from the environment.

Directions For Use

A new bottle of Climate Control will need to be activated.

The DualSense delivery system keeps the two-part ingredients (water based and oil based) separated, until shaken, combined, and activated.

To activate, shake the bottle vigorously to evenly blend the two components.

Pump the spray nozzle several times for the first usage to start the even flow of Climate Control.

Apply liberally day and night on face, around eyes, neck, décolletage areas prior to applying Moisturizers or EyeCrème.

Advanced SenePlex+® Renewal Serum with Retinol

Supercharge your nighttime routine!

Advanced SenePlex+® Renewal Serum with Retinol minimizes the appearance of fine lines and wrinkles while imparting a more youthful, radiant complexion.

You can look forward to brighter, rejuvenated, and firmer-looking skin over time.

The Science Behind the Product

When it comes to combating the signs of skin aging, Retinol (a derivative of vitamin A), is the gold standard skincare ingredient.

Retinol has the power to rejuvenate aging skin, enhance skin brightness, refine texture and results in firmer-looking, smoother and more radiant skin.

What is Retinol?

Retinol is a retinoid, a compound that is chemically related to Vitamin A. Once absorbed by the skin, it is converted into an active form that is superior in skincare to deliver results.

Regular use of Retinol can:

- Helps unclog pores to reduce acne breakouts
- Helps reduce the appearance of fine lines and wrinkles
- Stimulates new production of collagen and elastin by speeding up sluggish turnover
- Helps even out skin discoloration
- Help the skin's moisture barrier regulate
- Helps to smooth the texture of the complexion

What makes our Advanced SenePlex+ Renewal Serum with Retinol unique?

Advanced SenePlex+® Renewal Serum with Retinol uses 0.5% Nano Retinol with an encapsulated delivery system which offers sustained release throughout the night so your skin appears more youthful, firmer, and smooth in the morning.

Encapsulation protects the Retinol from degradation, retaining its potency which helps improve delivery to the skin.

The Nano Retinol system allows for a steady release, to ensure a prolonged action over time and increases the biocompatibility and efficacy while helping to minimize irritation. So, you will receive maximum efficacy at a lower level.

This potent renewal serum features the natural youth booster Nephoria®, sustainably sourced from the leaves of Rambutan Super Fruit. Nephoria® rejuvenates skin similarly to Retinol, thereby complementing Retinol's activity in the formulation.

BIO-Placenta™, a powerful synthetic complex of five different growth factors, skin-boosting peptides, and an amino acid, provides anti-aging and skin rejuvenating effects to the skin, helping skin to look firmer and younger. It helps to reduce the appearance of fine lines & wrinkles, especially under the eye and on crow's feet.

Matrixyl®3000 OS, a complex of tripeptides helps to support the skin's elasticity and firm appearance.



Hymagic-4D™ which is a complex of four different types of Hyaluronic Acid helps to hydrate the skin.

Additional synergistic ingredients, such as Meadowfoam Seed Oil, Aloe Vera, and Rosemary provide moisturizing, calming, and soothing benefits to the skin.

Clinical Results

Women love Advanced SenePlex+® Renewal Serum with Retinol!

During a six-week independent consumer study, a majority of women agreed that their skin's overall appearance was improved, and their face appeared more youthful. Here's what else they said:

- 82% Improves skin clarity, leaving a healthy, even tone.
- 76% Reduces the appearance of crow's feet around the eyes.
- 85% Improves skin's overall appearance.
- 73% Minimizes the appearance of fine lines and wrinkles.
- 88% Face appears more youthful.
- 85% Helps skin feel firmer.

†Results based on a six-week independent consumer study. The percentages reflect the number of women who agreed with the statement.

Key Benefits

- Powerful formula improves the appearance of fine lines and wrinkles by 23%+
- Improves the appearance of uneven skin tone, texture, and radiance in one quick step
- Promotes a more youthful, smoother, and firmer looking appearance
- Clinically studied
- Dermatologist approved
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Non-comedogenic

+Results are measured by expert clinical graded observation and analysis compared to baseline based on a 6-week, independent clinical study of 30 participants, women ages 30 to 70.

Key Ingredients

Seneplex+®: A powerful proprietary complex that helps to reduce the signs of aging.

Nano Retinol: Micro encapsulated delivery system offers sustained release throughout the night during the skin's renewal cycle. Visibly improves the appearance of fine lines, wrinkles, uneven skin tone, texture, and radiance.

Nephoria: A reti-natural active from the leaves of Rambutan Super Fruit, complements retinol's activity.

Matrixyl® 3000 OS: A complex of Palmitoyl Tripeptide-1 and Palmitoyl Tripeptide-7, helps to support the skin's elasticity and texture for a supple & firm appearance.

BIO-Placenta: A synthetic blend with five major growth factors and peptides that work to target the appearance of wrinkles, fine lines, and sagging skin.

Hymagic-4D™: A Sodium Hyaluronate complex with four different types of Hyaluronic Acid's to intensely moisturize the skin.

Meadowfoam Seed Oil: An emollient plant oil from the seeds of the White Flowering Plant that helps to moisturize, soothe, and support the skin's ability to maintain a healthy-looking glow.

Rice Extract: Conditions and softens the skin.

Aloe Vera Leaf Juice & Kelp Extract: Moisturizes, soothes, and calms the skin.

Rosemary Leaf Extract, Sunflower Extract and Vitamin E: Effective antioxidants that help protect against free radicals in the environment.

Directions For Use

After using your 3 in 1 Cleanser, apply 1-2 pumps of the Advanced SenePlex+® Renewal Serum with Retinol, concentrating on areas of concern. (Cheeks, nose, forehead, chin, jawline, neck, décolletage)

Complete your skincare routine by following with SeneGence® Evening Moisturizer. Start by using every other night and increase to nightly use as tolerated.

Please note:

There is a natural adjustment period during which your skin becomes acclimated to Vitamin A (Retinol). This is referred to as "retinization". During retinization, skin may experience some temporary discomforts like dryness, redness and flaking. Once your skin is acclimated these temporary discomforts should fade and disappear.

These reactions are common and can be managed. Cut back on usage and pare down your routine to just cleanser and moisturizer until reaction is resolved. Then re-introduce retinol again, this time in "slow & low" manner.

- Mix a pea-size amount with your Evening Moisturizer once a week and build tolerance slowly.
- Using the product less frequently but on a regular schedule can be a way to improve tolerability. Start slowly and be patient. The results will be worth it!

Brightening Multi-Vitamin Treatment, Spot On, C-Bright, and SeneSerum-C should NOT be layered with Advanced SenePlex+® Renewal Serum with Retinol.

- Use C-Bright, SeneSerum-C, Spot On, and Brightening Multi-Vitamin Treatment in the mornings, and alternate evenings with Advanced SenePlex+® Renewal Serum with Retinol.

Retinol can make your skin more sensitive to sunlight. Use a broad-spectrum sunscreen with a minimum of SPF15 and avoid sun exposure the day after using Retinol.

Caution: For external use only. Avoid contact with eyes.

If contact occurs, rinse thoroughly with water. Discontinue use if signs of irritation or rash appear. Keep out of the reach of children.

EyeCrème

Target the key signs of aging around the eyes with this clinically proven, ophthalmologist-tested EyeCrème.

Helps reduce the appearance of fine lines and wrinkles while improving radiance and luminosity.

Suitable for all skin types.

The Science Behind the Product

The skin around the eyes is thinner than the rest of the facial skin and is more prone to show signs of aging. The eye contour is in constant motion, as we smile, laugh and squint, these motions contribute to the formation of lines and wrinkles.

As we age, collagen production slows and the skin around the eyes loses its natural moisture, becomes thinner and visibly starts to recede.

Since the eye skin sits over numerous blood vessels, as the skin becomes thinner and sags, blood vessels appear darker, lines and wrinkles or “crow’s feet” start to appear. Our bodies natural aging process combined with the constant daily movements our eyes perform accelerate the aging appearance of the eyes. The eye area requires specialized moisturization and anti-aging support to help stay firm, hydrated, and youthful.

EyeCrème is a targeted combination of the proprietary anti-aging complex, SenePlex+®.

Eye care actives BLUSH Oléoactif® and LOOK Oléoactif® help to revitalize the eye area by improving radiance while reducing the appearance of fine lines and wrinkles.

Squalane from plant sources mimics the skin’s natural moisturizing factor to hydrate the delicate eye area while Kukui, Macadamia, Sweet Almond, Avocado and Nangai seed oils provide moisture to support the skin’s moisture barrier while nourishing the delicate skin around the eyes.

Key Benefits

- Clinically proven to reduces the appearance of fine lines and wrinkles (crow’s feet) while improving radiance around the eyes*
- Helps eye area look less tired
- Enhances radiance and luminosity around the eyes
- Restores comfort, to dry, sensitized skin by supporting the moisture barrier
- Helps reduce the look of redness around the eyes
- No added fragrance or colors
- Ophthalmologist-tested, Safe for contact lens wearers
- Formulated with NO Mineral Oil
- Dermatologist-tested, Suitable for all skin types
- Non-comedogenic

Clinical Results*

- 87.10% of participants showed measured improvement in skin radiance in eye area.
- 64.52% of participants showed measured decrease in the appearance of wrinkles in eye area.

**An 8-week independent clinical study of 31 participants. Clinical Results are measured by expert grading and Visioscan analysis compared to baseline.*



Consumer Perception Results ±

During an eight-week independent consumer study, a majority of participants agreed that the skin around their eyes immediately felt hydrated and the appearance crow's feet look reduced.

Here's what else they said:

- 83.87% My lines and wrinkles appear diminished
- 80.65% My eye area looks more rested
- 77.42% My eye area looks smoother and more awake
- 74.19% My eye area looks more radiant
- 70.97% My eye area looks refreshed and less crepey

± An 8-week independent consumer study of 31 participants. The percentage reflects the number of participants who agree with the statement.

Key Ingredients

SenePlex+®: Powerful proprietary complex that helps reduce the signs of aging.

LOOK Oleactif®: A global eye care active featuring the bark of Terminalia Arjuna, an amazing ayurvedic Indian tree, processed in biomimetic lipid-base for enhanced absorption. It helps to support the skin's structure and thereby smooth the look of fine lines and wrinkles while helping to reduce the look of under eye puffiness. It is also rich in polyphenols and provides antioxidant protection against skin-damaging free radicals.

BLUSH Oleactif®: Derived from the indigo plant via green extraction technology, it helps to reduce the look of redness and makes skin less tired-looking, luminous and radiant. It also supports the skin barrier function to help sensitized skin feel more comfortable. It also gives the formula a natural light pink shade (no added pigment to the formula).

Squalane: Derived from plant sources, it helps to moisturize the delicate skin around the eyes.

Shea Butter & Sunflower Extract: Moisturize the skin.

Blend of Seed Oils: Kukui, Macadamia, Sweet Almond, Avocado and Nangai seed oils provide moisture to support the moisture barrier while nourishing the delicate skin around the eyes.

Botanessential RRST: A complex of rice bran extract, rosemary extract, sunflower extract and tocopherol provide antioxidant benefits.

Directions For Use

Use ring finger to stipple around eye area in the AM and PM following moisturizers.

Avoid direct contact with eyes.

Optional but recommended:

Apply the NeoTight® Revitalizing Eye Serum before applying moisturizers and the EyeCrème.

Digital Age Defense Serum

Every day our skin encounters potentially harmful blue light emitted from our computer screens and cell phones.

Digital Age Defense is a lightweight, new generation serum featuring the skin active Celligent® to help protect against visible signs of aging related to blue light exposure from digital devices.

Offering a cool, refreshing feeling helping to:

- Reduce the appearance of redness and blotchiness,
- Energize skin
- Hydrates fatigued, sleep-deprived, and jet-lagged skin

The Science Behind the Product

Blue light, not to be confused with UVA or UVB rays, is emitted from our digital devices.

Studies show that blue light can contribute to photoaging and skin barrier damage which can lead to lines and wrinkles, dark spots, and skin laxity.

Digital Age Defense Serum is a rejuvenating and refreshing anti-aging serum that helps protect against the damaging effects of blue light exposure with Celligent® while hydrating and soothing the skin for a dewy and energized complexion.

This new generation serum is formulated with powerful proprietary complexes CELLIGENT®, SymRelief100 and an Essential Nano Emulsion.

- CELLIGENT®, a complex derived from antioxidants found in Rosemary Extract and Rice, helps to increase moisture, and support a healthy skin moisture barrier while helping to prevent visible signs of aging related to blue light exposure.
- SymRelief® 100, a blend of identical Bisabolol and Ginger Extract soothes and calms skin to help reduce the appearance of redness and blotchiness.
- The intelligent NanoDelivery System in the Essential Oil Nano Emulsion delivers the blend where needed for enhanced performance revealing skin that appears fresh, smooth, and moisturized.

Digital Age Defense Serum delivers calming hydration and soothes the skin with the help of BeautypolMoist, a source of Hyaluronic Acid(HA) known to deliver continuous moisture to skin and Marimoist®, a blend Red Seaweed Extract and Hyaluronic Acid(HA) known to hydrate and help soften dry skin while imparting a rich, luxurious, and cooling sensation.

With the help of Seneplex+®, the powerful proprietary complex that helps decrease visible signs of aging, help protect and hydrate the skin while enhancing its youthful appearance.

Key Benefits

- Helps prevent visible signs of aging related to blue light exposure with the skin active Celligent®
- Helps visibly energize fatigued skin
- Contributes to hydration of the skin
- Leaves a cool and refreshing feeling
- Helps reduce the appearance of redness and blotchiness
- Formulated with NO Parabens



- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

CELLIGENT®: Derived from antioxidants found in Rosemary Extract and Rice, helps prevent visible signs of aging related to blue light exposure.

IceAwake™: A biotechnologically produced bacterium discovered under a Swiss Glacier, helps fight aging and energizes sleep-deprived skin while visibly increasing radiance.

Seneplex+®: A powerful proprietary complex that helps to reduce the signs of aging.

BeautypolMoist: A source of Hyaluronic Acid, known to deliver continuous moisture to skin.

Marimoist®: A blend Red Seaweed Extract and Hyaluronic Acid known to hydrate and soften dry skin while imparting a rich, luxurious, and cooling sensation.

SymRelief® 100: A blend of identical Bisabolol and Ginger Extract that soothes and calms skin to help reduce the appearance of redness and blotchiness

Nano Emulsion: A blend of botanical extracts and oils including Patchouli, Calendula, Chamomile, and Jasmine that can help calm skin.

Sodium Hyaluronate: A skin-identical ingredient that hydrates the skin by attracting moisture and helps maintain elasticity.

Glycerin: Hydrates the skin by attracting moisture and sealing it in.

Aloe Vera Leaf Juice & Kelp Extract: Moisturizes and calms skin.

Tocopheryl Acetate (Vitamin E): A strong antioxidant that helps to protect the skin from collagen-damaging free radicals.

Directions For Use

Following SeneGence® 3 in 1 Cleanser, apply 1-2 pumps twice a day all over face, neck, and décolletage. Follow with DayTime or Evening Moisturizer.

Optional but Recommended:

Apply any other serums or oils that you may want to layer before applying Climate Control, Moisturizers, and the EyeCrème.

Lifting & Firming Neck Cream

Lifting & Firming Neck Cream is a rich cream formula that is specifically formulated to work powerfully and effectively to firm, smooth, and even the delicate skin around the neck and décolletage area.

The Science Behind the Product

The skin on the neck is thinner, more delicate, and more prone to wrinkling and visible signs of aging than the skin on your face and other parts of your body.

Collagen, the main protein found in the skin, is responsible for keeping it plump and smooth. Since the skin on the neck is thinner, it has less collagen fibers in the skin and the skin cells regenerate at a slower rate.

In addition to the skin being thinner, the neck also has fewer oil glands to help moisturize the skin and keep it from drying.

These factors, combined with the constant movements that the neck muscles perform, accelerate the aging appearance of the neck. The neck requires more advanced moisturization and anti-aging ingredients to improve the look of firmness, hydration, and youthfulness.

Lifting & Firming Neck Cream is formulated with several advanced anti-aging ingredient technologies that provide restorative benefits.

SenePlex+®, a powerful proprietary complex helps to reduce visible signs of aging.

Vexel SP™ is a combination of caffeine and palmitoyl-carnitine that firms, tones and reduces slackening of skin to minimize the appearance of sagging skin on the décolletage and improves the appearance of firmness with each application.

Essenskin™ does double duty to help promote healthy skin function, reinforcing the external barrier of the fragile, thin skin on the neck.

- In a two-month clinical study (conducted by Sederma) on 29 women, Essenskin™ helped to re-densify skin by over 65% and made skin more resistant by 21%.

Actificol™, a blend of a Shiitake Mushroom-based extract and skin beneficial ingredients, helps support and preserve the skin's collagen, keeping the skin looking firm and lifted.

Lifting & Firming Neck Cream is also formulated with synergistic Botanical Extracts and oils, Macadamia Nut Oil, Sunflower Extract, Rosemary Leaf Extract, and Grape Juice Extract help condition and hydrate skin while Niacinamide helps to revitalize.

Key Benefits

- Helps replenish moisture
- Helps to reduce the appearance of fine lines and wrinkles on the neck
- Helps to reduce the appearance of sagging skin
- Helps the neck area appear more firm
- Leaves skin smooth and supple
- Formulated with NO Parabens
- Formulated with NO Animal By-Products



- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Seneplex+®: A powerful proprietary complex that helps to reduce the signs of aging.

Essenskin: A blend of calcium and essential amino acids, helps to balance the skin and support healthy skin function. It helps improve the appearance of firmness, elasticity, and smoothness.

Hydroxyethyl Cellulose: Synergistic combination that helps improve the appearance of firmness, elasticity, and smoothness.

Vexel SP: A complex of caffeine and palmitoyl-carnitine that helps to improve the appearance of firmness and sagging skin.

Actifcol: A blend of a shiitake mushroom-based extract and skin beneficial ingredients, helps to support and preserve the skin's collagen.

Macadamia Seed Oil: A plant oil rich in emollient and nourishing fatty acids that hydrates skin without clogging pores.

Dimethicone: A silicone oil that helps to form a protective moisture barrier on the skin.

Rosemary Leaf Extract: An extract from the perennial herb that has antioxidant and anti-aging properties and helps to reduce free radical damage from the environment.

Sunflower Seed Oil: A plant oil rich in skin-nourishing fatty acids, moisturizes and supports healthy skin barrier function to keep the skin hydrated.

Grape Juice Extract: Helps condition and protect the skin from free radicals. Helps keep skin looking smooth and youthful.

Rice Bran Extract: A gluten-free extract rich in essential fatty acids, contains soothing enzymes and has antioxidant properties.

Niacinamide (Vitamin B3): Helps visibly improve the appearance of enlarged pores, uneven skin tone, fine lines, wrinkles, and dullness.

Caprylic/Capric Triglyceride: An emollient made from coconut oil and glycerin, helps to smooth, and nourish the skin.

Lecithin: A skin-identical ingredient that is found in cell membranes, it has emollient and water-binding properties.

Sodium Hyaluronate: A skin-identical ingredient that hydrates the skin and helps maintain elasticity.

Tocopherol (Vitamin E): A strong antioxidant that helps to protect the skin from collagen-damaging free radicals.

Directions For Use

After cleansing and moisturizing, apply 1-2 pumps into the jawline, neck, and décolletage in upward motions both day and night.

Collagen Night Pak

Collagen Night Pak is a break-through anti-aging night treatment that harnesses the power of plant collagen, revitalizing caffeine, and SenePlex+® complex to seal in moisture while you sleep.

This nighttime treatment helps to prevent the dryness and damage that occurs overnight and can lead to unwanted signs of aging.

It helps create a protective veil to seal in moisture while you sleep, helping prevent the loss of beneficial ingredients of the moisturizers you apply each night while minimizing signs of aging.

The Science Behind the Product

Your skin naturally loses moisture during sleep and can appear wrinkled from pressure exerted by your pillow. While you sleep your skin's recovery processes are at their peak; to regenerate and repair effectively the skin needs proper moisture and nourishment.

When mixed with any of SeneGence® Evening Moisturizers, Collagen Night Pak acts as a light mask to seal in the serums and moisturizers you apply each night. Collagen Night Pak creates a cushion like effect that helps minimize the appearance of fine lines and wrinkles.

Collagen Night Pak is formulated with Plant Collagen and skin-loving ingredients like Green Tea and Golden Bamboo Leaf Extracts that help to rejuvenate and hydrate the skin throughout the night, while helping to support the skin's natural recovery process during sleep. All contributing to helping restore moisture and improve the appearance of firmness.

Additionally, Copper and Zinc are essential minerals that help to protect skin from collagen-damaging effects of free radicals from the environment.

This visually stunning product is always a conversation starter. It has two separate phases, a cream and gel:

- The powerful anti-aging complex, SenePlex+®, is visibly seen as a spiral matrix, with the mineral portions of SenePlex+® Complex seen as gold specs.
- The blue-green gel is formulated with Plant-Based Collagen, Caffeine, Copper, and Zinc along with powerful antioxidants.

Key Benefits

- Helps to hydrate while sealing in moisture while you sleep
- Helps to minimize signs of aging
- Helps restore skin's bounce and resilience
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Seneplex+®: A powerful proprietary complex that helps to reduce the signs of aging.



Plant-based Collagen: Helps to restore skin's moisture and appearance of firmness.

Caffeine: Rejuvenates and revitalizes the skin.

Sodium Hyaluronate (HA): A skin-identical ingredient that helps hydrates the skin and maintain elasticity.

Golden Bamboo Leaf/Stem Extract: Helps keeps your skin hydrated and supple.

Copper & Zinc: Helps to protect the skin from collagen-damaging free radicals from the environment.

Centella Asiatica Leaf Extract & Pisum Sativum (Pea) Extract: Helps to calm the skin.

Arnica Montana Flower Extract: Helps to soothe skin.

Green Tea Leaf Extract & Tocopheryl Acetate (Vitamin E): Powerful antioxidants that help to protect the skin from the damaging effects of free radicals from the environment.

Tocopherol (Vitamin E): A strong antioxidant that helps to protect the skin from collagen-damaging free radicals.

Directions For Use

After you've completed your full evening skincare routine, after your Evening Moisturizer, scoop a dime size amount of the Plant-Based Collagen Treatment from the jar.

Using the contoured applicator brush, apply to the entire face, neck, and décolletage. Sweep a thin layer in an upward motion from the base of the throat working your way up to the face.

Apply as your final step every night or as desired.

Option:

You can also mix Collagen Night Pak with your evening moisturizer, then gently massage into skin.

SeneGence® For Men Cleanser

SeneGence® For Men Cleanser is a daily use, sulfate-free cleanser that effectively cleans men's skin, without stripping skin of moisture or causing irritation.

- Quickly washes away dirt, excess oil, perspiration and environmental debris
- Helps to purify the skin to reveal a smooth, clear complexion
- Skin is left feeling fresh and shave ready

The Science Behind the Product

Cleanser is part of the SeneGence for Men line of products because it is designed for their specific needs.

So, is a man's skin really different from women? Yes!

Besides facial hair, there are biological skin differences between men and women. Whether a man uses soap and water or steals his partner's skin care products, there are specific reasons that men need their own skincare.

1. Men's skin is 25% thicker; additionally, their skin is also tougher.
2. Men's skin is oilier, leaving them shinier & more prone to breakouts.
3. Men's pores are larger, leaving them prone to blackheads.
4. Men's hair follicle size is larger, so shaving daily can irritate skin and lead to more ingrown hairs & bumps.

SeneGence For Men multi-tasking products are especially formulated to address all the above-mentioned needs.

- They are designed to be used as a system and formulated to work together.
- The packaging is color coded so that it is easy to identify. The white color included in the design for the Cleanser represents cleanliness and purity.

It's all functional, no fuss!

Three simple steps that get the job done - (1) Cleanse, (2) Shave, and (3) Moisturize.

The formula is made with nature-based ingredients that focus on cleansing, soothing and hydrating.

A Shea Butter based emulsifier powerfully cleanses the skin, without over drying or causing irritation.

- Natural botanical extracts such as Seaweed and Algae Extract help to condition and firm skin, creating a smoother complexion.
- Nangai Oil, a natural oil derived from the exotic Nangai nut originating from Vanuatu, is calming, moisturizing and helps to soothe the skin.
- Aloe Vera also aids in calming and hydrating skin.
- Apple Fruit Extract helps to balance moisture levels and water content in the skin. This encourages the skin not to over-compensate for dryness by producing excess oil and sebum.
 - This ingredient is especially helpful to sensitive or dry skin because it creates a barrier on the skin that helps to reduce stripping and drying.
 - Apple Fruit Extract is also rich in natural Alpha Hydroxyl Acids, which gently exfoliate, helping to provide a healthy glow effect to the skin.
- Chamomile Oil contains calming properties which helps to reduce the signs of irritation and can contribute to evening out the skin tone.
- Eucalyptus Leaf Oil helps to cleanse and purify skin.



Key Benefits

- Gently cleanses and preps skin for shaving
- Exfoliates to help decongest skin for clear complexion
- Helps maintain optimal moisture balance so skin is hydrated
- Sulfate-free; contains no SLS or harsh detergents that irritate skin
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: Helps restore the youthful appearance of skin while minimizing the signs of aging.

Laminaria Digitata (Algae) Extract: Hydrates and softens the skin.

PEG-50 Shea Butter: A derivative of *Butyrospermum Parkii* (Shea Butter), this ingredient is an effective emulsifier and surfactant, providing a rich lather in formulations.

Pyrus Malus (Apple) Fruit Extract: Rich in natural alpha hydroxy acids to gently exfoliate skin for a glowing effect, and also provides moisture balance in skin.

Canarium Indicum (Nangai) Seed Oil: A natural oil derived from the Nangai nut that helps skin maintain moisture.

Ormenis Multicaulis (Chamomile) Oil: Helps reduce irritation, calming and soothing skin.

Eucalyptus Globulus (Eucalyptus) Leaf Oil: Powerful antioxidant that boasts calming and soothing qualities.

Aloe Barbadensis (Aloe Vera) Leaf Juice: Most known for moisturizing, soothing, and purifying properties.

Corallina Officinalis (Seaweed) Extract: Helps prevent aging by hydrating, and moisturizing the skin.

Sodium Lauroyl Sarcosinate: A sulfate-free surfactant derived from sarcosine (an amino acid) used as a foaming and cleansing agent.

Glycerin: An emollient and humectant that promotes moisture and helps the product to spread better across a surface, reducing drag and pull.

Directions for Use

Morning and evening, apply the cleanser onto a moist face and neck.

Massage it into the skin while it works up a lather.

Rinse thoroughly with neutral temperature water.

Pat dry with a clean towel.

If desired, follow with SeneGence for Men Shave Cream.

SeneGence® For Men Shave Cream

Shave Cream is uniquely formulated to give you a close, comfortable shave without the burn.

How? With its rich, concentrated formula that helps to soften the facial hair and is packed with ultra-slick ingredients so the blade can glide effortlessly over your skin.

The formula works to soothe & calm skin from irritation caused by daily shaving. You'll enjoy a clean, comfortable shave and astonishingly smooth skin while reducing nicks, razor burn, ingrown hairs, and irritation.

Shave Cream is ideal to use after the SeneGence® for Men Cleanser.

The Science Behind the Product

Shave Cream is part of the SeneGence for Men line of products designed for their specific needs. It's all function, no fuss!

So, is a man's skin really different from women's? Yes!

Besides facial hair, there are biological skin differences between men and women.

Whether a man uses soap and water or shares his partner's skin care products, there are specific reasons that men need their own skincare.

SeneGence For Men multi-tasking products are especially formulated to address all their unique characteristics. They are designed to be used as a system.

1. Men's skin is 25% thicker; additionally, their skin is also tougher.
2. Men's skin is oilier, leaving them shinier & more prone to breakouts.
3. Men's pores are larger, leaving them prone to blackheads.
4. Men's hair follicle size is larger, so shaving daily can irritate skin and lead to more ingrown hairs & bumps.

The packaging is color coded so that it is easy to identify. The green color included in the design for the Shave Cream ties back to the beneficial green ingredients included in the formula, such as Green Tea, Algae and Aloe Vera.

Three simple steps that get the job done - Cleanse, Shave and Moisturize.

The formula includes the active Unisooth™ PN-47 (Panthenyl Triacetate (and) Naringenin) which helps to protect against daily skin aggressions. Panthenyl Triacetate is well-known for its gentle properties, while Naringenin helps soothe skin.

Unisooth™ PN-47: provides instant soothing, control of skin irritation reactivity, triggered by aggressions such as shaving, waxing, peeling, sun exposure, laser treatments.

Shave Cream is also infused with a complex which includes a combination of four kinds of Sodium Hyaluronate (HA) that helps hydrate the skin from the outside in while also providing all day moisturization.

Key Benefits

- Provides a close, comfortable shave, every time



- Reduces nicks, razor burn, ingrown hairs, and irritation
- Multiple botanical extracts such as Green Tea and Aloe Vera aid in soothing the skin
- Oil-free
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: Helps restore the youthful appearance of skin while minimizing signs of aging.

Glycerin: An emollient and humectant that helps the product to spread better across a surface, reducing drag and pull.

Unisoath™ PN-47 – Complex of Panthenyl Triacetate (and) Naringenin: Helps to soothe skin and minimize irritation, triggered by aggressions such as shaving, waxing, peeling, sun exposure, laser treatments.

Hymagic™- 4D - Complex of Sodium Hyaluronate Cross polymer, Sodium Hyaluronate, Sodium Acetylated Hyaluronate, Hydrolyzed Sodium Hyaluronate, Pentylene Glycol, Ethylhexylglycerin, Aqua: Helps keeps skin hydrated, and improves skin moisture enhancement from outside, making skin smooth and nourished.

Cocamidopropyl Hydroxysultaine: Creates a creamy lather that helps keep hair soft for a close shave.

Aloe Barbadensis (Aloe Vera) Leaf Juice: Most known for moisturizing, soothing, and purifying properties.

Camellia Sinensis (Green Tea) Leaf Extract: An antioxidant that helps calm and soothe the skin.

Hamamelis Virginiana Water (Witch Hazel): Skin conditioner that helps reduce dryness, skin flaking, and restores skin suppleness.

Laminaria Digitata (Algae) Extract: Hydrates and softens the skin.

Arnica Montana Flower Extract: Helps to minimize the appearance of dry, damaged skin by helping reduce flaking.

Saccharomyces Cerevisiae (Yeast) Extract: Helps to combat oxidative stress and improves skin condition.

Tocopheryl Acetate (Vitamin E): Vitamin E is an antioxidant known to help protect against skin-damaging free radicals from the environment. Vitamin E is often used in moisturizing skincare products.

Copper, Magnesium and Zinc PCA: Helps moisturize the skin while helping to control excess shine.

Directions for Use

After using SeneGence® for Men Cleanser, wet the face with warm water.

Apply a dime to quarter size amount of cream to beard and create a lather by massaging. Shave and then rinse off.

Follow with SeneGence® For Men Facial Moisturizer SPF 20.

Optional but recommended:

Apply any Serums prior to facial moisturizer, followed by EyeCrème.

SeneGence® For Men Facial Moisturizer SPF 20

***Currently Only Available in US.**

Facial Moisturizer SPF 20 is part of the SeneGence® for Men line of products designed for their specific needs.

- Facial Moisturizer SPF 20 is recommended for daily use.
- This oil-free moisturizer relieves dry skin by providing lasting hydration. It has a mattifying effect to help absorb excess shine.
- The formula multi-tasks with broad-spectrum SPF 20 protection to defend the skin against sun damage. Broad-spectrum protection defends against UVA & UVB rays.
- The SeneGence® for Men Facial Moisturizer SPF 20 is ideal to use after Soothing Shave Cream for healthy-looking, smooth skin.

The Science Behind the Product

Shave Cream is part of the SeneGence® for Men line of products designed for their specific needs. It's all function, no fuss!

So, is a man's skin really different from women's? Yes!

Besides facial hair, there are biological skin differences between men and women. Whether a man uses soap and water or shares his partner's skin care products, there are specific reasons that men need their own skincare.

SeneGence For Men multi-tasking products are especially formulated to address all their unique characteristics. They are designed to be used as a system.

1. Men's skin is 25% thicker; additionally, their skin is also tougher.
2. Men's skin is oilier, leaving them shinier & more prone to breakouts.
3. Men's pores are larger, leaving them prone to blackheads.
4. Men's hair follicle size is larger, so shaving daily can irritate skin and lead to more ingrown hairs & bumps.

The packaging is color coded so that it is easy to identify. The green color included in the design for the Shave Cream ties back to the beneficial green ingredients included in the formula, such as Green Tea, Algae and Aloe Vera.

Three simple steps that get the job done - Cleanse, Shave and Moisturize.

Facial Moisturizer SPF 20 provides non-greasy, oil-free, hydration to skin. It is infused with Hymagic™- 4D, a complex which includes a combination of four kinds of Sodium Hyaluronate (HA) that hydrate the skin from the outside in while also providing all day moisturization.

In addition, the solution Aquaxyl™ helps alleviate dry skin by acting on the 3 mechanisms of natural hydration:

- Reinforcing the skin's moisture barrier
- Optimizing water reserves
- Maximizing water circulation

Aquaxyl™ has shown to significantly moisturize the skin by reinforcing the skin's moisture barrier to limit water loss. When optimizing water reserves, hydration and helping to plump the appearance of skin.



Additionally, Facial Moisturizer SPF 20 helps to control excess shine. The complex Gransil EP-9 is designed to have a strong mattifying effect on skin and offers excess sebum absorption and shine control.

Other nourishing vitamin such as Panthenol (vitamin B) and Tocopherol (vitamin E) help to nourish the skin.

Hydrating and soothing ingredients such as Seaweed Extract and Cucumber Extract help to balance and moisturize skin to reveal a fresh, healthy-looking complexion.

Key Benefits

- Broad spectrum UVA/UVB sun protection and moisturizer in one
- Mattifies skin to help control excess oil and eliminate shine
- Oil-free formula absorbs quickly
- Age-fighting antioxidants protect skin against free radicals from the environment
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: Helps restore the youthful appearance of skin while minimizing signs of aging.

Hymagic™- 4D – Complex of Sodium Hyaluronate Cross polymer, Sodium Hyaluronate, Sodium Acetylated Hyaluronate, Hydrolyzed Sodium Hyaluronate, water: Provides all day moisturizing efficacy, keeps skin hydrated, and improves skin moisture, making skin smooth and soft.

Aquaxyl™ – Complex of Xylitylglucoside, Anhydroxylitol, Xylitol: Hydrates and nourishes skin.

Gransil EP-9 – Polysilicone-11: Promotes shine control and has strong sebum absorption properties.

Panthenol: Helps to improve skin hydration and promotes a smooth appearance.

Tocopherol (Vitamin E): Vitamin E is an antioxidant known to help protect against skin-damaging free radicals from the environment. Vitamin E is often used in moisturizing skincare products.

Cucumber (Cucumis Sativus) Extract: Cucumbers are known for their astringent properties and are good for oily skin, are hydrating, and can help to calm the skin.

Laminaria Digitata (Algae) Extract: Hydrates and softens the skin.

Aloe Barbadensis (Aloe Vera) Leaf Juice: Most known for moisturizing, soothing, and purifying properties.

Directions for Use

Following the SeneGence® for Men Cleanser and Shave Cream, , squeeze a dime size amount of product onto fingers and gently massage into skin to replenish and boost moisture content with SPF protection.

Optional but recommended:

- Apply any Serums prior to facial moisturizer, followed by EyeCrème.

For sunscreen use:

- Apply generously and spread evenly by hand 15 minutes before sun exposure.
- Reapply at least every 2 hours.
- Use a water-resistant sunscreen if swimming or sweating.

SeneGence® For Men Grooming Hair Balm

Grooming Hair Balm with SenePlex+® is part of the SeneGence® for Men line that provides men with products designed for their specific needs. It's multi-purpose as a styling balm for the hair but also for the beard and mustache.

It delivers a light to medium hold that gives you a flexible, natural look while providing a satin-matte finish.

The Grooming Hair Balm allows you to quickly and easily style, shape and define while leaving hair flexible enough to remold throughout the day.

The formula resists humidity and tames frizz and fly-away's, making it perfect for those balmy days.



The Science Behind the Product

Grooming Hair Balm is designed to help you look like your best self! When your hair and beard style are on point, it gives you that extra edge to keep winning!

It delivers a light-medium hold that give you a natural look while providing a non-greasy, satin-matte finish.

Our versatile balm product can be used on hair, beards, and mustaches to provide perfectly tamed styles. Your hair won't feel or look crunchy or stiff with this flexible styling product. It also promotes healthy-looking hair with beneficial ingredients.

The formula is infused with Nangai Oil, the natural oil from the nut of the Nangai tree, native to Vanuatu. Nangai Oil is the ideal moisturizer for dry, dull hair, and an effective hydrator for your scalp. This oil is light, quick absorbing, and non-greasy.

Sunflower Extract has variety of hair benefits such as:

- Encourages softer, more manageable hair
- Promotes healthier looking hair
- Helps reduce frizz

Rosemary Leaf Extract is an effective antioxidant ingredient with soothing properties. It also provides protection from environmental elements.

Additional ingredients such as Synthetic Beeswax and Carnauba Wax help to provide a hold that is flexible and can be remolded throughout the day.

Key Benefits

- Provides light-medium hold in hair that is flexible and non-crunchy
- Nourishes, hydrates, and improves texture of hair
- Resists humidity and smooths out frizz
- Formulated with NO Silicone
- Formulated with NO Phthalates
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Nangai Seed Oil: A natural oil derived from the Nangai Nut that moisturizes skin and hair.

Castor Seed Oil: Helps to moisturize and promotes healthy-looking hair.

Sunflower Extract: Packed with high levels of essential oils that help to reduce frizziness, and promote soft, manageable hair.

Rosemary Leaf Extract: Soothes skin and hair.

Rice Bran Extract: Revitalizes dull-looking hair by maintaining its moisture.

Synthetic Beeswax and Carnauba Wax: Help to provide a flexible hold for styling hair.

Aloe Vera Leaf Juice: Helps to calm dry skin.

Laminaria Digitata (Algae) Extract: Marine extracts promote healthy-looking and feeling hair. It can also help soothe dry hair and skin.

Corallina Officinalis (Seaweed) Extract: Helps keep skin and hair moisturized.

Cucumis Sativus (Cucumber) Fruit Extract: Contains natural vitamins which help to soothe scalp and promote healthy-looking hair.

Vitamin B: Helps to improve shine and softness of hair.

Vitamin E: An antioxidant known to help protect against skin-damaging free radicals from the environment. Vitamin E is often used for its hydrating benefits.

Directions for Use

After you've completed your SeneGence® for Men Skincare routine, finish your look by styling with the Grooming Hair Balm.

Warm up a small amount of grooming balm with your fingers. Hair can be damp or dry, including facial hair. Work the balm through hair and style as desired.

Optional:

If you desire more hold and volume, finish the look by using a few sprays of the HairCoverly® Thickening & Volumizing Holding Spray.

VitaSense™ Beauty + Collagen – Dietary Supplement

***Currently Only Available in US.**

Unleash your inner glow from head to toe...

VitaSense™ Beauty + Collagen is formulated with BeautyPlex+™, a proprietary blend that supports:

- Collagen production
- Promotes the appearance of skin firmness and elasticity,
- Helps minimize the look of fine lines and wrinkles
- Promotes overall skin health from the inside out. *

The collagen ingredient in Beauty + Collagen helps maintain the integrity of the extracellular matrix and is the key component for supple and radiant healthy skin. *It is a delicious zero sugar and dairy free strawberry lemonade-flavored dietary supplement powder. You can add to water, teas, smoothies, and some recipes.



The Science Behind the Product

Collagen in Beauty

Collagen is one of the most important and vital structural substances in our bodies: 75% of our skin is collagen.

Collagen plays a vital role in the functions of all our system organs and tissues and is a key bioactive to renew cells in all areas of the body, including: the hair, skin, nails, eyes, teeth, cartilage, bones, tendons, organs, blood vessels, intestines and more.*

As early as our 20's and 30's, collagen production begins to decrease, and our skin's natural reserve of collagen diminishes, gradually collapsing the skin's dermal layer and creating an ideal opportunity for wrinkle development.

Using collagen daily helps to support the skin's moisture, softness, and smoothness.*

The aging process is accelerated when the skin is exposed to harmful UVA and UVB light: the water content of the outermost layer of the epidermis (stratum corneum) declines, the epidermis thickens (hyperplasia), and there is a marked decrease in blood levels of type I collagen.

Why is Type I collagen the best choice?

One quarter to one-third of all the protein in the body is collagen protein. Type I collagen comprises about 75% of our body's collagen glycoproteins and is the principal type found throughout the body.

Twenty-eight different types of collagens have been identified. However, Type I collagen is a unique bioactive peptide and is best known for providing the basis for beautiful skin, strong connective tissues, and healthy bones.*

The marine collagen used in Beauty + Collagen is Type I collagen and contains a unique combination of amino acids including hydroxyproline, glycine and proline – distinctive peptides that interact in the skin, leading to collagen synthesis through cell activation and growth. *

The real advantage to collagen supplementation lies in its ability to support the collagen cycle and stimulate production.*

A building block for all the body's systems, it also is a major component of membranes that surround and protect the internal organs, and of blood vessels, ligaments, tendons, and bones.

As we age, our innate reserves of collagen are gradually depleted, resulting in a noticeable lack of skin firmness and elasticity. Collagen supplements provide the body with important amino acids that serve as the foundation to provide a range of health benefit solutions for the healthy-aging market and help support the aging process.

How does Beauty + Collagen work? ONE word...BEAUTYPLEX+™

BeautyPlex+™ is proprietary blend that support collagen production, promotes the appearance of skin firmness and elasticity, helps minimize the look of fine lines and wrinkles, and promotes overall skin health from the inside out.*

Key Benefits

- Supports healthy skin, hair, and nails*
- Helps minimize the look of fine lines and wrinkles *
- Promotes the appearance of skin firmness and elasticity *
- Supports collagen production in skin *
- 2.5 g of hydrolyzed marine collagen peptides
- Great-tasting strawberry lemonade-flavored
- Keto-friendly
- Zero sugar
- Gluten-free
- Formulated with NO Dairy
- Formulated with NO Soy
- Formulated with NO Maltodextrin
- Formulated with NO Artificial Colors, Flavors, and Dyes

Key Ingredients

BeautyPlex+™: A proprietary blend that supports collagen production, promotes the appearance of skin elasticity and firmness, helps minimizes the look of fine lines and wrinkles and supports overall skin health from the inside out.*

Hydrolyzed Marine Collagen Peptides: Responsibly sourced ±, hydrolyzed Type I Marine Collagen from tilapia fish scales, the only type that most closely matches the collagen our body naturally produces. Research confirms that supplementing with our marine collagen's innate smaller molecular weight yields better bioavailability.* It is easily absorbed and provides multi-dimensional benefits for healthy skin, hair, and nails.*

± The collagen is sourced from clean and pure water farmed fish from Thailand, and it is free of residual solvents.

Hydrolyzed Keratin Peptides: Keratin is the main structural protein that forms the hair and nails. The hair is made up of 95% keratin protein. It supports healthy hair and nails.*

Vitamin C (Ascorbic Acid): Vitamin C is a nutrient known to improve skin tone and texture, hydrate the skin, and reduce signs of aging.* Adding vitamin C to your skin care routine can not only brighten your complexion but also protect against harmful free radicals.* Vitamin C plays a key role in the synthesis of Collagen and regulation of Collagen/elastin balance in the dermis.* Vitamin C is an antioxidant known to improve skin tone and texture, hydrate the skin, and reduce signs of aging.* Vitamin C can help support oxidative stress caused by environmental conditions.* It helps promote healthy immune function.* Our body cannot produce Vit C so eating a diet rich in citrus fruits and supplementing helps maintain adequate levels of this nutrient in the body.*

Vitamin D (Cholecalciferol): It plays a key role in skin, muscles, and overall health.* Help support a healthy immune system. It supports calcium balance and bone health.*

Biotin: Biotin aids in maintaining the mucous membranes of the skin.* Biotin also plays a crucial role in the process of metabolizing fat, which is essential for maintaining healthy skin.* Supports healthy hair, radiant skin, and strong nails for those low in biotin.*

Niacin: Supports skin health.*

Zinc Bisglycinate Chelate: The skin is the third most zinc-abundant tissue in the body. It plays a critical role in maintaining optimal hair, skin, and nails health.*

Copper Bisglycinate Chelate: Copper is one of those nine minerals that are recognized as essential nutrients for humans, as it plays a crucial role in different physiological normal processes in all human tissues, as well as in the skin.* Copper upregulates collagen and elastin.*

Bamboo Shoot Extract: Plant-based source of Silica. Silica assists in collagen production and healthier skin, hair, and nails.* Our body cannot produce silica, but it depletes over a period.

Melon Fruit Juice Concentrate: Provides antioxidant support to the skin.*

Stevia & Monk Fruit: Non-caloric, natural sweeteners.

Directions For Use

Add 1 scoop (4g) to 8 fl. oz. of water, your favorite shake or smoothie.

Supplement Facts		
Serving Size 1 Scoop (4g)		
Servings Per Container 30		
Amount Per Serving %Daily Value		
Calories	10	
Protein	2 g	0%*
Vitamin C (as ascorbic acid)	135 mg	150%
Vitamin D (as cholecalciferol)	40 mcg	200%
Niacin (as nicotinic acid)	16 mg	100%
Biotin (as d-biotin)	1000 mcg	3333%
Zinc (as zinc bisglycinate chelate)	11 mg	100%
Copper (as copper bisglycinate chelate)	1.1 mg	122%
Sodium	5 mg	<1%
BeautyPlex+™ Blend	2.5 g	†
Hydrolyzed marine collagen peptides, hydrolyzed keratin peptides, bamboo shoot (<i>bambusa vulgaris</i>) extract, Charentais melon fruit juice concentrate♦		
* Percent Daily Values are based on a 2,000 calorie diet.		
† Daily Value not established.		

Other Ingredients: Citric acid (to preserve freshness), natural flavor, oat fiber, stevia leaf extract, monk fruit extract, and silica.

Contains: Fish (Tilapia)

♦Adds a trivial amount of natural sugar

EyeLuminator Under Eye Brightening Cream

EyeLuminator is highlight perfection!

It is the perfect product to brighten and highlight the eye area while moisturizing and nourishing this delicate area during the day.

EyeLuminator contains rich moisturizing ingredients that work to reduce the signs of aging, adds an instant soft radiance effect to brighten and correct under-eye dullness, discoloration, and dark circles.

The Science Behind the Product

EyeLuminator offers the same benefits and powerful key ingredients of SeneGence® EyeCrème.

Your eye-area will receive an instant luminous appearance with finely milled, soft luminescent mica and color pigments. It uses light to brighten the under eye, providing a youthful radiance and sheer pigmented coverage.

The skin around the eyes is thinner than the rest of the facial skin and is more prone to show signs of aging. The eye skin sits over numerous blood vessels.

As the skin becomes thinner and begins to sag, some of the signs of aging include:

- Blood vessels appear darker
- Lines and wrinkles or “crow’s feet” start to appear
- Dark circles

Our body’s natural aging process combined with the constant daily movements our eyes perform accelerate the aging appearance of the eyes. The eye area requires specialized moisturization and anti-aging support to help stay firm, hydrated, and youthful.

EyeLuminator, which not only addresses these skin woes with active skincare ingredients, but also offers sheer color and radiance to help camouflage under eye area imperfections such as dullness and dark circles.

EyeLuminator is available in 3 soft, sheer pigmented shades to complement a variety of skin tones.

Light: Buttery, soft vanilla apricot-champagne

Medium: Sheer, caramel papaya

Deep: Velvety, cocoa golden-bronze

Simply apply to your eye area during your daily makeup routine and enjoy an immediately brightened look.

Key Benefits

- Provides an immediately luminous appearance to eye area, making eye area look less tired.
- Camouflages under eye area imperfections such as dullness, discoloration, and dark circles.
- Helps reduce drag on dry or delicate eyelids when used before eyeshadow application.
- Restores moisture and comfort to dry, sensitized skin by supporting the skin barrier function.
- No added fragrance
- Ophthalmologist-tested, Safe for contact lens wearers
- Formulated with NO Mineral Oil
- Formulated with NO Parabens
- Formulated with NO Animal By-Products



- NO Animal Testing
- Vegan
- Gluten Free
- Dermatologist-tested
- Non-comedogenic
- Suitable for all skin types
- Responsibly Sourced Mica

Key Ingredients

SenePlex+® Complex: Powerful proprietary complex that helps reduce the signs of aging.

Mica and Color Pigments: provide sheer color coverage and light reflection for a soft, smooth, luminous eye area appearance.

LOOK Oleactif®: A global eye care active featuring the bark of Terminalia Arjuna, an amazing ayurvedic Indian tree, processed in biomimetic lipid-base for enhanced absorption. It helps to support the skin's structure and thereby smooth the look of fine lines and wrinkles while helping to reduce the look of under eye puffiness. It is also rich in polyphenols and provides antioxidant protection against skin-damaging free radicals.

BLUSH Oleactif®: Derived from the indigo plant via green extraction technology, it helps to reduce the look of redness and makes skin less tired-looking, luminous and radiant. It also supports the skin barrier function to help sensitized skin feel more comfortable.

Squalane: Derived from plant sources, it helps to moisturize the delicate skin around the eyes.

Shea Butter & Sunflower Extract: Moisturize the skin.

Blend of Seed Oils: Kukui, Macadamia, Sweet Almond, Avocado and Nangai seed oils provide moisture to support the skin's barrier function while nourishing the delicate skin around the eyes.

Botanessential RRST: A complex of rice bran extract, rosemary extract, sunflower extract and tocopherol provide antioxidant benefits.

Directions For Use

After you've completed your skincare routine and after EyeCrème, Use your preferred shade of EyeLuminator in the morning as part of your makeup application.

With a small brush or clean fingertip, apply to the under-eye area and softly blend down onto the cheek area and over to the outer eye.

Options:

- Can be used on the eyelid to disguise discoloration. Wait a few minutes for it to absorb prior to applying ShadowSense.
- Apply on its own for a natural bright eye look.
- Apply your concealer prior to the EyeLuminator.
- Apply your EyeLuminator and then apply your concealer.
- You can mix & match the EyeLuminator shades to customize your preferred look.

MakeSense® Silk Primer & Pore Minimizer

MakeSense® Silk Primer & Pore Minimizer provides instant filter and blurring benefits which preps the skin to receive foundation, blush, and contouring products.

The perfect base for a flawless face... the MakeSense® Silk Primer & Pore Minimizer is perfect for:

- Diminishing the appearance of enlarged pores
- Absorbing excess oil
- Blurring fine lines and imperfections for a filtered appearance
- Mattifying the complexion
- Anti-aging benefits

Use alone for the appearance of naturally beautiful skin or use as a primer before applying the MakeSense® Foundation or the MakeSense® Color Correcting Tinted Moisturizer.

The Science Behind the Product

MakeSense® Silk Primer & Pore Minimizer is formulated to create the perfect canvas for a flawless finish by hydrating, mattifying and blurring imperfections while providing anti-aging benefits, resulting in firmer-looking and smoother skin.

Miniporyl™ is a key ingredient that is a highly advanced pore-minimizing complex.

It works to diminish the appearance of pores in two ways:

1. It fills in pores, giving you a primer-like, cosmetics-ready canvas.
2. Acts as an astringent and reduces the appearance of oil and shine, mattifying the complexion.

Contains Red Clover Flower extract which is a plant native to Europe, western Asia, and northwest Africa. One of the most active compounds of Red Clover is Biochanin A.

This helps to reduce and minimize the appearance of enlarged pores. It also has potent antioxidant properties and helps to calm and soothe the skin.

This powerful complex provides long term pore-minimizing benefits for more even and smoother-looking skin over time.

Infused with ChroNOline™ which provides powerful anti-aging benefits along with being a peptide-rich complex.

Caprooyl Tetrapeptide-3 works effectively to reduce the appearance of fine lines and wrinkles with continued use overtime, resulting in firmer and younger-looking skin.

Infused with Shea Butter, Aloe Vera, Orchid, and Arnica Flower extracts. These botanicals are packed in the formula to promote hydrated, healthy-looking skin.

Dimethicone helps to fill fine lines, wrinkles, and imperfections. This gives the skin a smooth, velvety feel that allows makeup to glide over evenly.

Glycerin, a well-known humectant, helps to draw moisture to the skin – a key factor in achieving the appearance of a smooth makeup application.



Green Tea Extract, Vitamin B & E provide antioxidant benefits.

Sodium Hyaluronate and Nangai Oil provide deep hydration and moisture binding benefits to soothe the skin.

Key Benefits

- Diminishing the appearance of enlarged pores
- Absorbing excess oil
- Blurring fine lines and imperfections for a filtered appearance
- Mattifying the complexion
- Anti-aging benefits
- Velvety feel helps makeup glide on evenly
- Non-comedogenic
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: A powerful proprietary complex that helps to reduce the signs of aging.

Miniporyl™: Contains clover extract that reduces the appearance of enlarged pores, resulting in a smoother texture.

ChroNoline™: Contains Caprooyl Tetrapeptide-3, a peptide which helps to reduce the appearance of fine lines and wrinkles, resulting in firmer looking and smoother skin.

Dimethicone/Vinyl Dimethicone Crosspolymer: silicone-based polymer which help to fill fine lines and imperfections for a perfectly primed, smooth face.

Glycerin: A humectant that helps to draw moisture to the skin.

Green Tea Leaf Extract: Effective antioxidant that helps protect skin from free radicals.

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

Shea Butter: An emollient with anti-inflammatory and soothing properties.

Sodium Hyaluronate: A powerful humectant and moisturizing ingredient.

Aloe Vera Leaf Juice and Arnica Montana Flower Extract: Natural plant extracts which are soothing and hydrating.

Vitamins B and E: Helps to protect skin from free radicals and provide hydration.

Magnesium PCA, Copper PCA and Zinc PCA: Skin-loving minerals that help to condition and moisturize skin.

The full ingredients list is publicly available on www.senegenence.com.

Directions For Use

After you've applied the SeneGence® DayTime Moisturizer, apply a thin layer of the primer to your face with a foundation brush or by using clean fingers.

This primer can be used alone on the skin as a soft diffuser.

For a flawless finish, apply either the MakeSense® Foundation or the MakeSense® Color Correcting Tinted Moisturizer.

MakeSense® Pearlizer

MakeSense® Pearlizer is an amazingly versatile liquid highlighter containing light-reflecting pigments to add the appearance of radiance, luminosity, and highlight your facial features.

It features a water-resistant finish that will keep your makeup looking fresh throughout the day by adding some glow.

The MakeSense® Pearlizer is perfect for:

- Attracting light and enhancing skin tone
- Creating a lit-from-within look
- Accentuating the appearance of “lifted” bone structure

Infused with anti-aging benefits from SenePlex+® along with other skin-loving hydrating botanicals and nourishing vitamins.

Pairs perfectly with the MakeSense® Foundation to provide the same nourishing skin benefits and long-lasting wear.

The Science Behind the Product

Light-reflecting pigments highlight your facial features, giving you the appearance of natural vibrancy. The versatility gives you free reign to add the look of soft luminescence anywhere on the skin for a radiant finish.

The formula glides effortlessly for a smooth application. Can be applied before makeup, after makeup, layered, and mixed with different products for a customized look.

Key Benefits

- Creates the appearance of soft radiance and makes the skin appear luminescent
- Moisturizing and anti-aging benefits with SenePlex+®
- Long-lasting, water-resistant
- Multi-purpose and versatile product
- Oil free
- Non- comedogenic
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Suitable for all skin types

Key Ingredients

SenePlex+® Complex: A Powerful proprietary complex that helps to reduce the signs of aging.

Sodium Hyaluronate: A powerful humectant and moisturizing ingredient.

Aloe Vera Leaf Juice: Natural plant extract which is soothing and hydrating.



Seaweed Extract: contains essential minerals and vitamins. Helps to prevent and decrease signs of aging by hydrating and toning the skin.

Mica: a naturally occurring mineral derived from the earth. Often referred to as nature's "glitter" because of its light reflecting properties. Perfect for adding shimmer, shine, and luster to cosmetics.

The full ingredients list is publicly available on www.senegence.com.

Directions For Use

Common areas for application:

- High points of face such as cheek bones, down the bridge of the nose, temples, above the cupid's bow, just under the eyebrows, inner corner of the eyes, décolletage area, collar bones, etc

Option 1: Simply apply to bare skin after your moisturizer. Blend in with a fluffy foundation brush.

Option 2: Mix a few drops of Pearlizer into your MakeSense® Foundation or Color Correcting Tinted Moisturizer on to a palette. Apply to the face the same way you would usually apply your foundation. May be helpful to use a foundation brush or by using your fingers.

Option 3: Apply your foundation as you normally would. Use the Pearlizer on to the high points of the face to enhance those areas for a pop of radiance.

Option 4: Using an eyeshadow brush or your fingertip, lightly pat Pearlizer onto the top of ShadowSense® or BlushSense® shades as a highlighting finishing touch.

Option 5: Using a fluffier foundation brush or your fingers, apply a smooth layer across the décolletage and across the shoulders. Blend in with a fluffy powder brush for a stunning pearlescent finish for a youthful glow.

MakeSense® Color Correcting Tinted Moisturizer

MakeSense® Color Correcting Tinted Moisturizer (CCTM) is the perfect way to even out the skin tone while adding hydration.

It's perfect for those who want their skin to have a natural glow without looking like they're wearing makeup. Best of both worlds!

This lightweight formula provides:

- Sheer-to-medium coverage
- Discoloration & tone-correcting benefits
- Camouflaging imperfections like reducing redness
- Smoother and more even, natural look
- Nourishing moisture to the skin
- Infused with SenePlex+® for anti-aging

The Science Behind the Product

Revitalizing and hydrating botanicals provide nourishing moisture without leaving the skin greasy.

Arnica and Green Tea extracts are antioxidant-rich ingredients that can help to soothe and moisturize the skin while neutralizing free radicals caused environmental stressors.

SenePlex+®, Bamboo, Jojoba, and Pea Extracts help to support hydrated, healthy skin function for younger-looking skin with restored natural glow. The formula features a long-lasting finish to keep the skin looking fresh throughout the day.

The sheer-to-medium coverage helps to even the skin tone without feeling heavy.

Available in 6 natural-finish shades ranging from fair to deep.

Key Benefits

- Sheer to medium coverage with a natural finish
- Provides color correction and camouflages imperfections
- Helps nourish and moisturize skin
- Long-lasting, water-resistant
- Oil free and suitable for all skin types
- Moisturizing and anti-aging benefits with SenePlex+®
- Non- comedogenic
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: A powerful proprietary complex that helps to reduce the signs of aging.

Sodium Hyaluronate: A powerful humectant and moisturizing ingredient.



Green Tea Leaf Extract: antioxidant-rich and helps to neutralize free radicals from environmental stressors.

Arnica Flower Extract: Helps to soothe skin and can make the skin feel more supple.

Bamboo, Jojoba and Pea Extracts: has been known to support collagen, elastin, and hyaluronic acid production.

Glycerin: A humectant that helps to draw moisture into skin.

Magnesium PCA, Copper PCA and Zinc PCA: Skin-loving minerals and nutrients that help to condition and moisturize the skin.

The full ingredients list is publicly available on www.senegence.com.

Directions For Use

After Moisturizing & Priming your face, apply the MakeSense® Color Correcting Tinted Moisturizer to each area of the face with a brush, blending sponge, or clean fingertips.

Be sure to blend evenly.

Based on personal preference, using a powder brush, or blending sponge, apply the SeneGence® Translucent Powder (or the shade you prefer) either all over the skin or just in the areas you'd like to reduce shine.

Optional: If you'd like heavier and fuller coverage, follow up with a blended layer of the MakeSense® Foundation.

MakeSense® Original Foundation

MakeSense® Original Foundation combines long-lasting, non-smearing cosmetics with anti-aging skincare to give you an impeccably flawless finish.

This oil-free, water resistant and long-lasting liquid foundation can be used on any skin type and provides:

- Medium-to-full coverage that's buildable
- Light-weight texture
- Smooth and silky spread-ability
- Glides onto the skin, giving an even, professional finish without the heavy feel of makeup.

Original Foundation is available in a variety of shades and can be mixed to create a custom match.

This long-lasting formula is also available as a liquid highlighter, called Pearlizer.

The Science Behind the Product

MakeSense® Foundation complements the SeneGence® SkinCare System for the ultimate flawless finish. SeneGence® SkinCare products were formulated to be used underneath the MakeSense® Foundation. For instance, SeneGence® 3 in 1 Cleansers and DayTime Moisturizers prepare the skin for the long-lasting color technology of the SeneGence® Cosmetics line.

The rich color pigments used in the foundation adapt to skin pigmentation, allowing shades to look natural on a multitude of skin tones.

This creamy foundation provides excellent water resistance that will keep your makeup looking as fresh in the late afternoon as it did in the morning.

MakeSense® Original Foundation is the base upon which the long-lasting color of our other cosmetics technologies will adhere throughout the day.

Key Benefits

- Medium to full coverage with a natural finish
- Adapts to skin pigmentation—allowing shades to look natural
- Helps nourish and moisturize skin
- Long-lasting, water-resistant
- Oil free and suitable for all skin types
- Moisturizing and anti-aging benefits with SenePlex+®
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Non- comedogenic



Key Ingredients

SenePlex+® Complex: A powerful proprietary complex that helps to reduce the signs of aging.

Sodium Hyaluronate: A powerful humectant and moisturizing ingredient.

Jojoba Seed Extract: A moisturizer and emollient that helps improve the appearance of skin firmness and suppleness.

Aloe Vera Leaf Juice: Natural plant extract which is soothing and hydrating.

The full ingredients list is publicly available on www.senegence.com.

Directions for Use

After Moisturizing & Priming your face, apply the MakeSense® Foundation to each area of the face with a brush, blending sponge, or clean fingertips.

Options:

- a) Foundation can be worn as a light layer to achieve a soft veil over the face.
- b) Foundation is buildable and can be worn as full coverage.

Always be sure to blend evenly. Blend up and out to the hairline, extend down to the jawline and down the neck, and inward towards nose and even the tone over the eyelids.

Based on personal preference, using a powder brush or blending sponge, apply the SeneGence® Translucent Powder (or the shade you prefer) either all over the skin or just in the areas you'd like to reduce shine.

To remove the MakeSense® Foundation, use specifically formulated Fooops!® Cosmetics Liquid or Wipes Color Remover. Follow by using your SeneGence® Cleanser, followed by your full skin care routine.

Translucent Loose Powder

SeneGence® Translucent Powder is formulated to apply smoothly and seamlessly over the creamy shades of SeneGence® makeup, without any build-up in fine lines and wrinkles.

The anti-aging formula includes SenePlex+® and SenePeptide® to benefit skin and help reduce signs of aging.

- Soft Matte finish that leaves the skin diffused & filter-like
- Fluffy, talc-free powders blot shine and gently absorb oil and perspiration
- Light, weightless feel

Please refer to the current SeneGence® Beauty Book for selection offering of both matte and shimmer shades.



The Science Behind the Product

Translucent Loose Powder comes in multiple shade options, allowing versatility in application and how to use them in your makeup routine. They perform beautifully and with versatility.

Infused with skin-loving ingredients, including our proprietary SenePlex+® and SenePeptide®. These ingredients nourish the skin and help to keep the skin hydrated and silky smooth while promoting anti-aging benefits to the skin.

- *Translucent* is a colorless setting shade that is completely sheer, and versatile enough for a variety of skin tones. This colorless shade perfectly mattes, blurs and refines your skin as the final step in your makeup routine.
- *Light, Medium and Deep* deliver a neutral, sheer tinted finish as the final step in your makeup routine. Choose the shade that best complements your skin tone as the final step in your makeup routine.
- *Medium and Deep* can also be used as great options for bronzing on light to medium skin tones.
- The *Light* shade makes a great highlighting shade on medium to deep skin tones.
- *Bronze Dust* is a tinted shimmering powder that is a gorgeous bronzing shade
- *Silver Rose* is a tinted shimmering powder that is a mauve pink shade. This makes a beautiful, radiant powder blush.

Any of the color varieties for the Translucent Loose Powders can also be used alone for a natural finish over clean skin.

Key Benefits

- Fluffy, weightless, soft texture applies smoothly over makeup or to bare skin
- Matte shades perfectly set, refine and control shine
- Shimmer shades add radiance and color
- Includes skin beneficial SenePlex+® and SenePeptide®
- Oil free
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Formulated with NO Talc
- Non-comedogenic
- Suitable for all skin types

Key Ingredients

Zea Mays (Corn) Starch: A fine, talc-free powder that helps to mattify and absorb shine.

Kaolin: From the naturally occurring mineral kaolinite, finely ground clay that absorbs perspiration.

SenePlex+® and SenePeptide®: Provide nourishing, hydrating and anti-aging benefits to the skin.

Allantoin: Promotes skin smoothness.

Green Tea Leaf Extract: antioxidant-rich and helps to neutralize free radicals from environmental stressors.

The full ingredients list is publicly available on www.senegence.com.

Directions for Use

For shades *Translucent, Light, Medium* and *Deep*:

As the final step of your routine, swirl a makeup brush over the mesh opening of the jar to pick up a small amount of powder, tap off the excess, and dust over the face.

You have the option to apply all over the full face or just powder strategically in certain areas to reduce shine and mattify the skin.

Re-apply as needed throughout your day to keep your look fresh.

For shades *Silver Rose* and *Bronze Dust*:

Swirl a makeup brush over the mesh opening to pick up a small amount of powder, tap off the excess, and apply to the apples of the cheeks or where desired.

Corrective Color Concealer

Our creamy Corrective Color Concealers are the perfect answer to any skin imperfection. This creamy formula provides beneficial skin ingredients, in addition to fantastic color corrective benefits.

Multiple ways to use:

- Neutralizes & camouflages discoloration
- Blurs fine lines
- Disguises broken capillaries
- Minimizes the appearance of deep shadows or bruising
- Highlights under-eye area & adds the appearance of lift

White Concealer/Blender is a white creamy color pigment that can be used to lighten any creamy shade of SeneGence Cosmetics or use on top of MakeSense® Foundation as a highlighter.

Corrective Color Concealers are blended with advanced anti-aging ingredients for perfect coverage and skin hydration, all in one amazing product.

The Science Behind the Product

The formula consistency provides even coverage to conceal skin imperfections or highlight if desired. Each Concealer shade works by using opposing colors to counteract specific flaws.

- Fair, Light, Light-Medium, Medium, Medium-Deep and Deep Concealers contain neutral to warm undertones to help camouflage:
 - Deep purple shadows
 - Dark spots
 - Under-eye circles
 - Skin unevenness and discoloration
- Green Concealer contains mint green pigment to even out the appearance of:
 - Redness due to flushed skin
 - Broken capillaries
 - Blemishes
- White Concealer is used to highlight or blend with other creamy cosmetics to create custom shades.

Corrective Color Concealer is packaged in an airless bottle that reduces the probability of product contamination and allows maximum dispensing.

Key Benefits

- Highly pigmented formula with full coverage - a little goes a long way!
- Super creamy and blendable for a natural look
- Oil free
- Moisturizing and anti-aging benefits with SenePlex+®
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free



- Non-comedogenic
- Suitable for all skin types

Key Ingredients

SenePlex+® Complex: Powerful proprietary complex that helps reduce the signs of aging.

Sodium Hyaluronate: A powerful humectant and moisturizing ingredient.

Vitamins B and E: Aid in protecting skin from environmental stressors and soften the appearance of fine lines and wrinkles.

Aloe Vera Leaf Juice: Natural plant extract which is soothing and hydrating.

The full ingredients list is publicly available on www.senegence.com

Please refer to the current SeneGence® Beauty Book for color selections offered.

Directions for Use

Corrective Color Concealers are richly pigmented, so a little goes a long way!

Dispensing Tip: For first time use, make sure to prime the pump well by pumping several times until the product dispenses.

To use as a concealer - Corrective Color Concealers can be applied before or after MakeSense® Foundation. Stipple directly on to the targeted skin area with a makeup brush, blender sponge, or clean fingertip.

- The concealer is buildable and can be applied in layers, if necessary.
- To build fuller coverage, apply another light layer of concealer. Then, top with a touch of base foundation to completely blend.

To use as a highlighter - Choose a concealer that is 1 shade lighter than your natural skin tone.

Options:

- a) For a subtle highlighter, blend with a drop of MakeSense® Foundation or the CCTM before application. Because of its blending capabilities, any shade and degree of highlighting and concealing may be achieved.
- b) If you need to customize a concealer shade, apply the White Corrective Color Concealer (or another concealer color) to mix for your desired pigment. Depending on the skin tone, white can be used as a highlighter, blender, and a concealer.
- c) If you still want more coverage, apply a dab more of the MakeSense® Foundation or the CCTM to chosen areas to highlight.

Remove by using Fooops!® Color Remover Liquid or Wipes. Follow by using your SeneGence® Cleanser, followed by your full skin care routine.

BlushSense® Long Lasting Cream Blush

Long-lasting, creamy BlushSense® provides the perfect touch of natural-looking color. The velvety cream formula smooths and blends beautifully onto skin and provides a flawless finish that lasts.

Color that cares for your skin...

Enriched with our proprietary SenePlex+® Complex and beneficial vitamins and botanicals.

Provides advanced anti-aging protection and nourishes the skin for a more radiant and youthful appearance.

The variety of shades can be blended to create custom colors. Also, can be used separately to highlight, define, and contour.

Please refer to the current SeneGence Beauty Book for shade selection offering.

The Science Behind the Product

BlushSense® adds another layer of hydration to your skin, while adding a gorgeous touch of color that helps highlight and give pop to your features.

- Long-lasting color technology
- Water-resistant
- Smudge-resistant
- Blends beautifully with any of the creamy SeneGence® Cosmetics for a natural look

The BlushSense® packaging features an airless bottle that reduces the probability of product contamination and allows maximum dispensing.

Key Benefits

- Highly pigmented formula - a little goes a long way
- Super creamy and blendable for a natural look
- Oil free
- Moisturizing and anti-aging benefits with SenePlex+®
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Non-comedogenic
- Suitable for all skin types

Key Ingredients

SenePlex+® Complex: Powerful proprietary complex that helps reduce the signs of aging.

Sodium Hyaluronate: A powerful humectant and moisturizing ingredient.

Vitamins B and E: antioxidant-rich and helps to neutralize free radicals from environmental stressors. May help to soften the appearance of fine lines and wrinkles.



Aloe Vera Leaf Juice: Natural plant extract which is soothing and hydrating.

The full ingredients list is publicly available on www.senegence.com.

Directions for Use

BlushSense® is richly pigmented, so a little goes a long way!

Dispensing Tip: For first time use, make sure to prime the pump well by pumping several times until the product dispenses.

Dispense the blush on to a palette or apply directly to the cheek area. Blend up onto the apple of the cheeks.

- By paletting the BlushSense®, you may have better control of the amount of pigment placed on to the face. Choose to pick up the product and place on the face using a Blush brush, blender sponge, or clean fingertip. Blend accordingly!
- If you choose to apply directly to the cheek area, apply just a few dots of color near the top of cheekbone. Blend accordingly!

Options:

- a) Apply to bare skin with nothing else but Pearlizer.
- b) Apply before foundation for an under-blushed look.
- c) Apply after foundation to add pop of color for a defined look.
- d) Add BlushSense® to any of the areas of your face to add a pop of color for an evenly flushed appearance (Bridge of nose, hairline, a touch on the eyelids, a dab on the chin).

Remove by using Fooops!® Color Remover Liquid or Wipes. Follow by using your SeneGence® Cleanser, followed by your full skin care routine.

Glowify™ Illuminating Moisture Mist

This refreshing, glowing facial & body mist falls naturally and seamlessly onto the skin for a light-catching radiance.

Adding to the natural-looking glowing effect, the formula includes very fine, light-reflecting pigments that deliver a fresh, sheer dewy finish.

Infused with skin-loving ingredients that help contribute to glowing, healthy-looking skin.

- Nutrient rich with Coconut Water
- Superfruit Antioxidant blend
- Sodium Hyaluronate (HA) and
- SenePlex+® Complex
- Alpha Hydroxy Acid derived from Apple Fruit Extract

The Science Behind the Product

Glowify™ Illuminating Moisture Mist is an airy, light, refreshing mist that has amazing skin benefits in addition to a sheer, gorgeous glowing finish. It can be misted over makeup to help set and glow, or on bare skin for a natural-looking luminescence.

Coconut Water is an extremely effective hydrator that moisturizes the skin without adding excess oil. Coconut water is naturally rich in potassium, vitamin C, and electrolytes which helps to balance skins' moisture levels.

A Superfruit Antioxidant Blend which help protect the skin from free radicals. The blend consists of:

- Goji
- Coffee Seed
- Acai
- Mangosteen
- Noni
- Pomegranate
- Green Tea Extracts

Free radicals can come from daily exposure to environmental factors such as pollution, cigarette smoke, and other chemicals. They can cause oxidative stress to your skin, which cause signs of aging, damage, dullness, and dryness in skin. Antioxidants can help prevent damage and restore skin to be healthy-looking, brighter, and plumper.

Additional botanicals and fruit extracts such as Apple and Cucumber, SenePlex+, and moisturizing Sodium Hyaluronate further aid in skin soothing, hydrating and conditioning.

Mica is what provides an instant, sheer and natural-looking glow. The mica in the formula is extremely light and finely milled, which gives a sheer and delicate glowing effect, not glittery or shimmery.

Glowify™ Illuminating Moisture Mist is available in two glowing shades—

- *Champagne Glow*
- *Bronze Glow*



Key Benefits

- Gives an instant youthful, dewy fresh glow with light-reflecting mica
- Hydrates with skin-loving ingredients
- Can be worn over makeup to help set and glow, or on bare skin
- Refreshing scent of grapefruit
- Dermatologist tested
- Oil free
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Non-comedogenic
- Safe for All Skin Types
- Responsibly Sourced Mica

Key Ingredients

SenePlex+® Complex: Powerful proprietary complex that helps reduce the signs of aging.

Coconut Water: effective hydrator that moisturizes the skin without adding excess oil.

Superfruit Antioxidant Blend: a botanical blend of extracts including Goji, Coffee Seed, Acai, Mangosteen, Noni, Pomegranate, and Green Tea Extract that helps to neutralize free radicals and protect skin.

Apple Fruit Extract: rich in natural alpha hydroxy acids to gently exfoliate skin for a glowing effect and provides long-lasting moisturization.

Cucumber Extract and Aloe Vera Leaf Juice: hydrates, calms, and soothes skin.

Sodium Hyaluronate: A powerful humectant and moisturizing ingredient.

Mica: light-reflecting mineral that adds a sheer, natural-looking glow to skin. Responsibly Sourced Mica.

The full ingredients list is publicly available on www.senegenec.com.

Directions for Use

The light-reflecting mica will sit at the bottom of the bottle when not in use. It is important to make sure to thoroughly shake the bottle prior to applying, to fully incorporate the mica into the formula.

When spraying on the face, keep your eyes closed.

Hold the bottle about 8 to 12 inches (or 20 to 30 centimeters) away from the face and spray the Glowify™ Illuminating Moisture Mist using even sweeping motions.

Options:

- a) Spray over your makeup to add a dewy glow.
- b) Apply to bare skin (face or body) for the appearance of natural looking radiance.
- c) To add an illuminating, dewy glow, spritz on the collar bone and shoulders.

Foops!® Color Remover Wipes

Foops!® Color Remover Wipes are a quick and convenient way to remove long-lasting SeneGence® Cosmetics while on-the-go.

Each pack contains 30 pre-moistened wipes that:

- Gently removes makeup, dirt, and oil from the skin
- Leaves skin clean and refreshed with the hint of fresh Lavender
- Removes waterproof eye makeup
- SenePlex+® Complex combined with soothing botanicals and moisturizers delivers hydration and anti-aging benefits to the skin



Foops!® Wipes are effective yet gentle for removing eye makeup. Enriched with Vitamin B to condition eyelashes and eyebrows.

The Science Behind the Product

Today's busy lifestyle demands convenient solutions for makeup removal that effectively clean without causing irritation, all while having a low environmental impact.

Removing your makeup at the end of the day is an important step in proper skin care. It helps to remove product, dirt, oil, and bacteria from the skin and pores. This helps to prevent skin irritation and blemishes.

Your SeneGence® SkinCare products will be able to work more effectively if the skin has been pre-cleansed.

Other wipes or facial cleansers on the market can strip the skin of essential moisture. Foops!® Wipes remove the makeup while nourishing the skin.

Aloe and Algae Extract are soothing botanical ingredients that moisturize and soften the skin.

Sodium Hyaluronate and SenePlex+® Complex are effective anti-aging ingredients. They help to correct and prevent signs of aging.

Vitamins B and E promote skin elasticity, eyelash and eyebrow conditioning, and antioxidant protection.

Foops!® Color Remover Wipes are as effective as liquid Foops!® Dual Phase Color Remover at removing SeneGence® Cosmetics products.

Key Benefits

- Biodegradable wipe material
- Effectively removes traces of makeup plus waterproof mascara
- Moisturizing and anti-aging benefits with SenePlex+®
- Oil free
- Non-comedogenic
- Ophthalmologist tested and safe for contact wearers
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing

- Vegan
- Gluten Free
- Suitable for all skin types

Key Ingredients

SenePlex+® Complex: A powerful proprietary complex that helps reduce the signs of aging.

Aloe Vera Leaf Juice: Natural plant extract which is soothing and hydrating.

Sodium Hyaluronate: A powerful humectant and moisturizing ingredient.

Panthenol (Vitamin B): Vitamin B complex helps to condition and hydrate lashes and brows.

Glycerin: A humectant that helps to draw moisture into skin.

The full ingredients list is publicly available on www.senegence.com.

Directions for Use

In one easy step, gently wipe your face and eyes with Fooops!® Color Removing Wipes, removing all traces of makeup.

No need for rinsing.

Perfect for on-the-go...gym, travel, busy lifestyles.

For best cleansing results, follow by using your SeneGence® Cleanser, followed by your full skin care routine.

Foops!® Dual Phase Color Remover

Remove long-lasting SeneGence® Cosmetics quickly and easily with this unique, easy-to-use formula that activates when shaken.

Foops! Dual Phase Color Remover 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.

The Science Behind the Product

Foops! Dual Phase Color Remover is formulated with skin benefiting ingredients to gently remove makeup while nourishing the skin.

Harnessing the power of the proprietary anti-aging complex, SenePlex+®, helps to reduce signs of aging as you wipe away the day.

Arnica Flower and Green Tea are moisturizing botanicals that soothe the skin for a fresh and hydrated complexion.

Spirulina promotes a clear complexion while Tetrahexyldecyl Ascorbate, a stable form of vitamin C, nourishes and provides antioxidant protection.

Activated when shaken, Foops!® Dual Phase Color Remover gently removes traces of makeup, eye makeup, and waterproof mascara

Consider this as the pre-cleanse that prepares the skin for a deeper cleanse by following with SeneGence 3 in 1 Cleanser.

Key Benefits

- Effectively removes traces of makeup and waterproof mascara
- Moisturizing and anti-aging benefits with SenePlex+®
- Oil free
- Non-comedogenic
- Ophthalmologist tested and safe for contact wearers
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Suitable for all skin types

Key Ingredients

SenePlex+® Complex: A powerful proprietary complex that helps reduce the signs of aging.

Green Tea Leaf Extract: Effective antioxidant that helps protect skin from free radicals.

Arnica Flower Extract: Helps to soothe skin, and make skin feel more supple.



Spirulina Extract: Promotes a clear complexion and helps protect skin from free radicals.

Tetrahexyldecyl Ascorbate (Vitamin C): An advanced form of stabilized Vitamin C; helps to brighten, protect, and firm skin's appearance.

Magnesium PCA, Copper PCA and Zinc PCA: Skin-loving minerals that help to condition and moisturize skin.

The full ingredients list is publicly available on www.senegence.com.

Directions for Use

Shake the bottle well to activate.

Options:

- a) Squeeze a small amount into the palm of your hand and then spread over your entire face. Let it set about 20 seconds before removing with a warm, wet washcloth.
- b) Squeeze a small amount onto a cotton round and then spread over your entire face. Let it set about 20 seconds before removing with a warm, wet washcloth.

For best cleansing results, follow by using your SeneGence® Cleanser, followed by your full skin care routine.

Brush Cleaner

Brush Cleaner contains a mixture of effective cleansing ingredients to thoroughly clean your artistry tools. It's safe to use on synthetic or natural hair bristle brushes.

You can protect your beautiful skin and preserve your artistry tools by washing your makeup brushes regularly.

Cleaning your brushes keeps them in good shape and prolongs their life - which protects your investment and ensures a clean and flawless makeup application!

The Science Behind the Product

You wash your face daily. But if you're cleansing and moisturizing only to follow up with a sticky, oil laden brush, you're brushing dirt and grime right back onto your face.

Brush Cleaner contains a mix of safe synthetic and natural cleansing ingredients to preserve your artistry tools and protect your skin. Dirty brushes can cause breakouts and irritation due to bacteria, oil and dirt accumulated on them, and can cross contaminate your products and cause them to spoil.

Soiled brushes can also negatively affect color payoff, blending and precise application of your SeneGence® Cosmetics.

Preserve your artistry tools and protect your skin by cleaning them weekly with this gentle, effective brush cleaner.

Key Benefits

- Reduces oil, dirt, and bacteria
- Preserves the life of your artistry tools
- Safe and effective on synthetic and natural hair bristle brushes

Key Ingredients

Sodium Lauroyl Methyl Isethionate: Mild surfactant derived from coconuts used for cleansing.

Cocamidopropyl Betaine, Sodium Cocoyl Isethionate and Sodium Methyl Oleoyl Taurate: Mild cleansing agents with hydrating properties.

The full ingredients list is publicly available on www.senegence.com.

Directions for Use

Squeeze small amount of brush cleaner directly into a clean cup.

Swirl brush around in cleaner for 20 seconds (or longer if needed). Remove brush.

To help remove pigment from the bristles, swirl the brush in to a clean paper towel or hand towel. Continue this process until the makeup is cleaned off the brush bristles.

Rinse well until water runs clean.

Lay brush flat on a clean towel to dry.



UnderSense® 3 in 1 Maximizing Lash Primer

UnderSense® 3 in 1 Maximizing Lash Primer improves the look and feel of lashes over time. Immediately boosts the volume, definition, and length of lashes before mascara application.

(1) Conditions (2) Lengthens and (3) Volumizes lashes.

The Science Behind the Product

Improve the length and fullness of lashes with this conditioning, peptide infused lash primer that amplifies the effects of LashSense® VolumIntense® Mascara (Waterproof and Non-Waterproof)

With UnderSense® Lash Primer, lashes will appear even longer and more volumized after applying LashSense® VolumIntense® Mascara.

Biotinoyl Tripeptide-1: The formula is infused with this highly effective peptide. It works to promote the growth of lashes overtime with continued use.

- These peptides help to slow aging effects by lessening the production of dihydrotestosterone (DHT) to help improve the micro-stimulation of the hair follicles thus causing an increased production of hair strengthening genes.
- These peptides stimulate the growth-phases of lashes that results in longer and thicker lashes.

Capixyl™ helps provide fuller, thicker, and healthier lashes over time by optimizing the hair growth cycle.

- This raw material stimulates the hair follicle regeneration process to activate growth while also reducing the hair follicle miniaturization process to limit eyelash fall out.
- The hair follicle self-generation is key to prevent hair loss and improve hair growth that results in longer and denser lashes for a beautiful, bold look.

This lash primer's proprietary blend of soft waxes and thickening agents ensure lashes stay flexible to allow easy buildability with LashSense® Mascara, without the clumps.

- To lengthen the wear time of your mascara, apply the UnderSense® primer first! The LashSense® Mascara will adhere to the primer.
- The rich and extra creamy texture allows for a smooth mascara application for lashes that are evenly coated from root to tip.

UnderSense® applies as a light, natural beige.

- The primer color helps deepen and intensify the Black (or Black Brown) topcoat of LashSense® Mascara for a flawless application.
- The light, natural beige color allows the user to see exactly where the product is being placed. It coats each and every lash for a gorgeous volumized finish.

UnderSense® is also paired with a unique, smaller profile wand-brush which allows the user to coat all the lashes, even small lashes in the corners of the eyes.

Volumize, build, and lengthen them to perfection. The unique UnderSense® wand-brush optimizes the rich cream formula of the primer to maximize for the most dramatic lash results.

UnderSense® 3 in 1 Maximizing Lash Primer is:

- Formulated with NO Parabens
- Formulated with NO Animal By-Products



- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Jojoba Ester: An efficient conditioning agent that will nourish and care for lashes from within. It also acts as a super-flexible filming polymers allowing for perfectly buildable application.

Capixyl™ (Butylene Glycol (and) Water (and) Dextran (and) Acetyl Tetrapeptide-3 (and) Trifolium Pratense (Clover) Flower Extract): Synergistic combination of biomimetic peptide with red clover flower extract rich in Biochanin A, which stimulates the hair follicle regeneration process and reduces the hair follicle miniaturization process to provide fuller, thicker, and healthier hair. In mascara, this ingredient helps densify lashes.

Biotinoyl Tripeptide-1: Stimulates the hair follicle so it becomes stronger and reduces lash fallout. It helps to slow aging effects by lessening the production of dihydrotestosterone (DHT) to help improve the micro-stimulation of the hair follicles, thus causing an increased production of hair strengthening genes.

Tocopherol (Vitamin E): an antioxidant that neutralizes free radicals from the environment. In mascara, its moisturizing properties prevent brittleness in lashes.

Panthenol (Vitamin B): Moisturizes, conditions, and strengthens hair and lashes.

Vigna Radiata (Mung Bean) Seed Extract: Mung Bean is enriched with vitamins, minerals, and proteins, which help in preventing fragility of hair/lash.

Eyebright Extract, Neem Seed Oil, Anise Seed Extract: Rich in Fatty acids that can benefit the scalp. May be helpful for strengthening hair follicles.

White Willow Bark Extract: Provides lash conditioning properties.

Lilac Leaf Cell Culture Extract, Turmeric Rhizome Extract: Increases lash hydration.

Black Cumin Seed Oil: Promotes thicker, healthier hair.

Copernicia Cerifera (Carnauba) Wax: From the leaves of the palm Copernicia prunifera, a plant native to and grown only in northeastern Brazil. Used for its emollient properties. In mascara, it helps to keep lashes flexible.

Synthetic Beeswax: A synthetic wax that encourages lash flexibility.

Directions For Use

(Optional: Curl your eyelashes prior to applying the primer.)

Apply UnderSense® to the top & bottom lashes. Allow the primer to dry for 1-2 minutes. If you desire, you may apply several coats for buildable volume and length.

Finish by applying LashSense® mascara for even more volume and amazing color. (Waterproof and Non-Waterproof)

LashSense® VolumIntense® Mascara

LashSense® VolumIntense® Mascara works to separate, lift, coat and curl each lash to volumized perfection. Get full, extraordinary, lush lashes with this all-in-one mascara.

The Science Behind the Product

The creamy texture allows for buildable, smooth application that will perfectly coat each lash without clumps or flakiness. Humidity-resistant and smudge proof lashes.

One coat: fully extends the lashes.

Second coat: adds 3-D intensity and dramatic volume.

Infused with Capixyl™ to help provide fuller and thicker lashes over time.

Capixyl™ stimulates the hair follicle regeneration process to activate growth while also reducing the hair follicle miniaturization process to limit eyelash fall out.

The hair follicle self-generation is key:

- to prevent hair loss
- to improve hair growth that results in longer and denser lashes for a beautiful, bold look.

LashSense® VolumIntense® Mascara is available in Black and Black Brown. The formula also contains beneficial ingredients to moisturize, prevent brittleness and strengthen lashes.

LashSense® VolumIntense® Mascara is:

- Humidity and Smudge Resistant
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Jojoba Ester: An efficient conditioning agent that will nourish and care for lashes from within. It also acts as a super-flexible filming polymers allowing for perfectly buildable application.

Capixyl™ (Butylene Glycol (and) Water (and) Dextran (and) Acetyl Tetrapeptide-3 (and) Trifolium Pratense (Clover) Flower Extract): Synergistic combination of biomimetic peptide with red clover flower extract rich in Biochanin A, which stimulates the hair follicle regeneration process and reduces the hair follicle miniaturization process to provide fuller, thicker and healthier hair.

Tocopherol (Vitamin E): Vitamin E, essential for maintaining the activities of enzymes in the cells and for the formation of red blood cells, is also an antioxidant. Vitamin E is a dynamic weapon against premature aging and combating wrinkles by neutralizing free radicals to stop the chain reaction of molecular damage and to protect the skin against oxidation. In mascara, its moisturizing properties prevent brittleness in lashes.

Copernicia Cerifera (Carnauba) Wax: From the leaves of the palm Copernicia prunifera, a plant native to and grown only in northeastern Brazil. Used for its emollient properties. In mascara, it helps to keep lashes flexible.



Synthetic Beeswax: A synthetic wax that encourages lash flexibility.

Acacia Senegal Gum: Used as an adhesive, cosmetic, and skin conditioning agent.

Directions For Use

Optional but suggested to maximize results:

- Curl your eyelashes.
- Apply UnderSense® 3 in 1 Maximizing Lash Primer prior to mascara application.

Make sure to coat each lash by using the lash wand to comb the mascara through the lashes from the base of the lash bed up to the tip.

If desired, apply a second coat of mascara. Allow 1-2 minutes after the 1st coat before applying the 2nd.

Remove with Foops!® Color Removing Wipes OR Foops!® Dual Phase Color Remover.

LashSense® VolumIntense® Waterproof Mascara

LashSense® VolumIntense® Waterproof Mascara is a highly pigmented, waterproof formula that works to beautifully lengthen, curl, and define each lash to volumized perfection.

The Science Behind the Product

Get dramatically intense, full lashes with this water-proof formula that does not run or flake and will stay impeccably put.

This unique, high-tech formula will go the distance...

One coat: instantly defines and extends lashes.

Second coat: creates full volume, high impact lashes.

The creamy texture creates the perfect adhesive and light flexible film for smooth application.

Infused with Capixyl™ to help provide fuller and thicker lashes.

Capixyl™ stimulates the hair follicle regeneration process to help to activate growth while also reducing the hair follicle miniaturization process to limit eyelash fall out.

Hair follicle self-generation is key:

- to prevent hair loss
- to improve hair growth that results in longer and denser lashes for a beautiful, bold look.

LashSense® VolumIntense® Waterproof Mascara is available in Black and Black- Brown. The formula also contains beneficial ingredients that prevent brittleness and strengthen lashes.

LashSense® VolumIntense® Waterproof Mascara is:

- Waterproof/ sweat-proof/ tear-proof
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Disteardimonium Hectorite: An organically modified magnesium silicate and a natural mineral.

Capixyl™ (Butylene Glycol (and) Water (and) Dextran (and) Acetyl Tetrapeptide-3 (and) Trifolium Pratense (Clover) Flower Extract): Synergistic combination of biomimetic peptide with red clover flower extract rich in Biochanin A, which stimulates the hair follicle regeneration process and reduces the hair follicle miniaturization process to provide fuller, thicker and healthier hair.

Copernicia Cerifera (Carnauba) Wax: From the leaves of the palm Copernicia prunifera, a plant native to and grown only in northeastern Brazil. Used for its emollient properties. In mascara, it helps to keep lashes flexible.

Candelilla Wax: Natural vegetable wax extracted from the candelilla plant.

Synthetic Beeswax: A synthetic wax that encourages lash flexibility.



Directions For Use

Optional but suggested to maximize results:

- Curl your eyelashes.
- Apply UnderSense® 3 in 1 Maximizing Lash Primer prior to mascara application.

Make sure to coat each lash by using the lash wand to comb the mascara through the lashes from the base of the lash bed up to the tip.

If desired, apply a second coat of mascara. Allow 1-2 minutes after the 1st coat before applying the 2nd.

Remove with Fooops!® Color Removing Wipes OR Fooops!® Dual Phase Color Remover.

BrowSense® Long-Lasting Brow Building Cream

BrowSense® Long-Lasting Brow Building Cream is a waterproof cream brow color that easily builds natural-looking to dramatic brows, and features Capixyl™ for brow volumizing benefits.

The Science Behind the Product

BrowSense® Long-Lasting Brow Building Cream features an all-in-one cream mousse formula that is long-lasting and fade proof for 16 hours, with a smudge-proof, waterproof finish for brows that look great all day*. The creamy, blendable formula is easily buildable, allowing you to customize how bold you want your brows to be.

Brow Building Cream is the ideal brow product for those with thin, sparse, or undefined brows, as it easily and quickly fills, defines, and shapes all at once.

Each shade of Brow Building Cream is offered with an included mini double-sided applicator brush.

- One side of the included applicator brush has an angled brush that allows you to grab the perfect amount of product for your brows and your desired look, then glides on smoothly to easily shape, fill, and define your brows.
- The other side features a spoolie brush to evenly distribute the product and brush brows out. This mini applicator makes the perfect complement to the product.

Brow Building Cream does double duty to fill and build brows, with added conditioning ingredient SenePlex+®, and volumizing ingredient Capixyl™.

**From a clinical technician and subject evaluation on 32 female test subjects, after 12 and 16 hours post product application, BrowSense® Brow Building Cream was shown to be long-lasting and fade proof for 16 hours, as well as smudge-proof and waterproof.*

Consumer Perception Study Results

BrowSense® Long Lasting Brow Building Cream showed visible improvement immediately:

During a two-day independent consumer study, 88% of participants agreed that BrowSense® Long Lasting Brow Building Cream instantly made their eyebrows fuller looking after one application.

Here is what else they said immediately after one application:

- 88% Easy to apply
- 91% Lightweight finish
- 82% Buildable coverage
- 85% Thicker-looking brows instantly
- 82% Filled and defined brow shape

A two-day consumer study of 32 participants. The percentage reflects the number of participants who agree with the statement immediately after a single application.

After wearing BrowSense® Long Lasting Brow Building Cream for 16 hours, 94% agreed they were satisfied with the product.

A two-day consumer study of 32 participants. The percentage reflects the number of participants who agree with the statement 16 hours after a single application.

BrowSense® Long-Lasting Brow Building Cream is available in 7 natural-looking shades:

Blonde Taupe – Neutral blonde-taupe. Suggested for light to medium blonde hair color.



Soft Brown – Soft, warm caramel brown. Suggested for deep honey blonde to light brown hair color.

Auburn – Rich auburn. Suggested for auburn and burgundy hair color.

Medium Brown – Neutral medium brown. Suggested for medium brown hair color.

Granite – Rich gray. Suggested for ash and gray hair color.

Deep Brown – Neutral, rich dark brown. Suggested for dark brown hair color.

Black Brown - Dark black brown. Suggested for deepest brown to black hair color.

Key Benefits

- Fills, shapes, and defines thin areas
- Buildable cream-mousse formula applies easily for customizable boldness and shape
- Smudge-proof, fade-proof and waterproof for long-lasting 16-hour wear
- Comes with a double-sided applicator brush that shapes and distributes easily
- Beneficial ingredients like SenePlex+® and Capixyl™ help to condition and improve the appearance of brows
- Immediately boosts the appearance of brow volume
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Capixyl™: Helps hair to appear fuller and more voluminous.

SenePlex+®: Powerful proprietary complex that helps reduce the signs of aging.

Directions For Use

Using an angled brush or your favorite brow brush, take a small amount of product from the doe foot applicator, and apply with angled brush to sparse areas.

Sculpt and shape for full, lush brows.

Then, use a spoolie brush end to evenly brush out brows and distribute product.

To remove, use Foops! Dual Phase Color Remover or Wipes.

BrowSense® Volumizing Brow Gel

Say hello to full and youthful-looking brows!

BrowSense® Volumizing Brow Gel is a long-wearing, non-flaking, clear gel that sets and defines brows with ease.

The formula features the powerful hair volumizing active ingredient, Capixyl™, to help you achieve the look of full, luscious brows as you define and set them.

This is a multi-purpose product that can be utilized a few ways:

- Apply to bare brows as a clear brow treatment at night to help volumize brows over time
- Worn on bare brows anytime
- Apply over BrowSense® color
- Helps shape, define and set the eyebrow shape
- Tapered brush evenly coats brow hairs and distributes the product from root to tip to sculpt and shape hairs into place

The Science Behind the Product

Volumizing Brow Gel not only tames, sets, and defines the shape of brows with ease, it also does double duty as a brow treatment with clinically proven results to help volumize brows over time.

Just like our LashSense® VolumeIntense® line of products, key to the formulation of Volumizing Brow Gel is the active Capixyl™, which helps to volumize and densify the appearance of hair. This complex includes peptides and Red Clover Flower Extract to help boost hair volume.

Additionally, Volumizing Brow Gel includes ingredients that help to nourish and condition brows.

Glycerin is added into the formula to help moisturize brows, and (Panthenol) Vitamin B5 helps to condition them.

Clinically Tested Results

BrowSense® Volumizing Brow Gel showed visible improvement in brow hair volume after just 1 week of use, with amazing results after just 6 weeks.*

During a six-week independent consumer study, over 84% of participants agreed that using Volumizing Brow Gel twice daily made their eyebrows fuller-looking.

Here is what else they said.

After 6 Weeks

- 87% Visibly longer looking eyebrows
- 84% Healthier looking eyebrows
- 84% Definition and setting of eyebrow shape
- 90% Long-wearing finish

A six-week independent consumer study of 33 participants. The percentage reflects the number of participants who agreed with the statement.

**Results measured by clinical photography compared to baseline after 1, 4, and 6 weeks of use of BrowSense® Volumizing Brow Gel demonstrated an improvement in eyebrow volume.*



Clinical Grading Results**

81% of participants showed measured improvement in the volume of eyebrows.

*** Clinical Grading Results are measured by clinical photography analysis compared to baseline. A six-week clinical study of 33 participants.*

Key Benefits

- Holds brows in place and helps them to look more shaped and defined throughout the day.
- Clinically proven to volumize & densify brows.
- Can be used on bare brows or over BrowSense® color
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Capixyl™: Helps hair appear fuller and more voluminous.

Panthenol (Vitamin B5): Helps to condition brows.

Glycerin: Moisturizes brows.

Directions For Use

Remove wand from the vial and wipe off any excess product into the neck of the vial. Apply in short strokes in direction of hair growth to define shape. Can be applied on bare brows during anytime, or over BrowSense® color.

Recommended for twice daily use for best volumizing results.

ShadowSense® Long-Lasting Eyeshadow

ShadowSense® Long Lasting Eyeshadow is a crème to powder velvet finish that offers long-lasting wear with anti-aging benefits.

They can be used to accent, highlight, contour, or line the eyes. Shades can be worn separately or blended to create new colors and customize looks.

The Science Behind the Product

The long-lasting capabilities of ShadowSense® with SenePlex+® are formulated to pair nicely with the SeneDerm® SkinCare System and MakeSense® Foundation.

The ShadowSense® formula is nourished with the same proprietary anti-aging formulation and advanced color technology as the MakeSense® Foundation with SenePlex+®. Having the benefits of SenePlex+® Complex in the formula offers a layer of anti-aging nourishment to the very delicate eye area which is most prone to signs of wrinkling and sagging.

ShadowSense® Eyeshadows are cream to powder. The creamy consistency glides on nicely and dries to a soft powder velvet finish. Having this texture of eyeshadow has high pigment payoff which allows for a denser eye color expression.

Key Benefits

- Long-lasting wear for durability
- Crème to powder velvet finish
- Versatile in ways it can be worn
- Anti-aging benefits from SenePlex+® Complex in the formula
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- *Responsibly Sourced Mica

Key Ingredients

SenePlex+® Complex: A Powerful proprietary complex that helps to reduce the signs of aging.

Orchid Flower Extract: This powerful antioxidant gives maximum moisturizing benefits and helps provide protection from free radicals from the environment.

Algae (Seaweed) Extract: Hydrates and softens the skin.

Tocopheryl (and Tocopheryl Acetate): Vitamin E is a dynamic antioxidant that may help against premature aging and combating wrinkles by neutralizing free radicals from the environment.

Yeast Extract: a source of folic acid (a member of the vitamin B complex) that aids in formation of new healthy tissues and promotes new cell formation.



Glucosamine HCL: Enhances the body's ability to manufacture collagen.

***Mica:** A naturally occurring mineral derived from the earth. Often referred to as nature's "glitter" because of its light reflecting properties. Perfect for adding shimmer, shine, and luster to cosmetics.

Responsibly sourced Mica.

(Does not apply to all shades. Please see SeneGence.com for all shades ingredients listings.)*

Directions For Use

ShadowSense® Long-lasting Eyeshadow should be applied to clean eyelids with the doe foot applicator or palette onto a sheet of the SeneBlends Blending Palette.

Using brushes from the SeneGence® Cosmetic Pro Brush Set will be ideal to a soft, blended application.

Shades can be worn separately or blended to create new colors and customize looks.

They can be used to accent, highlight, contour, or line the eyes.

ShadowSense® shades are removed by using liquid Fooops!® Cosmetic Color Remover.

EyeSense® Long-Lasting Liquid Eyeliner

EyeSense® contains the same long-lasting properties of LipSense®. It is waterproof and does not smear off, smudge, or rub off!

The Science Behind the Product

The science behind EyeSense is essentially the same as the science behind LipSense® Liquid Lip Color with one difference, you can transform the eye by effortlessly creating crisp, flawless eyeliner shapes to define the eyes.

Includes fine applicator brush for precise results. You can apply thin or build for a thicker application. This formula allows for a smooth application with maximum performance.

Key Benefits

- Long-lasting durability
- Waterproof!
 - Transfer proof & budge proof
 - Won't smear off or rub off
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Cosmetic Grade Alcohol: Used as a delivery system for the color technology. May help the product dry quicker.

PPG- 20 Methyl Glucose Ether: Helps increase smoothness of application and humectant performance of product.

Dimethicone: Gives a silky-smooth texture.

Silica: Used to improve even distribution of pigment ensuring a smooth, even application.

Directions For Use

Shake the liquid liner bottle first. Remove the applicator wand. Before applying to the eyes, wait 3 to 5 seconds before applying. This aids in the evaporation of the liquid ingredient and allows for quick drying.

Similar to how you'd apply LipSense® Liquid Lip Color, you're going to apply the liquid eyeliner with one continual stroke in one direction.

- Begin to apply the liner color, starting at the inside corner of the eye; with one continual stroke, line in one direction.
- If you desire to line the lower lash line, place brush on skin underneath the eyelashes and move the color towards the hairline.
- Repeat this process for the top eyelid with brush touching skin just above base of lash line.

If you desire a fine line, lightly touch the brush to the skin around the eye. For a thicker more defined look, press firmly.

EyeSense® shades are removed by using liquid Fooops!® Cosmetic Color Remover.



EyeSense® Long Lasting Eye Liner Pencil

EyeSense® Long Lasting Eye Liner Pencil is a waterproof eyeliner that glides on with a velvet smoothness for all-day wear.

The Science Behind the Product

EyeSense® Long Lasting Eye Liner Pencil has the durability to have your make-up looking great even at the end of a long day. This formula offers the endurance you're looking for so you can feel confident from time of application until you remove it with Fooops!® Remover.

The long-lasting eyeliner pencil sets quickly for all-day, budge proof wear. You will need to apply and blend immediately because of its quick setting capabilities. It is recommended to apply and blend or soften one eye at a time. This will allow for a smoother, hassle-free application.

Highly pigmented for maximum color payoff! The colors are bold and vibrant.

- The eyeliner can be worn on its own with LashSense® Mascara.
- The eyeliner can add that perfect definition to your ShadowSense® Eyeshadows. Major impact with no smudging, feathering, or bleeding.

Includes a retractable tip for easy use.

Key Benefits

- Waterproof
- Pencil glides on with a velvety smoothness
- Sets quickly for all-day wear
- No smudging or feathering
- Highly pigmented
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Synthetic Beeswax and Carnauba Wax: Helps to provide a long-lasting hold.

Dimethicone: Gives a silky-smooth texture.

Silica: Used to improve even distribution of pigment ensuring a smooth, even application.

Trimethylsiloxysilicate: Adds excellent water-resistance and helps to hold pigments in place

Trimethylsiloxysilicate/Dimethiconol Crosspolymer: Provides a long-lasting, comfortable, and flexible wear

***Mica:** A naturally occurring mineral derived from the earth. Often referred to as nature's "glitter" because of its light reflecting properties. Perfect for adding shimmer, shine, and luster to cosmetics. Responsibly sourced Mica.

(* Does not apply to all shades. Please see SeneGence.com for all shades ingredients listings.)



Directions For Use

It is recommended to apply and blend or soften one eye at a time.

Twist to either dispense or retract the pencil. Apply the EyeSense® Long Lasting Eye Liner Pencil to the lash line.

Based on preference, you can apply the eyeliner pencil to the top of the lashline, bottom lash line, and the waterline.

Options:

- Use a small defining smudger brush to soften the liner at the lash line so the application isn't harsh.
- You can use an angled brush to define a cat-eye winged look.
- The eyeliner pencil can be applied as a base to build out a bold smokey eye.

To remove eye makeup, use Fooops! Liquid or Wipes.

LipSmooth® Conditioning Polish

LipSmooth® Conditioning Polish is a natural-based, non-abrasive polish that exfoliates and conditions lips to prepare them for perfect LipSense® application.

This unique scrub exfoliates and conditions lips to help restore lips to their naturally moisturized and supple, conditioned state.

The Science Behind the Product

LipSmooth® Conditioning Polish helps damaged, dry and dehydrated lips feel smooth and renewed, re-moisturized, soft and conditioned.

The gentle polish contains SenePlex+® Complex for anti-aging protection and nourishment.

Coconut Oil and Shea Butter moisturize, and help accelerate the exfoliation process of dead, dry, damaged cell layers.

The use of natural exfoliators (Bamboo Powder and Ivory Seed Powder) with gentle, uniform spherical particles provides non-abrasive exfoliation due to the lack of sharp edges.

Sodium Bicarbonate provides a polishing effect while Nangai Oil moisturizes the lips for soft, smooth lips after use. LipSmooth® will help improve condition of lips for smooth and even application of LipSense® and HydraMatte.

Key Benefits

- Gently and effectively exfoliates the lips
- Helps dry lips feel renewed, re-moisturized, and conditioned
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: A powerful proprietary complex that helps to reduce the signs of aging.

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

Moringa Oil: Naturally stable oil, full of radiance boosting fatty acids and vitamin C. Works to smooth, de-puff, and moisturize.

Palmitoyl Tripeptide-1: A biomimetic peptide that moisturizes lips and helps to make them appear firmer, smoother, better defined.

Murumuru Seed Butter: An emollient ingredient that works to keep moisture in skin and soften its texture.

Coconut Oil: Provides hydration as well as emollient properties.

Shea Butter: An emollient with soothing properties.

Natural Exfoliators: Bamboo, and Ivory Palm Seed powder.



Directions For Use

For best results, before bed apply LipSmooth® Conditioning Polish to clean lips and gently polish. Wipe clean with a damp washcloth.

Follow with LipSense® Moisturizing Lip Balm or Overnight Lip Mask. Use two to three times a week or as needed.



Overnight Lip Mask

Overnight Lip Mask is a leave-on lip-sleeping mask that soothes and hydrates for visibly plumper, pillow soft, smoother, and suppler lips upon waking in the morning.

The formula is packed with active ingredients and botanicals specifically chosen to give you soft, hydrated lips.

Featuring a juicy watermelon scent and flavor, Overnight Lip Mask is a soft-balm texture that offers an uplifting sensory experience when applied.



The Science Behind the Product

The key to the formulation is the active LIPerfection®, which is derived from a purified extract of organic mustard sprouts. This ingredient has been shown to help increase hydration, decrease appearance of fine lines, and increase the appearance of volume in the lips, giving a plumping effect, after just one application. This active has no scent or taste but offers great plumping and hydrating benefits.

Rich in amino acids, vitamins, potassium and antioxidants, Watermelon Extract in the lip mask is a superfruit ingredient that helps prevent moisture loss that can occur overnight.

What makes watermelon extract a superfruit star is lycopene, the plant nutrient present in watermelon responsible for its deep red color. It serves as an antioxidant in skincare and is a key ingredient in helping to hydrate and helps protect lips in the Overnight Lip Mask.

Moisturizing, natural Castor Oil, Nangai Oil, and rich Shea Butter hydrate, soften and smooth lip texture, while our proprietary SenePlex+® Complex helps reduce the signs of aging.

A generous layer of this soothing mask at bedtime helps reduce signs of dryness and dehydration, so you can wake up to lips that feel hydrated, supple, and soft to the touch, and look plumper and more youthful.

The Overnight Lip Mask is available individually, with or without an applicator, and in the Ultimate Lip Care Collection, which includes the mask, a lip mask applicator, LipSmooth® Conditioning Polish, and Moisturizing Lip Balm packaged in a custom gold bag.

Key Benefits

- Hydrates and helps protect lips from drying throughout the night
- Helps to reduce the appearance of fine lines and adds a more defined look to lips
- Softer, smoother, and more supple-looking lips upon waking with a more even, smooth texture
- Perfect prep hours prior to applying LipSense® or HydraMatte
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

LIPerfection®: An active ingredient derived from purified extract of organic mustard sprouts that helps to hydrate and increase the appearance of lip volume.

Watermelon Fruit Extract: A superfruit extract rich in vitamins, aminos, and antioxidants which protect against moisture loss.

Nangai Seed Oil: Hydrates and soothes skin with moisture-enhancing triglycerides.

Castor Seed Oil: A natural humectant that moisturizes skin.

SenePlex+®: A powerful proprietary complex that helps reduce the signs of aging.

Directions For Use

Generously apply nightly or as needed to clean, dry lips, and leave on overnight. Overnight Lip Mask can be applied with either clean fingertips or a silicone lip mask applicator.

Optional but recommended:

Gently exfoliate the dead skin cells from your lips with the LipSmooth® Conditioning Polish. Replenish the moisture by applying the Moisturizing Lip Balm.

LipSense® Moisturizing Lip Balm

Say goodbye to dry, rough lips and hello to long-lasting nourishment.

Moisture rich botanicals help to bind hydration to lips as the powerful proprietary complex SenePlex+® provides anti-aging and restorative benefits. The lightweight formula is fragrance-free with a matte finish.

The Science Behind the Product

Moisturizing Lip Balm was blended with the finest moisturizers and lip conditioners to help alleviate dry chapped, and damaged skin.

Lip Balm delivers much needed moisture to the lips and maintains lip hydration while protecting lips from moisture loss. This versatile, rich formula also conditions and softens lips while helping to support recovery from damage from sensitized and dry, cracked lips.



Key Benefits

- Provides anti-aging and restorative benefits to delicate lip tissue
- Blended with the finest moisturizers and lip conditioners to help alleviate chapping
- No added color or fragrance making it perfect for all ages and can be used as often as needed.
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: A powerful proprietary complex that helps reduce the signs of aging.

Coconut Oil: Provides hydration, as well as emollient properties.

Cocoa Butter: Provides moisturizing and emollient properties.

Shea Butter: An emollient with soothing properties.

Blue Seaweed extract: Helps the skin to attract and retain water.

Directions For Use

Apply to bare lips to moisturize and help relieve cracks and dryness. Use as often as needed.

Optional but recommended:

Gently exfoliate the dead skin cells from your lips with the LipSmooth® Conditioning Polish. Replenish the moisture by applying the Moisturizing Lip Balm.

LipSense® Moisturizing Tinted Lip Balm

LipSense Moisturizing Tinted Lip Balm nourishes and hydrates lips while also adding a gorgeous tint of color.

With beneficial botanicals, vitamins, and anti-aging protection with SenePlex+® Complex, Tinted Lip Balm is the perfect lip product for a quick dose of color and moisture, for use on days when you're not wearing LipSense® Long Lasting Lip Color.

The Science Behind the Product

LipSense® Moisturizing Tinted Lip Balm was blended with the finest moisturizers and lip conditioners to help alleviate dry chapped, and damaged skin.

Enjoy a tint of color with long-lasting nourishment with this rich formula. This versatile formula also conditions and softens lips while helping to support recovery from damage from sensitized and dry, cracked lips.

Key Benefits

- Beautifully tinted and provides rich moisture to lips
- Provides anti-aging and restorative benefits to delicate lip tissue
- Blended with the finest moisturizers and lip conditioners to help alleviate chapping
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: A powerful proprietary complex that helps reduce the signs of aging.

Coconut Oil: Provides hydration, as well as emollient properties.

Cocoa Butter: Provides moisturizing and emollient properties.

Shea Butter: An emollient with soothing properties.

Blue Seaweed extract: Helps the skin to attract and retain water.

Dika Kernel Butter: A fat obtained from the kernels of *Irvingia gabonensis*, a mango-like tree native to Africa, that helps condition skin.

Olive Oil: Has a superior moisturizing effect on the upper layer of the skin.

Castor Seed Oil: Fixed oil obtained from seeds of castor, it is used for its soothing properties to the skin.

Jjoba Oil: This oil aids in the prevention of moisture loss.

Directions For Use

Apply to bare lips for a hint of color and rich moisture. Use as needed.

Optional but recommended:

Gently exfoliate the dead skin cells from your lips with the LipSmooth® Conditioning Polish. Replenish the moisture by applying the Moisturizing Lip Balm.



LipSense® HydraMatte Long-Lasting Matte Lip Color

Experience a new and completely unique formula and texture of long-lasting lip color!

LipSense® HydraMatte is a gentle, true matte finish liquid-cream lip color. Enjoy long-lasting, bold pigmented color in a formula with conditioning and moisturizing ingredients that help to keep lips hydrated.

The Science Behind the Product

A new addition to the LipSense® family has arrived. SeneGence is excited to introduce LipSense® HydraMatte Long-Lasting Matte Lip Color!

HydraMatte Lip Color is a patent-pending, one-step, easy to apply, water-based, alcohol-free, wax-free lip product with a liquid-cream texture, excellent color payoff, a true matte finish, and moisturizing ingredients for comfortable wear.

This product is longer-wearing than a traditional wax lipstick, with a waterproof, transfer-proof finish that lasts up to 6 hours* throughout the day!

When you are ready to remove, it removes easily with Ooops!® Remover. It is not designed to be topped with gloss or lip balm, but instead imparts beautiful color and performance with just a single application. It is the perfect lip color product for those looking for a gentle and easy application experience without compromising great color payoff, long wear, and lip benefits.

HydraMatte Lip Color features a gentle water-based formula that feels cool and comfortable while being applied to lips, and is packed with ingredients that provide immediate and lasting lip hydration.

A key ingredient in the formula, Aquaxyl™, is a complex of nature-based sugars that assist in supporting and maintaining collagen and elastin in the skin. It provides an immediate effect of moisturization as well as long-term affect, by supporting the skin moisture barrier of the lips and optimizing moisture retention.

Additionally, a superfruit blend of extracts including Goji, Coffee Seed, Acai, Mangosteen, Noni, Pomegranate, and Green Tea Extract help to protect skin from environmental stressors, such as free radicals, that can cause damage to the delicate skin of the lips.

Finally, Humectants such as Apple Fruit Extract, Sodium Hyaluronate, and Glycerin in the formula attract water and help lips to retain precious moisture. Shea Butter, a natural fatty oil, helps to hydrate and soften lips.

HydraMatte Lip Color is available in a selection of neutral, cool, and warm based matte shades. Please refer to the Beauty Book for current shade selection.

Key Benefits

- Imparts bold, rich, matte-textured color to lips.
- Long-lasting, waterproof, and transfer-proof finish that lasts up to 6 hours*.
- Non-drying, moisturizing formula helps hydrate, soften, and protect lips from environmental stressors.
- Single-step, easy application.
- Wax-free and Alcohol-free.
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free



Key Ingredients

SenePlex+® Complex: Powerful proprietary complex that helps reduce the signs of aging.

Aquaxyl™: A complex of nature-based sugars that assist in supporting and maintaining collagen and elastin in the skin. Provides an immediate and long-term effect of moisturization.

Superfruit Antioxidant Blend: A botanical blend of extracts including Goji, Coffee Seed, Acai, Mangosteen, Noni, Pomegranate, and Green Tea Extract that helps to protect skin from free radicals.

Apple Fruit Extract, Glycerin and Sodium Hyaluronate: Humectants that help lips to retain moisture.

Shea Butter: Moisturizes and softens the lips.

Isododecane: A clear, colorless, odorless liquid that is used as an emollient and solvent. It has a weightless feel on skin and enhances spreadability of products due to its low viscosity and density. Helps prevent evaporation of water from the skin.

Directions For Use

Apply a single layer of color. Let dry for approximately 1 minute before enjoying your finished look. Do not top with gloss.

HydraMatte is removed easily with Ooops!® Remover and a clean cotton round or cloth.

LipSense® Long-Lasting Liquid Lip Color

LipSense® Long-Lasting Liquid Lip Color is the premier product for SeneGence!

Our long-lasting innovation sets it apart from conventional lipsticks and lip colors on the market today.

LipSense® is offered in a wide range of diverse shades. The different texture finishes include Shimmers, Matte, & Frost. The colors are perfect for mixing and matching! The range allows for appearance versatility so you can customize your look.

- Shimmer Shades: Multi-dimensional highlighting colors that create depth for richness and radiant texture. Choose between soft shimmering mica or bold glittering mica. Perfect for adding shine & gleam for a hydrated appearance.
- Matte Shades: Solid opaque pigment with a matte finish. The shades range from sheer, soft, bold, and deep.
- Frost Shades: Creates an illuminating, luminous, & highlighting glow effect! Beautiful on their own or can be paired by layering with any matte or shimmer shade.

What's Included

Initially, LipSense is sold as a 3-piece kit including:

- LipSense® Long-Lasting Liquid Lip Color
- LipSense® Moisturizing Gloss
- LipSense® Oops! Remover

Key Features

- Long-lasting durability can last between 4 to 18 hours.
- Waterproof!
 - Transfer proof & budge proof.
 - Will not smear off, rub off, and does not kiss off.
- Due to the long-lasting formula, some of the key ingredients could restore the moisture content of the lips.
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Responsibly Sourced Mica

Durability

When applied according to the instructions and after the final application step of LipSense®, it has the capability to last anywhere between 4 to 18 hours.

The results will be budge proof and transfer proof! It will not smear off, rub off, and does not kiss off.

The Science Behind the Product

- LipSense® shades vary in formulation to create various payouts, some are more sheer, and others are richer in pigment. Applying in layers will create the best results for long-lasting wear.



- Keep in mind, LipSense® shimmer lip colors are formulated with mica. Mica creates brilliant shine and shimmer effects. The particles are larger and may deposit on the lips differently.
- The longevity of these shade types may have different lasting durability.
- Some colors will naturally last longer than others because of the different body chemistry of each wearer.
- After applying the LipSense® Long-Lasting Liquid Lip Color, using the LipSense® Moisturizing Gloss is key to help restore the moisture content of the lips.
- Clinically proven, applying the LipSense® Moisturizing Gloss will improve the longevity of the LipSense® Long-Lasting Liquid Lip Color while adding hydrating shine & moisture. The long-lasting properties of LipSense® are enhanced by any of the LipSense® Moisturizing Glosses.
- LipSense® is formulated with a cosmetic-grade alcohol which helps suspend the tiny pigment particles, leaving brilliant long-lasting color upon evaporation.
- *Please note:* For those with dry, sensitive skin, or dehydrated lips...cosmetic-grade alcohol may cause some irritation and could be drying on the lips. Depending on the healthy state of someone's lips, upon initial usage, some individuals may experience a "tingling" effect or could experience a slight sensation.

Product suggestions to prepare the lips prior to using LipSense® Long-Lasting Liquid Lip Color include:

- LipSmooth Conditioning Polish to exfoliate & help dry lips feel renewed.
- Using the LipSense® Moisturizing Lip Balm and/or the SeneGence Overnight Lip Mask should add nourishment and hydration back to the lips.

Key Ingredients

Cosmetic Grade Alcohol: Crucial to the performance of the product by ensuring formula stability, used as a delivery system for color technology.

Tree Peony Extract: A flower herb, a natural antioxidant that has calming properties.

St. John's Wort Extract: A natural herb which helps to soothe and comfort skin

Linden Flower Extract: A natural flower extract rich with antioxidant properties that can lock in moisture.

Isodonis Japonicus Extract: Fragrant plant extract that contains terpenes with soothing properties.

***Mica:** a naturally occurring mineral derived from the earth. Often referred to as nature's "glitter" because of its light reflecting properties. Perfect for adding shimmer, shine, and luster to cosmetics. Responsibly Sourced Mica.

(Does not apply to all shades. Please see SeneGence.com for all shades ingredients listings.)*

Directions For Use

LipSense® Long-Lasting Liquid Lip Color is a unique product that requires a specific application method than the traditional lipstick known to most people.

To assure customers understand how to achieve the best results, it is extremely important to share step-by-step details and properly demonstrate the application technique. When you educate your customers, they will have more excitement towards the products you are sharing with them.

Applicator Tip: Pointed to apply LipSense® precisely to the edges of the lips. Also, great for defining the lips.

Longer Side: Perfect for applying LipSense® to fuller, more voluptuous lips.

Shorter Side: Perfect for applying LipSense® to fine, thin, more narrow lips.

Helpful Tips & Necessities for applying LipSense®

- LipSense® products must be applied to clean, dry lips. If you prepped your lips prior to application, remove any moisture so the liquid lip color can adhere to your lips for achieving long-wear durability.
- If you prefer a defined lined lip, it is best to apply the LinerSense Liquid Lipliner prior to applying the LipSense® Long-Wear Liquid Lip Color. We offer a variety of lipliner colors to blend perfectly with all the liquid lip colors.
- LipSense® Long-Lasting Liquid Lip Color needs to be shaken horizontally prior to application.
- Applying three layers of color is recommended for the greatest staying power.
- The Ooops! Remover is key for cleaning up and defining around the edges of your lips if you happen to mess up. It will swipe away and erase any mistakes.

LipSense® 3-Step Layering Technique (Full Steps)

Step 1: LipSense® products must be applied to clean, dry lips.

- Horizontally shake the LipSense® Long-Lasting Liquid Lip Color. While applying, remember to keep your lips separated and to follow the natural shape.
- Begin at the corner of the bottom lip first...
 1. Sweep the color in one continual fluid stroke, apply one layer of color from one corner to the other corner of the bottom lip. Do not sweep the color back and forth. Keep your top & bottom lips separated!
 2. Then, sweep the color in one continual fluid stroke to the top lip going from one corner across to the other corner. Do not sweep the color back and forth. Keep your top & bottom lips separated!
 3. Allow the first layer to set for a few seconds!

Step 2: Repeat the same exact directions in Step 1 two more times!

- Your application goal is to have a total of 3 layers of LipSense® Long-Lasting Liquid Lip Color applied to your lips.
- (It is not recommended to apply more than three layers of color.)
- Let each layer set for a few seconds before proceeding to the next.
- Do not press your lips together!

Step 3

- When the application of the 3rd layer of liquid lip color is complete and the color has set, apply one of the LipSense® Moisturizing Glosses over the final layer.
- Do not press lips together until the LipSense® Moisturizing Gloss has been applied to the top and bottom lips.
- After applying the LipSense® Moisturizing Gloss, you may finally press your lips together to smooth in the moisture rich lip gloss.
- LipSense® Moisturizing Gloss should be reapplied throughout the day to increase the long-lasting staying power of the LipSense® Long-Lasting Liquid Lip Color.
- If lips tend to feel dry and need some hydration, re-apply the Moisturizing Gloss as needed throughout the day.

Voila! Incredibly detailed instructions that deliver incredible lasting power. Enjoy the glorious look and feel for many hours to come of this advanced color technology!

LipSense® 3-Step Layering Technique (Quick on-the-go Full Steps)

Step 1: PREP your lips! LipSense® Long-Lasting Liquid Lip Color products must be applied to clean, dry lips.

Step 2: SHAKE it like ya mean it! Make sure you shake the lip color tube horizontally prior to application.

STEP 3: APPLY the first layer! Sweep the color in one continual fluid stroke corner to corner. No sweeping back and forth.

STEP 4: SEPARATE your lips! Keep your top & bottom lips separated the entire application process. Wait a few seconds before each layer.

STEP 4: LAYER the lip color! Repeat steps 3 & 4 two more times for a total of three layers of color applied.

STEP 5: SEAL the deal! Apply the LipSense® Moisturizing Gloss over the third layer to seal for long-lasting, budge proof lips! Finally, press your lips together.

STEP 6: PERFECT any mistakes! Oops! Remover will fix any color mishaps OR completely remove the color when you're ready.

Products for LipSense® Removal

Oops! Remover is necessary to remove the product from your lips. Great for when you need to change your lip color from daytime to evening, wardrobe changes, or removing it at the end of day!

- LipSense® can be removed by using the LipSense® Oops! Remover.
 - Vitamins A, B, C, and E - antioxidants that condition and moisturize.

OR

- Fooops!® Color Removing Wipes
 - Sodium Hyaluronate – protects against moisture loss.
 - Aloe Leaf Juice – moisturizes and helps soothe.
 - Vitamin B – antioxidant that helps condition and moisturize.

LinerSense® Long-Lasting Liquid Lip Liner

LinerSense® Long-Lasting Liquid Lip Liner is the perfect complement for all the LipSense® Long-Lasting Liquid Lip Color and the LipSense® Moisturizing Glosses.

Using lip liner will be your golden ticket to making a huge difference in the appearance of your lip color application.

A few suggestions...

- Defined lips give that polished finish appearance that adds that sophisticated level of artistry. Create that precise, defined lip with the same long-lasting formula of LipSense®.
- Create the appearance of fuller lips by slightly extending the liner just beyond the natural lip line. This makeup artistry skill gives the illusion of a more voluptuous pouty lip.
- Lining your lips before applying liquid lip color can prevent your lipstick from bleeding and feathering. This is particularly beneficial to individuals that have more texture / fine lines around their lip area. This is perfect for more mature skin.



Key Features

- Long-lasting durability that has the capability to last on the lips between 4 to 18 hours.
- Waterproof!
- Transfer proof & budge proof.
- Won't smear off, rub off, and does not kiss off.
- Due to the long-lasting formula, some of the key ingredients can restore the moisture content of the lips.

Senegence Clean Beauty Standard Formulation

- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

The Science Behind the Product

LinerSense® Long-Lasting Liquid Lip Liner is revolutionary in the beauty industry! The formulation of LinerSense® maintains the same long-lasting properties of the LipSense® Long-Lasting Liquid Lip Color.

Key Ingredients and Benefits

Cosmetic Grade Alcohol: crucial to the performance of the product by ensuring formula stability, used as a delivery system for the color technology.

Tree Peony Extract: a flower herb, a natural antioxidant that has calming properties.

St. John's Wort Extract: A natural herb which helps to soothe and comfort skin.

Linden Flower Extract: A natural flower extract rich with antioxidant properties that can lock in moisture.

Isodonis Japonicus Extract: Fragrant plant extract that contains terpenes with soothing properties.

Directions for Use

Step 1:

- LinerSense® must be shaken prior to application and should be applied prior to LipSense® Long-Lasting Liquid Lip Color.
- Using the precise fine lip applicator, sweep the color in one continual fluid stroke. Begin at the outer corner of your bottom lip line, moving the liner to the center of the bottom lip.
- Repeat this process from the opposite corner of the bottom lip line. Have the LinerSense® shade meet in the middle of the bottom lip.

Step 2:

- Repeat the same process for the upper lip line.

Helpful Application Tip:

- To create a bolder payoff with deeper intensity, repeat the steps. Using a heavier hand will help deposit more pigment to the lip.

Products for LinerSense® Removal

- LipSense® can be removed by using the LipSense® Oops! Remover

OR

- Fooops!® Color Removing Wipes

LipSense® Moisturizing Gloss

LipSense® Moisturizing Glosses are beautifully vibrant and nourishing. The conditioning benefits of Shea Butter paired with Vitamin E provide superior moisturizing ability.

The LipSense® Moisturizing Gloss improves the longevity and the staying power of LipSense® Long-Lasting Liquid Lip Color when applied as the final step.

When selling this new color technology to the first-time buyer, you will want to initially include a neutral shade such as a Glossy Gloss, Pearl Gloss, or Satin Matte Gloss with the first-time set; thus, color transference will not occur.

Please refer to the current SeneGence® Beauty Book for selection offering.

Key Features

- Acts as the final step to the LipSense® Long-Lasting Liquid Lip Color to improve the longevity and staying power by setting the liquid lip color.
- Nourishing and soothing to dry, irritated, cracked lips.
- Hydrating and conditioning with antioxidants, butters, and emollients.
 - Formulated with NO Parabens
 - Formulated with NO Animal By-Products
 - NO Animal Testing
 - Vegan
 - Gluten Free
 - Responsibly Sourced Mica

Key Ingredients and Benefits*

Shea Butter: a seed fat from the Shea Tree that is a natural emollient that can hydrate lips short term and helps to soften them over time. Packed with nutrients and antioxidants! It's naturally rich and moisturizing which helps soothe and repair dry, irritated, cracked skin. Contributes to maintaining a healthy glow.

Vitamin E: an antioxidant that contributes to restoring hydration and is ideal for dry and cracked lips. Vitamin E has been shown to aid in skin cell regeneration which contributes to healthier lips and skin. Antioxidants contribute to protecting the skin from free radical damage.

Caprylic/Capric Triglyceride: Acts as an antioxidant to help smooth skin. Creates a barrier to reduce dryness and loss of moisture to help seal in moisture.

Glycerin: can attract moisture to the lips and skin. Could help with chapped and dry lips with quick relief. It helps to keep the lips soft and hydrated.

Phenyl Dimethicone: A conditioning agent that creates a silky-smooth feel. A light texture that forms a water-resistant barrier to reduce moisture loss and seals in hydration.

***Mica:** a naturally occurring mineral derived from the earth. Often referred to as nature's "glitter." because of its light reflecting properties. Perfect for adding shimmer, shine, and luster to cosmetics. Responsibly Sourced Mica.

(*Does not apply to all shades. Please see SeneGence.com for all shades ingredients listings.)



Directions for Use

Application options...

- Apply any LipSense® Moisturizing Gloss to the lips after the final layer of LipSense® Long-Lasting Liquid Lip Color. This will set the liquid lip color.
- As needed, apply LipSense® Moisturizing Gloss to touch up and refresh the LipSense® Long-Lasting Liquid Lip Color.
- Any LipSense® Moisturizing Gloss can be used independently to add shine, luminosity, and a juicy appearance.
- The LipSense® Moisturizing Glosses are offered in a variety of colors. To create a customized look, feel free to blend and layer them together (Glossy, Pearl, Shimmer, Glitter, Tinted, Satin Matte).

Products for Removal

When the LipSense® Moisturizing Glosses are used to set the LipSense® Long-Lasting Liquid Lip Color, you'll need to remove with either of these removers...

- LipSense® Oops! Remover

OR

- Fooops!® Color Removing Wipes

LipSense® Oops! Remover

Specially designed to erase those “Oops!” moments because mistakes can occur when applying LipSense® Liquid Lip Color.

Oops! Remover is recommended to remove the color from your lips at the end of the day.

Of course, this is perfect to have with you, in your touch-up bag, so you’ll be prepared if you want to change your lip color from your day look to your evening glam.

The Science Behind the Product

Oops! Remover is formulated to gently remove our long-lasting lip color technology. It is to be used both as a remover after the color technology has been on the skin for several hours, and as an instant mistake corrector.

The long-lasting lip color technology binds to the skin. Oops! Remover works to un-bind the pigment & lift the color technology from the lips & skin. The removal may require a warm, damp wash cloth or a Fooops!® Color Removing Wipe.

Key Features

- Gently removes the long-lasting color technology of LipSense®
- Created to work as an instant corrector, like an eraser, to fix any application mishaps
- The combination of beneficial ingredients helps to condition the lip area & the surrounding skin
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients and Benefits

DL Panthenol (Vitamin B): Vitamin B complex helps to condition and hydrate lips.

Tetrahexyldecyl Ascorbate (Vitamin C): An advanced form of stabilized Vitamin C; helps to brighten and firm skin’s appearance.

Tocopheryl Acetate (Vitamin E): A strong antioxidant that helps to hydrate and defend the skin from free radicals in the environment.

Isostearyl Alcohol: An emollient that helps to soften and soothe the skin.

Directions for Use

- Want to instantly correct a LipSense® application mistake?

To fix an error, simply take the Oops! wand and gently rub the applicator on the area you want to erase.

Then, wipe it clean with a tissue or a cotton round.

If needed, finish by re-applying your LipSense® color to that section of your lip.



- Want to completely remove your long-lasting lip color?

Please Note: LipSense® will be easier to remove if you have been wearing your color for a few hours.

1. First, use a tissue or cotton round saturated with warm water, or a Fooops!® Color Removing Wipe, and wipe off any gloss you may have on.
2. With your Ooops! wand, apply the remover generously all over the color on your lips.
3. Allow the Ooops! to sit on your lips for about 30 seconds. This gives the Ooops! formula time to help break down the long-lasting color.
4. Use a tissue or cotton round saturated with warm water, or a Fooops!® Color Removing Wipe, to wipe off and remove the color.
5. Repeat steps 2 through 4, as needed, to remove every bit of color. Finish by wiping lips clean.

Optional but recommended suggestion:

After the removal of your lip color, follow-up by applying moisture to the lips with any of these listed options:

- LipSense® Moisturizing Gloss
- LipVolumizer
- LipSense® Moisturizing Lip Balm
- Or the Overnight Lip Mask

Fresh Roll-On Deodorant

***Currently Only Available in US.**

Fresh Roll-On deodorant provides 12-hour protection against odor and underarm staining. It fights odor, absorbs sweat and soothes skin to keep you feeling clean and fresh.

Formulated without aluminum and no baking soda!

The Science Behind the Product

Fresh Roll-On Deodorant is clinically proven to fight odor and underarm staining for up to 12 hours.*

It features Saccharomyces Ferment Filtrate, a probiotic naturally derived from sugarcane fermentation that contains enzymes which help to reduce odor and metabolizes components of sweat and sebum.

Sage Oil is an essential oil with natural odor-fighting properties helping it to be an effective deodorant.

Xylityl Sequicaprylate is a natural agent that soothes underarms, while moisturizing the skin.

Consumer Results*

- 100% said the product neutralized underarm odor all day
- 100% said the product absorbs perspiration
- 100% said the product goes on clear and glides on smoothly
- 88% said the product has a fresh scent
- 100% said the product is non-irritating
- 97% said they would buy this product

**Consumer Perception and Clinical Study of thirty-three participants (7 males & 26 females) between the ages of 26 and 69 using Fresh Roll-On Deodorant for a 24-hour period. Consumer Results are based on the number of participants who agreed with the statements.*

Key Benefits

- Clinically proven to have odor protection for up to 12 hours
- Absorbs sweat
- Helps to sooth underarm skin
- No underarm staining
- Refreshing blend of Lavender and Vanilla notes
- Formulated with NO Aluminum
- Formulated with NO Baking Soda
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free



Key Ingredients

Saccharomyces Ferment Filtrate: A probiotic made from the fermentation of sugarcane that helps to fight odor; metabolizes components of sweat and sebum. Soothes underarm while moisturizing the skin.

Sodium Caproyl/Lauroyl Lactylate: A conditioning agent with cleansing and deodorizing efficacy.

Witch Hazel: Loaded with active compounds that have astringent and antioxidant properties.

Sage Oil: An essential oil that has natural odor-fighting properties.

Xylityl Sequicaprylate: A xylitol derived ester that helps moisturize and soothe skin.

Glycerin: Moisturizes and conditions skin.

Cosmetic Grade Alcohol: helps provide quick-drying feature with a cool, refreshing feeling.

Directions For Use

Shake the bottle well. After washing and drying the area, apply Fresh Roll-On Deodorant to both underarms.

May experience some wetness after applying but will dry soon after.

Caution: For external use only. Avoid contact with eyes. Do not apply it to broken skin.

Smoothing Body Scrub

When you think of exfoliating, most tend to think of just the face. But it is vital to exfoliate the rest of your body as well. Exfoliating allows the skin on your body to look healthier and more radiant. Because you've removed the dry and dull, this gentle but highly effective body exfoliator reveals the beautifully soft and smooth.

Smoothing Body Scrub supports exfoliation of the dead skin cells, impurities, and dry skin all over the body.

Volcanic Ash will buff your body's skin to a smooth, healthy-looking glow and allow for better moisture absorption.

The Science Behind the Product

Essential to the function of the formula is Volcanic Ash sourced from the island nation of Vanuatu. Volcanic Ash is an effective ingredient that exfoliates, helps to draw out impurities and smooth skin texture.

Exfoliation is essential to your skincare routine because it helps to speed up the process of removing the layer of dead skin cells that haven't shed on their own.

The exfoliated top layer exposes the fresh, radiant new skin underneath. This allows for better moisture absorption of lotions and moisturizers which helps create soft, smooth, and healthy-looking skin.

With age and environmental exposure, our skin experiences a steep decline in ceramide levels, causing it to look and feel dry, dull, and cracked.

Smoothing Body Scrub exfoliates while offering moisturization with the help of nourishing Ceramides. Ceramides are naturally occurring lipids that make up over 50% of our skin's composition. They serve an important role in the structure and help protect the skin barrier from moisture loss.

Exfoliating can sometimes be abrasive on the skin. The Smoothing Body Scrub's rich moisturizing formula contributes with conditioning and hydrating for soft, smooth skin containing:

- Shea Butter
- Coconut Oil
- Nangai Oil
- Sodium Hyaluronate
- Botanical Extracts

Key Benefits

- Helps to speed up the process of removing the layer of dead skin cells that haven't shed on their own
- Allows for optimal moisture absorption of body butters, creams and moisturizers
- Formulated with Ceramides, Shea butter and Botanical Oils and Extracts
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free



Key Ingredients

Volcanic Ash: exfoliates dead skin.

Coconut Oil: comprised of a unique combination of natural lipids, coconut oil deeply hydrates and helps to lock in moisture, soothes, and calms skin.

Ceramide NP: an exceptionally pure ceramide containing a structure identical to that found in the human skin. Helps reinforce the natural lipid barrier of dry and aging skin to help maintain skin's moisture balance.

Shea Butter: Shea Butter is a plant lipid. It is very effective as a skin moisturizer and helps to prevent moisture loss.

Nangai Oil: A natural oil derived from the Nangai nut that deeply hydrates and soothes skin.

Aloe Vera Leaf Juice: Calms, soothes, and moisturizes skin.

Triglycerides: Essential fatty acids that help enhance your skin's ability to retain moisture.

Sodium Hyaluronate: Helps to restore the skin's moisture, promoting a more revitalized and youthful-looking complexion.

SenePlex+®: Powerful proprietary complex that helps reduce the signs of aging and while increasing cellular turnover.

Directions For Use

Best to use while showering or bathing, apply the Smoothing Body Scrub to damp skin. Using a washcloth or soft loofah, massage the scrub in circular motions onto the arms, torso, legs, back side, and feet. Rinse thoroughly. Pat your skin dry.

After showering, replenish your skin by applying the SeneGence® Advanced Hydration Body Lotion or Body Butter.

Moisturizing Body Wash

Moisturizing Body Wash is a rich, lathering shower gel that effectively cleanses the skin on your body without stripping the skin of precious moisture.

This formula is formulated with No Sulfates resulting in clean, fresh skin that is left feeling hydrated and healthy.

The Science Behind the Product

With age and environmental exposure, our skin experiences a steep decline in ceramide levels, causing it to look and feel dry, dull, and cracked.

Moisturizing Body Wash cleanses while offering moisturization with the help of added Ceramides. Ceramides are naturally occurring lipids that make up over 50% of our skin's composition. They serve an important role in the structure and help protect the skin's moisture barrier from moisture loss.

The Moisturizing Body Wash formula has rich moisturizing properties that contributes with conditioning and hydrating ingredients for soft, smooth skin containing:

- Shea Butter
- Nangai Oil
- Sodium Hyaluronate
- Botanical Extracts
- Prickly Pear Flower
- Aloe Vera Leaf Juice

Key Benefits

- Works to thoroughly cleanse skin on the body without stripping it of essential moisture
- Formulated with Ceramides, Shea butter and Botanical Oils and Extracts
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Ceramide NP: an exceptionally pure ceramide containing a structure identical to that found in the human skin. Helps reinforce the natural lipid barrier of dry and aging skin to help maintain skin's moisture balance.

Shea Butter: Shea Butter is a plant lipid. It is very effective as a skin moisturizer and helps to prevent moisture loss.

Nangai Oil: A natural oil derived from the Nangai nut that hydrates and soothes skin.

Prickly Pear Flower Extract and Ebine Extract: natural botanical extracts that are hydrating and skin conditioning.

Aloe Vera Leaf Juice: Calms, soothes, and moisturizes skin.



Sodium Hyaluronate: Helps to restore the skin's moisture, promoting a more revitalized and youthful-looking complexion.

SenePlex+®: Powerful proprietary complex that helps reduce the signs of aging.

Cocamidopropyl Betaine and Cocamidopropyl Hydroxysultaine: sulfate-free, effective yet gentle cleansing agents.

Directions For Use

Best to use while showering or bathing, apply the Moisturizing Body Wash to damp skin. Using a washcloth or soft loofah, work up a lather onto the arms, torso, legs, back side, and feet. Rinse thoroughly. Pat your skin dry.

After showering, replenish your skin by applying the SeneGence® Advanced Hydration Body Lotion or Body Butter.

Optional: Moisturizing Body Wash can be used as a shaving cream for your legs or armpits.

Advanced Hydration Body Lotion

Advanced Hydration Body Lotion delivers the same anti-aging and moisturizing benefits to the skin on your body as SeneGence® SkinCare delivers to the facial skin.

This body lotion is a rich, non-sticky cream that delivers intense, advanced moisturization, and anti-aging benefits.

It helps to firm and brings vibrancy to your body's skin, which is exposed to daily environmental stresses.

The Science Behind the Product

With age and environmental exposure, our skin experiences a steep decline in ceramide levels, causing it to look and feel dry, dull, and cracked.

Advanced Hydration Body Lotion offers intense moisturization with the help of added ceramides.

Ceramides are naturally occurring lipids that make up over 50% of our skin's composition. They serve an important role in the structure and help protect the skin's moisture barrier from moisture loss.

Infused with rich moisturizing Shea Butter, hydrating Nangai, Jojoba, and French Plum Seed Oils, Sodium Hyaluronate, and Botanical antioxidant extracts. These nourishing ingredients lock in even more hydration and help prevent skin from drying out.

Key Benefits

- Works to hydrate, firm, and bring vibrancy to body's skin.
- Formulated with Ceramides, Shea Butter, and Botanical Oils
- Dermatologist tested
- No added fragrance
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Safe for all skin types

Key Ingredients

Ceramide NP: an exceptionally pure ceramide containing a structure identical to that found in the human skin. Helps reinforce the natural lipid barrier of dry and aging skin to help maintain skin's moisture balance.

Shea Butter: Shea Butter is a plant lipid. It is very effective as a skin moisturizer and helps to prevent moisture loss.

Nangai Oil: A natural oil derived from the Nangai nut that deeply hydrates and soothes skin.

French Plum Seed Oil: helps to nourish, moisturize, and improve skin elasticity. It has a light texture and non-greasy, quick absorption.



Jojoba Seed Oil: acts as a moisturizer and emollient agent to help improve the skin elasticity and suppleness.

Antioxidant Blend: Including Rice Bran Extract, Rosemary Leaf Extract, Sunflower Extract, and Vitamin E to help condition and help to neutralize free radicals from environmental stressors.

Sodium Hyaluronate: Helps to restore the skin's moisture, promoting a more revitalized and youthful-looking complexion.

Triglycerides: Essential fatty acids that help enhance your skin's ability to retain moisture.

Blend of Glucosamine HCl, Pea Extract and Bamboo Extract: a synergistic complex that helps improve collagen and aids in skin elasticity.

SenePlex+®: Powerful proprietary complex that helps reduce the signs of aging.

Directions For Use

After showering, replenish your skin by applying the SeneGence® Advanced Hydration Body Lotion. Repeat daily or as needed.

Optional but recommended:

Exfoliate your body with the Smoothing Body Scrub in the shower 2 to 3 times a week to remove dead skin cells from the surface. This will help your Advanced Hydration Body Lotion have better absorption on the skin.

Body Butter

Indulge in the richest and most emollient moisturizing product within the SeneGence® Body Care line, and the only Body Butter you'll ever need.

The luxurious moisturizing benefits create quite the spa-like experience. This Body Butter helps provide dry skin relief with each application while enjoying the refreshing and calming scent of Blossom and Citrus.



The Science Behind the Product

Body Butter delivers deep conditioning like you've never felt, especially for those extra dry areas of the body in need of a little more help. Enriched with our anti-aging SenePlex+®, Shea Butter, Ceramides, and Botanical Oils.

Body Butter melts into your skin, leaving it nourished, conditioned, extra moisturized, and feeling restored.

With age and environmental exposure, our skin experiences a steep decline in ceramide levels, causing it to look and feel dry, dull, and cracked.

Body Butter offers intense moisturization with the help of added Ceramides. Ceramides are naturally occurring lipids that make up over 50% of our skin's composition. They serve an important role in the structure and help protect the skin moisture barrier from moisture loss.

Body Butter is packed with Shea Butter, a naturally moisturizing plant lipid.

Infused with Ceramides to help enhance the skin's moisture barrier and to help prevent precious moisture from escaping.

The blend of Nangai Oil, Rapeseed Oil, Castor Oils, Sodium Hyaluronate, and Botanical Extracts offer an array of antioxidants while locking in hydration to help prevent skin from drying out.

Key Benefits

- Works to hydrate, firm, and soften rough body skin areas.
- Formulated with Ceramides, Shea Butter, and Botanical Oils
- Delicate Scent of Water Blossom and Citrus
- Formulated with NO Mineral Oil
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Ceramide NP: an exceptionally pure ceramide containing a structure identical to that found in the human skin. Helps reinforce the natural lipid barrier of dry and aging skin to help maintain skin's moisture balance.

Shea Butter: Shea Butter is considered a plant lipid. It is very effective as a skin moisturizer and helps to prevent moisture loss.

Nangai Oil: A natural oil derived from the Nangai nut that deeply hydrates and soothes skin.

Sodium Hyaluronate: Helps to restore the skin's moisture, promoting a more revitalized and youthful-looking complexion.

Rapeseed and Castor Oils: botanical oils that are rich in fatty acids and antioxidants, which help to smooth, moisturize, and help to neutralize free radicals from environmental stressors.

SenePlex+®: Powerful proprietary complex that helps reduce the signs of aging.

Directions For Use

After showering, replenish your skin by applying the SeneGence® Body Butter. Repeat daily or as needed.

Optional but recommended:

Exfoliate your body with the Smoothing Body Scrub in the shower 2 to 3 times a week to remove dead skin cells from the surface. This will help your Body Butter have better absorption on the skin.

Moisturizing Hand Soap

Upgrade your hand-washing experience with a burst of Watermelon Citrus Splash. Moisturizing Hand Soap leaves hands feeling soft, smooth, and hydrated with every wash.

Formulated with moisturizing ingredients like Vitamin E, Shea Butter, Ceramides, Nangai Oil, and SenePlex+®.

The Science Behind the Product

Moisturizing Hand Soap is formulated with Ceramides to help enhance the skin's moisture barrier and prevent precious moisture from escaping.

Formulated with No Sulfates to be gentle while thoroughly cleansing. Rich with moisture to condition and hydrate the hands leaving them refreshed feeling soft and smooth.

- Vitamin E
- Shea Butter
- Ceramides
- Nangai Oil
- SenePlex+®
- Sodium Hyaluronate
- Botanical Extracts like Orchid Flower and Aloe Vera Leaf Juice

Key Benefits

- Thoroughly cleanses the hands without stripping them of the essential moisture
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+®: Powerful proprietary complex that helps reduce the signs of aging and helps promote cellular turnover.

DS-Hyrdoceramide50: Contains Ceramide 3 that helps reinforce the natural lipid barrier of dry skin to help maintain skin's moisture balance.

Shea Butter: Shea Butter is a plant lipid. It is very effective as a skin moisturizer and helps to prevent moisture loss.

Nangai Oil: A natural oil derived from the Nangai nut that hydrates and soothes skin.

AccessMILD Blend 30V: Mild sulfate-free surfactant that cleanses and provides moisture.

Vitamin E and Panthenol: Hydrate and condition skin.



Aloe Vera Leaf Juice: Calms, soothes, and moisturizes skin.

Sodium Hyaluronate: Provides hydrating benefits.

Directions For Use

Pump onto hands, mix with water, and build a lather. Wash your hands for up to 20 seconds. Rinse thoroughly. Pat Dry.

Optional but Recommended:

After washing your hands, replenish the moisture by massaging in the SeneDerm® Hand Cream

OR the Renewing & Brightening Hand Cream.

Hand Cream

SeneGence® Hand Cream is richly moisturizing while feeling light on your hands. It is non-sticky and delivers anti-aging benefits with intense hydration.

It helps to restore moisture and protect from moisture loss that your hands experience throughout the day from environmental stressors, natural elements, and daily activities like hand washing.

SenePlex+® delivers anti-aging benefits for soft, smooth, and hydrated hands.

The Science Behind the Product

With age and environmental exposure, our skin experiences a steep decline in ceramide levels, causing it to look and feel dry, dull, and cracked.

Our Hand Cream offers intense moisturization with the help of added Ceramides. Ceramides are naturally occurring lipids that make up over 50% of our skin's composition. They serve an important role in the skin barrier structure and help to prevent moisture evaporation.

The addition of rich moisturizing shea butter, hydrating Nangai oil, Sodium Hyaluronate, and botanical extracts lock in even more hydration and help protect hands from drying out.

The Hand Cream formula has rich moisturizing properties that contributes with conditioning and hydrating ingredients for soft, smooth skin containing:

- Shea Butter
- Nangai Oil
- Sodium Hyaluronate
- Botanical Extracts
- Aloe Vera Leaf Juice

Key Benefits

- Works to hydrate, condition, and support the moisture barrier
- Helps prevent hands from drying out
- Formulated with Ceramides, Shea Butter, and Botanical Oils and Extracts
- Formulated with NO Added Fragrance
- Dermatologist tested
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Safe for all skin types

Key Ingredients

Ceramide NP: An exceptionally pure ceramide containing a structure identical to that found in the human skin. Helps reinforce the natural lipid barrier of dry and aging skin to help support skin's moisture balance.

Shea Butter: Shea Butter is considered a plant lipid. It is very effective as a skin moisturizer and helps to prevent moisture loss.



Nangai Oil: A natural oil derived from the Nangai nut that intensely hydrates and soothes skin.

Sodium Hyaluronate: Helps to replenish the skin's moisture, promoting a more revitalized and youthful-looking complexion.

Triglycerides: Essential fatty acids that help enhance your skin's ability to retain moisture.

Aloe Vera Leaf Juice: Calms, soothes, and moisturizes skin.

SenePlex+®: Powerful proprietary complex that helps reduce the signs of aging.

Directions For Use

After washing your hands, apply Hand Cream liberally and as frequently as desired to moisturize hands.

Renewing & Brightening Hand Cream

SeneGence® Renewing & Brightening Hand Cream works to deeply moisturize skin and helps to prevent and diminish signs of aging.

With continued use over time, this non-greasy hydrating cream boosts skin radiance to reveal smoother, brighter hands.

Renewing & Brightening Hand Cream is part of SeneGence® Spa line that provides a pampering, self-care experience and results that leave skin softer and more radiant.

The Science Behind the Product

The potent combination of Vitamin C and E will brighten the skin. Plus, this rich formula works to improve skin elasticity with antioxidants by neutralizing free radicals from the environment.

Antiaging proprietary SenePlex+® helps to diminish signs of aging such as dryness and discoloration.

Infused with the Wildplum Harvest™ complex comprised of 3 indigenous Australian Super fruits:

- Kakadu Plum (*Terminalia ferdinandiana*)
- Illawarra Plum (*Podocarpus elatus*)
- Burdekin Plum (*Pleiogynium timorense*)

Together, these nourishing super fruits help reduce skin damage and increase skin hydration for radiant and younger looking skin. This cream works to nourish, moisturize, and invigorate the skin which helps to reduce the appearance of aging.

Kakadu Plum thrives in a small and unique region of North Australia and has the world's highest vitamin C concentration. Vitamin C helps promote synthesis of new collagen in the skin. Also, Kakadu Plum contains antioxidant sources of Vitamins A & E that help protect the skin from being damaged by free radicals from the environment.

Illawarra Plum is native to the sub-tropical eastern territory of Australia. Illawarra Plum has a high content of Anthocyanins (cyanidin 3-glucoside & pelargonidin 3-glucoside). Its antioxidant capacity level is higher than most fruits.

Burdekin Plum grows in a north-eastern part of Australia. It has a high concentration of the Anthocyanin (cyanidin 3-glucoside) and contains a potent amount of vitamin C.

The combination of these antioxidant compounds contributes to slowing the rate of free radical damage to skin.

Infused with the anti-aging complex UGL-II PF. This complex consists of Glucosamine HCl, Algae Extract, and Yeast Extract, which all contribute to firm, smooth, and hydrate the skin.

UGL-II PF can also help to:

- Reduce the appearance of wrinkles
- Give a more lifted appearance
- Increase skin clarity



BV-OSC (Tetrahexyldecyl Ascorbate - Vitamin C) is effective for brightening the skin. Also, helps to diminish discoloration and works to significantly improve evenness in skin pigmentation.

Butyrospermum Parkii (Shea Butter), Cucumis Sativus (Cucumber) Extract, and Canarium Indicum (Nangai) Seed Oil all help to moisturize and hydrate the skin while helping combat signs of aging to reveal healthy, youthful-looking hands.

Key Benefits

- Anti-aging benefits
- Brightening
- Nourishing & intensely hydrating
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: Powerful proprietary complex that helps to reduce the signs of aging and supports cellular turnover.

Wildplum Harvest™ - Complex of Glycerin (and) Water (and) Terminalia Ferdinandiana Fruit Extract (and) Podocarpus Elatus Fruit Extract (and) Pleiogynium Timorensis Fruit Extract: A unique combination of Australian Super fruits, especially selected to hydrate, nourish, and rejuvenate mature skin for radiant and younger looking skin.

UGL-II PF – Complex of Glucosamine HCl (and) Laminaria Digitata (Algae) Extract (and) Saccharomyces Cerevisiae (Yeast) Extract (and) Urea (and) Water: A bioengineered complex that helps to firm and reduce the appearance of wrinkles on the skin. It is designed to exfoliate in the pH conditions of the skin while at the same time, calming skin. This anti-aging complex also provides smoothing, hydrating, clarifying, and tightening benefits.

BV-OSC (Tetrahexyldecyl Ascorbate): An oil-soluble ester of ascorbic acid (Vitamin C) designed to deliver optimal benefits to the skin. It helps restore a smooth surface, and improve evenness of skin pigmentation.

Butyrospermum Parkii (Shea) Butter: The scientific name for shea butter, considered as a plant lipid. Lipids are the oil and fat components of skin that prevent moisture evaporation from the skin and provide lubrication to the skin's surface. Lipids are considered a natural moisturizer.

Simmondsia Chinensis (Jojoba) Seed Oil: Acts as a moisturizer and emollient agent to improve the skin elasticity and suppleness, containing natural tocopherol to minimize oxidation and lipid pre oxidation.

Canarium Indicum (Nangai) Seed Oil: Helps skin retain moisture and reduce the signs of aging, helping to make skin luminous, glowing, and hydrated.

Orchis Masculina (Orchid) Flower Extract: This powerful anti-oxidant helps provide free radical protection and maximum moisturization.

Tocopheryl Acetate: A specific form of Vitamin E. Vitamin E is a dynamic weapon against premature aging and wrinkles. It works to neutralize free radicals from the environment.

Panthenol: Vitamin B complex is essential for formation of new healthy tissues.

Sodium Hyaluronate: A ubiquitous carbohydrate polymer that is part of the extracellular matrix. It is a powerfully binding humectant.

Laminaria Digitata (Algae) Extract: Hydrates and softens the skin. It is essential in the penetration of the top layer of the stratum corneum and enhances the skin's ability to repair itself.

Aloe Barbadensis (Aloe Vera) Leaf Juice: Most known for moisturizing and soothing.

Corallina Officinalis (Seaweed) Extract: Helps prevent aging by hydrating, tightening, and toning the skin.

Cucumis Sativus (Cucumber) Extract: Contains natural acids that help to loosen the bonds of dead skin cells from the surface. It also acts as a skin toner, and helps to keep skin soft.

Theobroma Cacao (Cocoa) Seed Butter: Commonly referred to as Cocoa Butter, this oil is derived from the seeds of the tropical Cacao tree. This solid oil softens the skin and helps protect it against environmental influences.

Directions For Use

After washing your hands, replenish the moisture by massaging the Renewing & Brightening Hand Cream onto the hands.

Apply twice a day or as often as needed.

Optional: Wear SeneSun® Sunscreen for added protection.

Golden Radiance Peel-Off Mask

Feel like the goddess you are...

SeneGence® Golden Radiance Peel-Off Mask with SenePlex+® is infused with Genuine Colloidal Gold and soothing botanicals that help to firm yet moisturize skin to reveal a more radiant and youthful-looking complexion.

Its rich, glowing golden color looks beautiful & luxurious when applied on skin. When gently peeled off, skin is left feeling refreshed and rejuvenated.

Brightening ingredients help to even skin tone and smooth texture for a healthy-looking complexion.

Golden Radiance Peel-Off Mask provides a pampering, self-care experience with results that leave skin feeling softer and looking more radiantly beautiful.

The Science Behind the Product

Golden Radiance Peel-off Mask includes SenePlex+®, the proprietary anti-aging complex.

Rich with antioxidants and botanicals that help to illuminate the skin.

Infused with Genuine Colloidal Gold. Colloidal Gold is a suspension of nanoparticles of pure gold within a fluid. Our formula specifically uses MVP Golden Collagenine that contributes to the complexion appearing more lifted and firmed.

This sophisticated mask is formulated with Bioyouth™ - Brice, a powerful complex which includes brown rice and yeast containing an abundance of active polypeptides helping to improve skin's overall appearance for a beautiful, glowing complexion.

The various nourishing antioxidants within the Bioyouth™ - Brice complex helps to counteract environmental aggressors. This also helps to even skin tone, brighten dull complexion and increase moisture.

The UGL-II PF complex is comprised of Glucosamine HCl, Algae Extract, and Yeast Extract which helps to firm, smooth, and hydrate the skin.

This unique complex can also help to:

- Minimize the appearance of wrinkles
- Make skin more supple
- Assist in clarifying the skin

The Botanical Extracts are Lavandula Angustifolia (Lavender) Extract and Corallina Officinalis (Seaweed) Extract help to soothe and soften the skin for a relaxing, pampered experience.

Key Benefits

- Contributes to skin firming
- Moisturizes the skin
- Brightens for a radiant appearance
- Helps to smooth complexion
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free



Key Ingredients

SenePlex+® Complex: Restores the youthful appearance of skin while encouraging new cellular growth.

MVP Golden Collagenin – Complex of Water (Aqua), Xanthan Gum, Acetyl Heptapeptide-9 (and) Colloidal Gold: This technology turns gold into a protective shield that helps anti-aging peptides to firm and tone skin.

Bioyouth™ - Brice (Saccharomyces/Rice Ferment Filtrate): A skin-beneficial complex developed using brown rice as the substrate and a unique yeast as a fermenting strain. This anti-aging elixir which has been prized for centuries by East Asia is rich in nutrients and antioxidants which help to purify and smooth the skin, working to minimize fine lines and decrease the appearance of pores.

UGL-II PF – Complex of Glucosamine HCl (and) Laminaria Digitata (Algae) Extract (and) Saccharomyces Cerevisiae (Yeast) Extract (and) Urea (and) Water: helps minimize the appearance of fine lines and wrinkles. This anti-aging complex also aids in smoothing, hydrating, clarifying, and firming benefits.

Corallina Officinalis (Seaweed) Extract: Helps to hydrate, tighten, and tone the skin.

Lavandula Angustifolia (Lavender) Extract: A natural herb found to be relaxing and soothing for the skin.

Laminaria Digitata (Algae) Extract: Hydrates and softens the skin.

Saccharomyces Cerevisiae (Yeast) Extract: helps in moisture retention.

Salix Alba (Willow) Bark Extract: A natural ingredient that helps to control natural oil production and works as an exfoliant.

Caffeine: An antioxidant, helps to energize the skin.

Glycerin: an emollient and humectant that helps keep moisture in the skin and helps the product to spread better, reducing skin drag and pull.

Glucosamine HCL: Helps in skin hydration.

Pentylene Glycol: Skin-conditioning agent used as the base delivery system

Directions for Use

Optional: pull your hair back away from your face with your SeneGence® Headband.

After you've cleansed your skin, apply the Golden Radiance Peel-Off Mask as an even, medium to thick layer to the face. You can apply it using the mask brush applicator or your clean fingers. Avoid the hairline, eye area, and lips.

Helpful tip: If the edges of the mask have a medium to thick lip, it will help the peel off removal process.

Allow the mask to sit for up to 20 minutes, or until completely dry.

To remove, start at the edges and gently peel the mask off. To remove any remaining mask residue that didn't peel off, rinse the skin with neutral temperature water.

Use this mask 2 to 3 times a week or as desired.

Proceed with the remaining steps of your skincare regimen. (Serums, Moisturizers, EyeCreme)

Heel & Elbow Softening Cream with SenePlex+®

The Heel & Elbow Softening Cream specifically addresses areas of your body with thick, rough, calloused, and dry skin texture to reveal smoother, softer skin.

Formulated with 9% Glycolic Acid along with beneficial moisturizers and soothing botanicals.

This luxurious, rich cream tackles your toughest, roughest body skin areas, focusing on heels and elbows.



The Science Behind the Product

Heel & Elbow Softening Cream is part of the SeneGence® Spa line that provides a pampering, self-care experience and results that leave skin refined, softer and more radiant.

Heel & Elbow targets thick, rough, and dry skin areas in need of a softer texture and more hydrated feel.

The key softening ingredient in the formula is 9% Glycolic Acid. This effective ingredient belongs to the Alpha-Hydroxy Acid (AHA) family. The main function of Glycolic Acid is to aid in skin exfoliation, helping to lift and remove dead skin to reveal smoother, more youthful looking skin. Glycolic acid also helps perfect and even complexion. As it exfoliates away dead skin, skin will appear more vibrant and luminous.

Glycolic Acid can also help your skin to better absorb other products that you layer on top. Layering Advanced Hydration Body Lotion over your Heel & Elbow Softening Cream is the perfect heel & elbow routine for your softest, smoothest skin.

Partnered with the powerful skin benefits of SenePlex+® and rich botanicals, vitamins, and moisturizers. This creates the ultimate skin softening formula for those body areas craving attention.

Key Benefits

- Exfoliating acids that removes stubborn dead skin from calloused areas like heels and elbows
- Helps soften and smooth skin
- Multiple botanical extracts provide nourishing hydrating benefits
- An array of beneficial oils help to deeply moisturize Contains proprietary anti-aging SenePlex+® Complex
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: Powerful proprietary complex that helps to reduce the signs of aging.

Glycolic Acid: an alpha hydroxy acid, it helps exfoliate skin and remove dead skin to reveal brighter, softer, and fresher skin.

Pyrus Malus (Apple) Fruit Extract: helps provide instant moisture to skin for a smooth feel.

Moringa Oleifera (Moringa) Seed Oil: full of radiance boosting fatty acids and vitamins that help to smooth and moisturize skin.

Canarium Indicum (Nangai) Seed Oil: a natural oil derived from the Nangai nut that helps skin maintain moisture.

Aloe Barbadensis (Aloe Vera) Leaf Juice: soothing and hydrating.

Laminaria Digitata (Kelp) Extract: hydrates, helps protect skin, and softens the skin.

Corallina Officinalis (Seaweed) Extract: helps prevent and decrease signs of aging by hydrating, tightening, and toning the skin.

Tocopheryl Acetate (Vitamin E): antioxidant-rich ingredient that helps to protect skin from environmental elements.

Directions for Use

Apply to clean, dry skin. Take a moment to massage the Heel & Elbow Softening Cream into the dry, calloused areas such as the heels and elbows.

Optional: For an added boost of moisture, layer or mix with the Advanced Hydration Body Lotion.

Use twice weekly or as needed to achieve desired results.

Perfect for maintaining your pedicure or using in between pedicures.

Please Note:

This product was not formulated to be used on the face.

This product contains an alpha hydroxy acid (AHA) that may increase your skin's sensitivity to the sun and increases the possibility of sunburn. Be sure to apply a sunscreen, wear protective clothing, and limit sun exposure while using this product.

SeneSun® Hydrating Facial Sunscreen

***Currently Only Available in US.**

With Senesun®, you can expect more from your sunscreen products!

SeneSun® Hydrating Facial Sunscreen SPF 20 is light and oil-free. Provides broad-spectrum SPF 20 protection from the sun's potentially harmful ultraviolet (UV) rays helping to reduce the signs of aging.

This non-greasy sunscreen leaves the skin feeling refreshed and hydrated.

The Science Behind the Product

SeneSun® Hydrating Facial Sunscreen provides excellent ultra-violet sun protection with the benefits of anti-aging ingredients. Overtime, sun exposure can have potentially damaging consequences, including premature aging of the skin.

Damage that can occur due to extended over-exposure to the sun can be referred to by several names...Photo-aging, Photo-damage, Solar damage, or Sun Damage.

The anti-aging technology has been formulated to offer broad-spectrum coverage to help protect your skin from photo damage.

- Broad-spectrum coverage refers to protection from UVA & UVB rays. Protecting against both is essential to help keep the skin healthy.
 - UVA rays are primarily responsible for skin aging, like wrinkles, because it penetrates more deeply into the skin.
 - UVB rays make their presence known by causing skin reddening and sunburn. They mostly damage the skin's outermost layer.

Hymagic™-4D is a combination of four distinct types of Sodium Hyaluronate (HA) helping to hydrate and moisturize the skin.

Aquaxyl™ helps to alleviate dry skin and support the skin's barrier to provide hydration and limit water loss. Hydrated skin usually appears plumper and more youthful.

There is a mattifying effect on the skin to help reduce shine. Although, hydrating and nourishing ingredients such as Aloe Vera and Panthenol contribute to moisturizing and soothing the skin.

Formulated without fragrance and non-comedogenic ingredients.

Promote youthful looking skin by providing protection from the sun's potentially harmful rays with SeneSun® Hydrating Facial Sunscreen SPF20.

Key Benefits

- Broad-spectrum UVA/UVB protection from the sun
- Anti-aging benefits
- Provides hydration to the skin while protecting from natural elements
- Mattifying effect helps to reduce shine
- Wears beautifully under make-up
- This light-weight formula absorbs quickly
- Leaves no ghost-like, white cast on the skin
- Formulated with NO Parabens



- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Formulated with NO Fragrance
- Gluten Free

Key Ingredients

SenePlex+™ Complex: Powerful proprietary complex that helps to reduce the signs of aging.

Hymagic™- 4D: A complex of four different types of hyaluronic acid provides moisture to keep skin hydrated.

Aloe Barbadensis (Aloe Vera) Leaf Juice: Helps to moisturize and soothe the skin.

Aquaxyl™: A complex from nature-based sugars significantly hydrates skin.

Panthenol: Helps to moisturize and smooth appearance.

Tocopherol (Vitamin E): An antioxidant that has moisturizing properties.

Kelp (Laminaria Digitata) Extract: Hydrates and softens the skin.

Yeast (Saccharomyces Cerevisiae) Extract: Helps to calm and soothe the skin.

Orchid (Orchis Mascula) Flower Extract: Acts as antioxidant and humectant to moisturize the skin.

Gransil EP-9 – Polysilicone-11: Helps to mattify skin and reduce shine.

Retinyl Palmitate (Vitamin A): Helps to reduce the appearance of fine lines and wrinkles.

Cucumber (Cucumis Sativus) Extract: A superfood for skin that has hydrating, soothing and calming qualities. Acts as an astringent and is good for oily skin.

Directions For Use

After cleansing the skin, squeeze a dime size amount of product onto fingers and gently massage into the skin for a boost of moisture and SPF 20 protection.

For Sunscreen Use:

- Apply, generously and evenly, 15 minutes before sun exposure.
- Re-apply at least every 2 hours.
- Use water-resistant sunscreen if swimming or sweating and be sure to re-apply, as necessary.
- Children under 6 months: Consult with your doctor.

Sun Protection Measures. Spending an excessive amount of time in the sun could increase your risk of skin cancer and early skin aging. To decrease this risk, regularly use sunscreen with a Broad-Spectrum SPF of 15 or higher.

Suggestions for Sun protection:

- Limit time in the sun, especially between the hours 10am to 2pm.
- To minimize skin exposure, you could wear breathable long-sleeved shirts, pants, hats, and sunglasses.

SeneSun® Self-Tanning Bronzing Coconut Milk

**Currently Only Available in US, CAN, AUS, NZL.*

Looking for that gorgeous, natural-looking golden tan?

Look no further!

SeneSun® Self-Tanning Bronzing Coconut Milk is an easy application spritz-on self-tanner that develops within a few hours.

This unique state-of-the-art tanning formula provides:

- A homogenous, streak-free effortless application.
- A natural and gradual looking bronzed glow.
- A Long-lasting healthy tan that could last 3 to 7 days.
- Moisturized skin with anti-aging benefits.

The Science Behind the Product

Self-tanning is a skin-friendly and harmless reaction that does not need sun exposure. Get a gorgeous, natural-looking, golden glow without compromising the health of your skin.

The SeneSun® Self-Tanning Bronzing Coconut Milk has a pump spray application that provides streak-free coverage.

The color development should be visible within a few hours after application. The golden glow may last for 3 to 7 days. The tan gradually fades as the dead cells shed and flake off.

Repeated applications every 2 to 3 days will help maintain the intensity of the tan.

Some self-tanners can leave a not so pleasant odor. SeneSun® Self-Tanning Bronzing Coconut Milk has no bad lingering smell.

This unique self-tanner is long-lasting, water-resistant, and provides an even, streak-free application.

The formula is blended with advanced moisturizers and SenePlex+® for anti-aging protection.

DHA (Dihydroxyacetone) is derived from environmentally friendly plant sources to provide a water-resistant, long-lasting tan.

Coconut Milk Blend contains coconut water and jojoba seed extract for non-sticky hydration.

Erythulose provides a natural-looking sunless tan.

Key Benefits

- Combines effective self-tanning ingredients that provide a long-lasting and water-resistant tan.
- Luxurious coconut milk blend with nourishing ingredients moisturizes skin.
- Pump Spray application allows for even, streak-free coverage.
- Creates a homogenous, even looking tan with no splotches
- Gives the appearance of a natural and gradual looking bronzed glow
- Long-lasting healthy tan that may last for 3 to 7 days
- Leaves skin feeling moisturized with anti-aging benefits



- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+™ Complex: Powerful proprietary complex that helps to reduce the signs of aging.

DHA (Dihydroxyacetone): Provides a water-resistant and long-lasting tan. The color change should be visible within a few hours after application. Color may last for 3 to 7 days.

Erythrulose: A natural keto sugar that ensures long lasting homogenous skin tone; it helps to minimize streaking and prevent skin from drying out. When combined with DHA, it leads to a more reliable and pleasing self-tanning experience.

DERM SRC – PF: Glucosamine HCL, Pisum Sativum (Pea) Extract, and Bambus Vulgaris Stem/Leaf Extract help to hydrate skin.

Algotan P: Hydrolyzed Algin, Magnesium Sulfate and Manganese Sulfate help to activate tanning without exposing skin to ultra-violet rays.

Essachem SM: Octyldodecyl Oleate, Glycerin, Cocos Nucifera (Coconut) Water, and Cocos Nucifera (Coconut) Fruit Juice help to moisturize the skin. This unique milk contains natural humectants from coconut water to enhance the skin's moisturization,

ActiPlex 5090 GL: Algae Extract, Orchid extract, Yeast Extract, Jojoba Seed Extract, and Sodium Hyaluronate help to nourish and moisturize.

Arnica Green Tea Complex: Arnica Flower Extract, Green Tea Leaf Extract, Magnesium PCA, Copper PCA, and Zinc PCA help to provide moisture and antioxidant protection from skin damaging free radicals.

Directions For Use

Step 1: Exfoliate the entire body using the SeneGence® Smoothing Body Scrub.

Step 2: Pat skin dry thoroughly using a clean, soft towel.

Step 3: Do not apply any body lotion! Except you'll use a very, very small amount of the Advanced Hydration Moisturizing Lotion only on the kneecaps and the outer elbows. This will act as a barrier so that the self-tanning spray goes on evenly.

Step 4: Hold the spray bottle six inches away from the skin and spritz evenly over clean, dry skin.

For application to the face, it is best to avoid the hair line and any contact with your eyes. Instead of spraying directly on to the face, it is recommended to spray the self-tanner into the palm of your hand and palette the formula on to the desired areas of the face. Be sure to blend well.

Step 5: Blend in the self-tanner using your hands to rub it in. This will ensure even coverage in the areas of your body you are applying.

Step 6: Let the skin dry completely before dressing. Wash your hands immediately after application.

Optional: Re-apply as needed to maintain color.

SeneSun® Active Sunscreen Clear Spray

***Currently Only Available in US.**

SeneSun® Active Sunscreen Clear Spray provides broad-spectrum SPF 50 defense against the sun's harmful UV rays. This formula is water-resistant for up to 80 minutes and features skin-quenching ingredients to hydrate the skin.

The Science Behind the Product

This paraben-and-PABA-free formula is water-resistant to help prevent sunburn during outdoor activities.

It's powered by 3 different sunscreens for broad-spectrum protection that offer protection from both UVA and UVB rays, helping prevent premature aging of skin.

- Avobenzone
- Octisalate
- Octocrylene

Employing Bag-on-Valve (BOV) technology, our innovative spray uses only compressed air to provide uniform coverage and quick drying time.

Healthy-looking skin doesn't start and stop above your neck. The most important thing you can do to protect the look of healthy skin over your entire body is to prevent damage in the first place.

SeneSun® Active Sunscreen offers effective SPF 50 defense with real skincare benefits for powerful protection beyond just your face.

This broad-spectrum sunscreen sprays on continuously in a fine mist that covers evenly, dries quickly, wears comfortably, and nourishes skin with Vitamin E, Aloe Vera, and Avocado Oil while protecting skin.

Key Benefits

- Broad-spectrum UVA/UVB SPF 50 protection
- Helps prevent sunburn
- Water-resistant up to 80 minutes
- Easy 360° application sprays on evenly, clear, and dries quickly
- Deliciously scented with coconut vanilla
- This light-weight formula absorbs quickly
- Leaves no ghost-like, white cast on the skin
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free
- Suitable for all skin types

Directions for Use

- After cleansing the skin, apply sunscreen 15 minutes before sun exposure.
- Hold the bottle 4-6 inches away from the body when spraying.
- Do not spray directly on to the face and avoid breathing the mist.
- Spray the SPF into your hands and apply to areas of the face. Be mindful to avoid the eye area.



- Use in well-ventilated areas.
- Reapply after 80 minutes of swimming or sweating, immediately after towel drying, or at least every 2 hours.
- Children under 6 months: Consult with your doctor.

Sun Protection Measures. Spending an excessive amount of time in the sun could increase your risk of skin cancer and early skin aging. To decrease this risk, regularly use sunscreen with a Broad-Spectrum SPF of 15 or higher.

Suggestions for Sun protection:

- Limit time in the sun, especially between the hours of 10am to 2pm.
- To minimize skin exposure, you could wear breathable long-sleeved shirts, pants, hats, and sunglasses.

SeneGence® Dry Shampoo

***Currently Only Available in US, CAN, AUS, MEX.**

Who has time to wash, blow-dry, & style their hair every day?

Dry shampoo is a quick absorbing, waterless spray that absorbs oil, buildup, and odor. It's perfect between hair washes.

The dry spray leaves hair instantly refreshed, looking, and feeling clean. It also helps to extend the life of hair styles by adding light volume and texture.

Ideal for all hair types and colors.

The Science Behind the Product

SeneGence® Dry Shampoo instantly and conveniently refreshes hair and extends styles in between washes, no water required!

It's a translucent finish so you won't have any white powder residue.

Helps to fight odor, with hair left lightly fresh scented.

This effective dry shampoo:

- Leaves hair soft and flexible
- Absorbs oil
- Reduces odor
- Gives hair light volume, movement, body
- Adds texture at the roots

Key Benefits

- Quick absorbing with no white cast or residue.
- Instantly refreshes hair in between washes.
- Provides light volume at the roots to extend or refresh hair styles.
- Light, clean scent
- Formulated with NO Mineral Oil
- Formulated with NO Formaldehydes
- Formulated with NO Formaldehyde-releasing agents
- Formulated with NO Sulfates
- Formulated with NO Phthalates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Cosmetic Grade Alcohol: quick drying delivery ingredient.

Aluminum Starch Octenylsuccinate: safe and effective ingredient that absorbs excess oil.

Isopropyl Myristate: serves as an emollient to help moisturize hair and scalp.



Directions for Use

Shake the can well before use.

Hold the Dry Shampoo can six to ten inches (or fifteen to twenty centimeters) from your hair.

Spray in mini bursts into wide sectioned pieces of hair. Mist throughout the root area.

Let the spray dry.

Use your fingertips or a brush to work the spray in by massaging it into the roots. This will help distribute the product throughout hair.

Style as desired.

Optional Helpful Tips:

Tousle your hair to create more texture.

For those who have thin, super fine hair...

Even if it's the same day as you wash your hair, some like to add a bit of texture back to their hair to achieve the desired hair style. Using a couple sprays of the Dry Shampoo to the hair roots will add some texture.

Caution: Flammable. Do not expose to temperatures exceeding 120°F/49°C. Contents Under Pressure. Do not puncture or incinerate. Not to be used near fire or flame. KEEP OUT OF REACH OF CHILDREN. For external use only.

This product is Currently Available Only in US, CAN, AUS, MEX

Deep Cleansing Scalp Scrub

Say goodbye to scalp buildup and hello to a clean and refreshed scalp!

SeneGence® Deep Cleansing Scalp Scrub is a gentle yet effective treatment intended to be used prior to shampooing the hair.

This sulfate-free sugar-based scalp scrub targets the removal of buildup caused by oil, dirt, free radicals, and lingering residue from hair products.

Formulated to:

- Exfoliate
- Cleanse
- Detoxify
- Help support a balanced scalp microbiome
- Soothe and minimize scalp irritation

The Science Behind the Product

When your scalp is happy and clean, it helps your hair to look healthy and feel stronger. At SeneGence®, our hair care philosophy is that healthy-looking and feeling hair starts at the root and the scalp.

Deep Cleansing Scalp Scrub is a soothing, exfoliating scalp formula for those who experience scalp build-up and an irritated scalp, either due to overproduction of sebum and oils, infrequent washing, or heavy use of hair products.

It's the perfect solution for those who go long lengths of time between washes, relying on dry shampoo. Scalp scrub helps to clear the impurities from your scalp, allowing for a primed scalp ready for shampooing and conditioning.

What is the scalp microbiome?

Deep Cleansing Scalp Scrub supports the rebalancing of the scalp microbiome by deeply exfoliating.

The scalp microbiome consists of organisms that naturally grow on the skin and on top of your head. In the microbiome, a mix of healthy bacteria work together to contribute to your scalp health.

When you have buildup of sebum, oil, or hair product, the microbiome cannot generate the required balance of organisms that allow it to fight against environmental stressors, which can cause the scalp to be irritated.

Through exfoliation, the Deep Cleansing Scalp Scrub supports a healthy scalp microbiome.

Natural sugars (sucrose) act as the exfoliator to effectively unclog and removing build up from the scalp without drying out or irritating the scalp. The sugar granule is round and dissolves as you massage and rinse the product out of hair, making it a gentle exfoliating choice. Your scalp will feel clean and nourished, refreshed, and comfortable.

Additionally, Sarcosine, an amino acid, helps to reduce oiliness of the scalp to support a healthy scalp microbiome.

Ginger root extract provides soothing and calming to an irritated scalp, while jojoba helps to soften hair and offers heat and color protection.

Invigorating menthol gives your scalp a calming and cooling feeling when massaging the product in, while the tea tree and mint scent provides a refreshing aromatherapy experience.



Key Benefits

- Works to exfoliate, cleanse, detoxify, and support a balanced scalp microbiome.
- Removes excess buildup of oil, sebum, and hair products
- Moisturizing and hydrating
- Features an invigorating and refreshing scent of Tea Tree and Mint
- Gentle formulation is safe for color or chemically treated hair
- Formulated with NO Silicones
- Formulated with NO Mineral Oil
- Formulated with NO Formaldehydes
- Formulated with NO Sulfates
- Formulated with NO Phthalates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Sucrose (Sugar): round, small sugar granules that act as an exfoliator to help remove dirt, oil, and built-up product from the scalp. Dissolves easily in warm water.

Sarcosine: an amino acid that reduces oil and supports a healthy scalp microbiome.

Ginger Root Extract: soothing and calming to irritated skin. Helps to increase softness and smoothness of hair and reduce tangles.

Jjoba Esters: multifunctional emollient that enhances the moisture barrier and leaves hair soft and smooth. Also offers heat protection, color protection, and helps reduce frizz.

Cocamidopropyl Betaine and Sodium Cocoyl Isethionate: mild, but effective sulfate-free surfactants that help to deep cleanse hair and scalp. Leaves scalp feeling moisturized and hair soft and supple after washing.

Menthol: provides a cooling, invigorating feeling on the scalp, which provides a soothing and refreshing experience.

DL-Panthenol: the pro-vitamin of D-Pantothenic acid (Vitamin B5) for use in hair, which helps to provide deep conditioning, helps to prevent damage, and improves hair luster and sheen.

SenePlex+: Powerful proprietary complex that helps reduce the signs of aging.

Directions for Use

Use as needed as a pre-treatment prior to shampooing the hair.

Section hair and work a walnut-sized amount directly onto wet scalp, gently massaging with fingertips or a scalp scrub brush.

First, massage the scrub from the hairline back and then, move upward from the nape of the neck.

Rinse thoroughly. Follow with shampoo and conditioner.

Feel free to add this as a pre-treatment 2 to 3 times a week before washing hair.

HairPlenish® Shampoo for Normal to Dry Hair with SenePlex+®

Bye-bye to dry and dull, and say hello to this rich formula for clean, healthy and hydrated!

The HairPlenish® Shampoo is sulfate-free and formulated for normal to dry hair types to cleanse without stripping or drying hair. Gentle yet effective!

After washing, from root to the ends, your hair will be:

- Shinier
- More manageable
- Smoother
- Moisturized
- Scalp will appear healthier, nourished, and moisturized
- Reducing signs of dry scalp with less flaking

The Science Behind the Product

The HairPlenish® HairCare system is specially formulated to address normal to dry hair types. The light-weight hair and scalp care are designed to gently cleanse and hydrate.

HairPlenish® HairCare is packed with natural ingredients that actively battle dry hair and scalp without leaving hair feeling heavy. These ingredients improve the hydration of hair, nourish the scalp and smooth frizz to leave your hair more manageable, shiny and healthy-looking!

Effectively cleanses without stripping moisture and infuses beneficial botanicals and vitamins into the hair and scalp.

The result: Hydrated, vibrant appearance and touch-ably soft.

Infused with Wavemax™, which contains natural Linseed and Chia Seed extracts. These moisturizing ingredients help to improve smoothness and manageability of hair by reducing the appearance of frizz.

HairPlenish® Shampoo is also infused with a complex which includes Arnica Flower extract to help soothe the scalp, and an Apple Fruit Extract Complex that deeply moisturizes and helps to address dry and damaged hair.

HairPlenish® Shampoo also includes HairSpa™, which is a solution of sugars in glycerin, which acts as a humectant to retain moisture in the scalp, helping to reduce itching due to dryness.

Key Benefits

- Cleanses hair and richly lathers without drying or stripping moisture
- Hydrates and nourishes without causing heavy buildup
- Helps hair to feel softer, look shinier and be more manageable
- Moisturizes the scalp and helps to reduce signs of dryness and flaking
- Reduces frizz and helps to de-tangle
- Formulated with NO Parabens
- Formulated with NO Animal By-Products



- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Complex of Sodium Lauroyl Sarcosinate (and) Sodium Cocoyl Isethionate (and) Cocamidopropyl Betaine: Sulfate-free, mild cleansing agents that effectively cleanse hair without stripping moisture.

Wavemax Complex: contains natural Linseed and Chia Seed Extracts. These moisturizing ingredients help to improve smoothness and manageability of hair by reducing the appearance of frizz.

Arnimo(PD)TM Complex: contains Arnica Flower Extract, which aids in soothing the scalp.

Botanimoist AMSTM Complex: Contains Apple Fruit Extract, which provides natural moisturization, helping to improve dry and damaged hair.

HairSpa Complex: Includes a solution of lactitol and xylitol in glycerin to moisturize and soothe scalp. It also helps to combat scalp discomfort and itching due to dryness.

Nangai Oil: a natural oil derived from the Nangai nut that smooths and hydrates hair.

Vitamins A, B & E: antioxidant-rich ingredients that help to hydrate scalp and hair.

Directions for Use

Massage the shampoo into wet hair and scalp. Rinse thoroughly.

(Optional: Based on personal preference, repeat and double cleanse. Rinse thoroughly.)

For optimal results, Follow with HairPlenish[®] Conditioner.

HairPlenish® Conditioner for Normal to Dry Hair with SenePlex+®

Saturate your hair with goodness! This creamy conditioning formula works on normal to dry hair types to infuse rich moisture and hydration to hair, without causing heaviness or build up.

After conditioning, from root to the ends, it helps to:

- Smooth frizz
- Leave hair more manageable
- Detangle
- Add shine
- Moisturize your scalp, reducing signs of dryness such as flaking

The Science Behind the Product

The HairPlenish® HairCare system is specially formulated to address normal to dry hair types. Our light-weight hair and scalp care are designed to gently cleanse and hydrate.

HairPlenish® HairCare is packed with natural ingredients that actively battle dry hair and scalp without leaving hair feeling heavy. These ingredients improve the hydration of hair, nourish the scalp and smooth frizz to leave your hair more manageable, shiny and healthy-looking!

Effectively cleanses without stripping moisture and infuses beneficial botanicals and vitamins into the hair and scalp.

This moisturizing conditioner is rich and nourishing leaving hair feeling bouncy and healthy.

The result: Hydrated, vibrant appearance and touch-ably soft.

Infused with Hydrovition Plus™, which is a biometric complex made of nature-based sugars and moisturizing sodium hyaluronate. These powerful ingredients help to increase the water content of hair, providing immediate and long-lasting hydration.

HairPlenish® Conditioner is also infused with Wavemax™, which contains natural Linseed and Chia Seed extracts. These moisturizing ingredients aid in improving the smoothness and manageability of hair by reducing the appearance of frizz.

Nangai Oil is an exotic oil from the nut of the Nangai tree, native to Vanuatu an island in the south-western Pacific Ocean. Nangai Oil contains natural triglycerides, which are essential fatty acids that help your skin and hair retain precious moisture. This silky oil is light and quick absorbing but non-greasy.

Nangai Oil nourishes keeping it healthy-looking, hydrated, and soft.

Key Benefits

- Adds rich hydration without causing heavy buildup
- Helps hair to become softer, shinier and more manageable
- Moisturizes the scalp and helps to reduce signs of dryness, such as flaking
- Reduces the appearance of frizz and helps with tangles
- Formulated with NO Parabens



- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Wavemax™ Complex: contains natural Linseed and Chia Seed Extracts. These moisturizing ingredients help to improve smoothness and manageability of hair by reducing the appearance of frizz.

Hydrovition Plus™ Complex: complex made of nature-based sugars and moisturizing sodium hyaluronate.

Nangai Oil: a natural oil derived from the Nangai nut that helps to smooth and hydrate hair.

Glycerin: Hydrates scalp and hair.

Aloe Vera Leaf Juice: Helps to calm dry, itchy scalp.

Vitamin B: helps to improve shine, softness and strength of hair.

Directions for Use

After cleansing with HairPlenish® Shampoo, massage the conditioner into wet hair from root to tip. Allow the conditioner to absorb for up to 3 minutes. Rinse thoroughly.

HairPlenish® Scalp and Hair Serum for Normal to Dry Hair with SenePlex+®

Healthy hair starts with a healthy scalp!

The HairPlenish® Scalp and Hair Serum is a powerful, lightweight leave-in treatment and works to:

- Soothe dry irritated scalps that suffer from dehydration, itchiness and flakiness
- Lock in moisture to help hydrate skin on scalp
- Smooths frizz
- Help hair to appear healthier by being more hydrated, flexible, softer, and shinier

The Science Behind the Product

The HairPlenish® HairCare system is specially formulated to treat normal to dry hair types. Designed to gently cleanse and hydrate while protecting your hair color.

HairPlenish® HairCare is packed with natural ingredients that actively battle dry hair and scalp without leaving hair feeling heavy. Improves the hydration of hair by retaining moisture, nourishes the scalp and smooths frizz to leave your hair more manageable, shiny, and healthy-looking!

The result: hair stays nourished, has a vibrant appearance, and feels touch-ably soft.

Infused with Aquaxil™, which is a patented complex of sugars. These sugars are packed with natural humectants, which help draw moisture into skin and hair. This blend is extremely moisturizing and will help to hydrate and condition the scalp and hair roots.

Hydromanil Complex works to moisturize the scalp.

The Rambutan Seed Extract (an exotic superfruit from Asia), is a rich source of nutrients and antioxidants that nourishes, helps strengthen the hair barrier, and hydrates the scalp and hair.

Hydrovition Plus™, a biometric complex made of nature-based sugars and moisturizing Sodium Hyaluronate.

The combination of these powerful ingredients helps to increase the water content of hair by decreasing moisture evaporation, providing immediate and long-lasting hydration.

Apple Fruit Extract Complex deeply moisturizes and helps to improve dry and damaged hair, with a light, clean feeling that doesn't weigh roots down.

Nangai Oil and Avocado Oil smooths and hydrates, helps hair to look shinier. Can act as a barrier to help protect hair from heat damage.

The combination of Aloe Barbadensis (Aloe Vera) Leaf Juice, Seaweed, Kelp, and Cucumber Extracts add minerals and nutrients to help to calm and soothe dry, damaged, itchy scalp.



Key Benefits

- Leave-in treatment that moisturizes the scalp and hair without causing heaviness or build-up
- Helps to reduce signs of dryness and flaking
- Helps hair to feel softer, look shinier and be more manageable
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Botanimoist AMS™ Complex: Contains Apple Fruit Extract, which provides natural moisturization and a light, non-tacky feel.

Hydrovition Plus Complex: complex made of nature-based sugars and moisturizing sodium hyaluronate.

Aquaxil Complex: a complex of sugars that help to improve dehydrated skin.

Hydromanil Complex: a combination of Hydrolyzed Caesalpinia Spinosa Gum and Caesalpinia Spinosa Gum that helps moisturize scalp.

Rambutan Seed Extract: from the Rambutan fruit, this seed extract is rich in nutrients and antioxidants.

Avocado Oil & Radish Leaf Blend: contains micro dispersed avocado oil in water. Provides moisturizing benefits with a light, velvety, non-greasy feel.

Nangai Oil: a natural oil derived from the Nangai nut that smooths and hydrates, helps hair to look shinier. Can act as a barrier to help protect hair from heat damage.

Aloe, Seaweed, Kelp, and Cucumber Extracts: packed with nutrients and minerals to help calm and soothe dry, damaged, itchy scalp.

Glycerin: hydrates scalp and hair.

Vitamins A, B & E: antioxidant-rich ingredients that help neutralize free radicals from environmental stressors.

Directions for Use

After washing and conditioning, apply the serum to wet or dry hair/scalp. Work the serum through your hair and massage directly onto scalp and the hair roots daily. Do not rinse. This is a leave-in-treatment. Style hair as desired.

Wet hair: Apply prior to blow drying to for a smooth finish. May act as a barrier to protect against heat.

Dry Hair: Using a small amount, lightly work the serum through the strands to add shine after styling. Avoid the roots if you're using the serum after styling.

SeneGence® HairCovery® Thickening & Volumizing Shampoo

SeneGence® HairCovery® Thickening & Volumizing Shampoo with UV Color Protection revives dry, dull, and thinning hair to reveal healthier looking, luscious locks.

Nourish your hair with botanicals, vitamins, and lightweight moisture that help recover dry strands to enhance thickness for voluminous hair.

The Science Behind the Product

Traditional shampoos can strip the moisture or dry out hair during cleansing. HairCovery® Shampoo helps add intense moisture with Botanicals, Vitamins, and Peptides.

Capixyl™ is one of the key volumizing ingredients. Includes Red Clover Flower Extract to help improve the hair growth cycle.

Capixyl™ is a biomimetic peptide (acetyl tetrapeptide-3) combined with a Red Clover Flower Extract that's rich in Biochanin A. Capixyl™ efficacy is based on the association and synergistic action of its two ingredients to enhance hair density and reveal thicker, healthier hair.

The vitamin Panthenol provides nourishment and moisture to promote a healthy scalp, conditioning hair from root to tip.

Hydrolyzed Rice Protein helps fortify hair to help prevent damage and improves hair volume and manageability for shiny, moisturized hair with bounce.

Hydrolyzed Jojoba Ester helps prevent UV ray damage, which can improve color retention of colored hair.

Our proprietary SenePeptide® helps increase follicular activity that may enhance hair strength. Infused with the power of isolated active peptides that stimulates increased keratin production.

Key Benefits

- Cleanses hair without drying or stripping moisture
- Formulated with NO Phthalates
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal by-products
- NO Animal Testing
- Vegan
- Gluten-Free

Key Ingredients

SenePlex+® Complex: Kinetic enzyme that promotes cellular turnover via exfoliation.

SenePeptides®: Stimulates hair growth.



Capixyl™ (Butylene Glycol (and) Water (and) Dextran (and) Acetyl Tetrapeptide-3 (and) Trifolium Pratense (Clover) Flower Extract): Synergistic combination of biomimetic peptide with Red Clover Flower Extract rich in Biochanin A, which stimulates the hair follicle regeneration process and reduces the hair follicle miniaturization process to provide fuller, thicker and healthier hair.

Panthenol: Vitamin B complex could contribute to healthier looking hair. In haircare, this adds moisture and improves hydration to encourage a healthier feeling and make hair appear shiny and silky.

Hydrolyzed Rice Protein: A vegetable protein that has both skincare and haircare benefits. In haircare, it helps to fortify hair to prevent damage and improves volume.

Orchis Morio (Orchid) Flower Extract: This powerful antioxidant neutralizes free radicals from the environment and hydrates for maximum moisturization. The Orchid Extract is very effective as a sunscreen.

Jojoba Esters: Jojoba Esters, made from 100% Pure Natural Jojoba are odorless and biodegradable cosmetic ingredients. Jojoba is rich in antioxidants that neutralizes damage from environment stressors and adds moisture control. In haircare, this helps increase hair volume to its fullest while also providing UV color protection.

Directions for Use

Massage the shampoo into wet hair and scalp. Rinse thoroughly.

(Optional: Based on personal preference, repeat and double cleanse. Rinse thoroughly.)

For optimal results, Follow with HairCoverly® Conditioner.

SeneGence® HairCovetry® Moisturizing & Shine Enhancing Conditioner

HairCovetry® Moisturizing & Shine Enhancing Conditioner is formulated to help protect and revitalize hair while also improving hair texture, moisture, and shine.

Powerful conditioning ingredients work to restore hair's softness and radiance. This rich formula rescues dry and brittle hair without weighing it down to reveal healthy and luscious locks.

The Science Behind the Product

SeneGence® HairCovetry® Conditioner is formulated with Botanicals, Peptides and Vitamins to infuse intense moisture and shine into hair strands.

- Capixyl™
- Red Clover Flower Extract
- Chromaveil™
- Hydrolyzed Rice Protein
- Aloe Vera
- SenePeptide®
- SenePlex+® Complex

Key Benefits

- Revitalizes the appearance of hair to look and feel healthier
- Moisturizing without adding weight
- Formulated with NO Sulfates
- Formulated with NO Phthalates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: Kinetic enzyme that promotes cellular turnover via exfoliation. For hair, this increases follicular activity.

SenePeptides®: Encourages stimulation of the hair follicles due to the power of isolated active peptides that helps increased keratin production.


Capixyl™ (Butylene Glycol (and) Water (and) Dextran (and) Acetyl Tetrapeptide-3 (and) Trifolium Pratense (Clover) Flower Extract): Synergistic combination of biomimetic peptide with Red Clover Flower Extract rich in Biochanin A, which may help hair appear fuller and more voluminous.

Aloe Barbadensis Leaf Juice (Aloe Vera): Most known for moisturizing and soothing benefits.

Glycerin: A humectant that provides and retains moisture in hair.

Hydrolyzed Rice Protein: A vegetable protein that has both skincare and haircare benefits. In haircare, it helps to fortify hair to help prevent damage and improves volume.





Orchis Morio (Orchid) Flower Extract: A plant native to the South Pacific, which has long been a source of excellence for the preparation of emollient products. This powerful antioxidant helps protect against free radicals in the environment.

Jjoba Esters: Jjoba Esters, made from 100% Pure Natural Jjoba are odorless and biodegradable cosmetic ingredients. Jjoba helps protect against free radicals in the environment and adds moisture.

Directions for Use

After cleansing with HairCovery® Shampoo, massage the conditioner into wet hair from root to tip. Allow the conditioner to absorb for up to 3 minutes. Rinse thoroughly.

SeneGence® HairCovary® Strengthening & Thickening Hair Serum

SeneGence® HairCovary® Strengthening & Thickening Hair Serum is an intense leave-in hair serum formulated to:

- Enhance the appearance of fuller and more voluminous hair from scalp root to hair tip
- Helps to strengthen and encourages a healthy scalp
- Adds radiant shine

The Science Behind the Product

HairCovary® Strengthening & Thickening Hair Serum is a powerful lightweight serum packed with nourishing ingredients that help to moisturize the scalp to reveal the appearance thicker, healthier, and shinier hair.

Applying throughout the hair to the scalp, and it works by treating hair at the root. A healthy scalp is the basis for producing healthy, strong hair.

Capixyl™ is one of the key volumizing ingredients. It helps provide the look of fuller, thicker, and healthier hair over time.

- This raw material stimulates the hair follicle regeneration process to activate growth while also reducing the hair follicle miniaturization process to limit hair loss.
- The hair follicle self-generation is key to prevent hair loss and improve hair growth that results in enhance hair density and reveal thicker, healthier hair.

In a clinical study of Capixyl™, participants experienced over 79% boost in the number of hairs per square centimeters, after 4 months (shown above).

Also formulated with:

Defenscalp™, which is comprised of water (and) Epilobium Angustifolium Flower/Leaf/Stem Extract, this ingredient helps to reduce sebum and appearance of flakes for a healthy scalp. In a study of 24 volunteers, 100% of volunteers had an improvement in dandruff reaching -54% and -52% after 30 days for respectively non-adherent and adherent dandruff. The scalp is purified and provides a non-oily looking hair.

SenePeptide® encourages stimulation of the hair follicles due to the power of isolated active peptides that helps increased keratin production.

Aloe Vera helps hair appear healthier, glossy and silky.

Willow Herb helps to calm scalp inflammation and irritation to help reduce dryness and promote moisture.

While proprietary SenePlex+® Complex promotes cellular turnover via exfoliation to help enhance hair strength.

Key Benefits

- Leave-in nourishing serum
- Strengthens hair with SenePlex+® Complex
- Enhances hair thickness by adding volume
- Replenishes shine and leaves hair silky



- Formulated with NO Silicones
- Formulated with NO Sulfates
- Formulated with NO Phthalates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: Kinetic enzyme that promotes cellular turnover via exfoliation. In haircare, this helps to increase follicular activity.

SenePeptide®: Encourages stimulation of the hair follicles due to the power of isolated active peptides that helps increased keratin production.

Capixyl™ (Butylene Glycol (and) Water (and) Dextran (and) Acetyl Tetrapeptide-3 (and) Trifolium Pratense (Clover) Flower Extract): Synergistic combination of biomimetic peptide with Red Clover Flower Extract rich in Biochanin A, which may help hair appear fuller and more voluminous.

Defenscalp™ (Water (and) Epilobium Angustifolium Flower/Leaf/Stem Extract): A patented smart multifunctional ingredient designed to naturally regulate the Malassezia species proliferation while preserving the scalp microbiota to maintain a healthy flake free non-oily looking scalp and hair.

Aloe Barbadensis Leaf Juice (Aloe Vera): Most known for moisturizing and soothing benefits.

Epilobium Angustifolium (Willow Herb) Extract: Used for their potent anti-irritant, and free radical-scavenging effects. Has been known to be therapeutic for various skin conditions.

Orchis Morio (Orchid) Flower Extract: A plant native to the South Pacific, which has long been a source of excellence for the preparation of emollient products. This powerful antioxidant helps protect against free radicals in the environment.

Directions for Use

After washing and conditioning, apply the serum to wet or dry hair/scalp. Work the serum through your hair and massage directly onto scalp and the hair roots daily. Do not rinse. This is a leave-in-treatment. Style hair as desired.

Wet hair: Apply prior to blow drying to for a smooth finish. May act as a barrier to protect against heat.

Dry Hair: Using a small amount, lightly work the serum through the strands to add shine after styling. Avoid the roots if you're using the serum after styling.

Use every 2 to 3 days.

SeneGence® HairCovery® Thickening & Volumizing Holding Spray

SeneGence® HairCovery® Thickening & Volumizing Holding Spray has medium to firm hold that keeps hair flexible while also delivering beneficial ingredients.

This sophisticated formula contains ingredients such as SenePlex+®, SenePeptide®, Capixyl™, and Vitamins that help improve the appearance and texture of hair.

When partnered alongside the other products in the HairCovery® system, hair will appear more volumized, shiny, and healthy.

The Science Behind the Product

This non-aerosol spray does double duty by effectively holding styles and improving the look of healthier hair with continued use.

The formula does not leave hair sticky or crunchy, but keeps hair flexible to achieve a beautiful, volumized look.

One of the key volumizing ingredients, Capixyl™, which is comprised of a combination of ingredients, including Red Clover Flower Extract. Capixyl™ helps enhance the appearance of hair density and reveal thicker, healthier looking hair.

The vitamin Panthenol provides nourishment and moisture to promote shiny hair with bounce, while proprietary SenePeptide® helps to enhance hair density due to the power of isolated active peptides that causes increased keratin production.

Proprietary SenePlex+® Complex helps to encourage follicular activity, which aids to help improve hair strength.

Key Benefits

- Medium to firm hold with flexibility
- Volumizing
- Nourishing and adds shine
- Non-aerosol
- Formulated with NO Phthalates
- Formulated with NO Sulfates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

SenePlex+® Complex: Kinetic enzyme that increases cellular renewal. In hair care, this increases follicular activity.

SenePeptides®: Encourages stimulation of the hair follicles due to the power of isolated active peptides that helps increased keratin production.



Capixyl (Butylene Glycol (and) Water (and) Dextran (and) Acetyl Tetrapeptide-3 (and) Trifolium Pratense (Clover) Flower Extract): Synergistic combination of biomimetic peptide with Red Clover Flower Extract rich in Biochanin A, to provide the appearance of fuller, thicker and healthier looking hair.

Panthenol: Vitamin B complex is essential to assist in the formation of healthier tissue. In hair care, this adds moisture and improves hydration to promote a healthier scalp and make hair appear shiny and silky.

Niacinamide (Vitamin B3): An effective antioxidant that also helps to improve health of hair follicles.

Caprylyl Glycol: A plant derived hair-conditioning agent.

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer: Helps provides flexible hold without flaking.

Directions for Use

Style hair as desired. Shake the bottle. Hold 6-12 inches away from hair and mist as needed for medium to firm hold and hair benefits.

Avoid inhalation and contact with eyes.

HairBalance® Shampoo for Normal to Oily Hair

Put an end to oily and weighed down hair, and welcome clean, balanced & bouncy!

The HairBalance® HairCare system is specially formulated to address normal to oily hair types.

HairBalance® Shampoo effectively purifies and cleanses without stripping or overly drying hair. This rich shampoo helps to remove build-up of dirt and excess oil while helping to revitalize your locks.

After washing, your hair is cleaner and feels lighter from roots to ends.

The Science Behind the Product

Our light-weight hair and scalp care formulas are designed to cleanse, hydrate and balance. The sulfate-free shampoo formula effectively cleanses hair without stripping essential moisture and includes beneficial botanicals and vitamins for hair and scalp.

HairBalance® HairCare is packed with nature-based ingredients that powerfully battle oily hair and scalp, while hydrating and soothing.

The formula helps to:

- Improve the texture and volume of hair weighted with excess oil
- Nourish, and balance the scalp to leave your hair more manageable
- Revitalizes to bring back shiny and healthy-looking hair

The result:

- Hair is refined without stripping essential moisture
- Looks clean and vibrant
- Feels touchable soft

The formula includes:

Pentavitin® is a natural, plant-derived active which provides intense hydration, assisting in reducing the appearance of scalp flaking. At the same time, it helps to combat oily scalp, and therefore reduces the feeling of itchiness and irritation.

Infused with a complex called Merquat™ 3330PR Polymer, which helps wet and dry hair feel smooth and tangle free, being easily comb-able, but without adding excessive buildup to hair and scalp.

This is important in normal to oily hair types, as hair can often feel matted or tangled due to excessive oil buildup.

Jaguar® C-17, which is a plant-derived polymer including an extract from Guar Beans, that helps to increase the appearance of shine in dull, overly oily hair.

HairBalance® Shampoo includes cooling menthol, for a clean, refreshing, and purifying feeling while washing your hair.



Key Benefits

- Cleanses hair, clarifies scalp, and richly lathers without overly drying
- Helps to combat oily scalp, helping to reduce itchiness and appearance of flakes
- Helps hair to feel softer, look shinier and more manageable
- Improves hair texture and helps with tangles
- Helps hair to look bouncier and less weighted
- Safe for color and chemically treated hair
- Formulated with NO Silicones
- Formulated with NO Sulfates
- Formulated with NO Phthalates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

AccessMild Blend 30V (Complex of Cocamidopropyl Betaine, Sodium Cocoyl Isethionate, Sodium Lauroyl Sarcosinate): Sulfate-free, gentle cleansing agents that effectively cleanse and purify hair without stripping moisture. This ingredient is safe for color and chemically treated hair.

Pentavitin®: Provides hydration, helping to reduce appearance of dryness and flaking, and combats oily scalp.

Merquat™ 3330PR Polymer: Helps wet and dry hair feel smooth and tangle free.

Jaguar® C-17: Helps to increase the appearance of shine in dull, overly oily hair.

Menthol: Gives scalp a cooling and refreshing feeling.

Vitamins A, B & E: Antioxidant-rich ingredients that help to protect scalp and hair from environmental stressors.

Aloe Vera Leaf Juice & Kelp Extract: Helps to calm and soothe scalp.

Sodium Hyaluronate: Effective moisturizing ingredient.

Salicylic Acid: Helps remove dead skin and sebum build up, helping to clarify the skin on your scalp.

Directions for Use

Massage the shampoo into wet hair and scalp. Rinse thoroughly.

(Optional: Based on personal preference, repeat and double cleanse. Rinse thoroughly.)

For optimal results, Follow with HairBalance® Conditioner.

HairBalance® Conditioner for Normal to Dry Hair

Give your hair a dose of lightweight hydration!

The HairBalance® HairCare system is specially formulated to address normal to oily hair types.

It helps to defeat excessive oil while soothing the scalp leaving the hair looking smooth, with more shine, feeling bouncy and being more manageable.

This creamy conditioning formula nourishes and hydrates without causing excess buildup on your scalp.

The Science Behind the Product

HairBalance® Shampoo harmonizes with the HairBalance® Conditioner. The light-weight hair and scalp care formulas are designed to cleanse, hydrate and balance.

HairBalance® HairCare is packed with nature-based ingredients that:

- Powerfully battle oily hair and scalp
- Hydrating and soothing
- Improve the texture and volume of hair weighted with excess oil
- Nourishes the scalp
- Leaves your hair more manageable, shiny and healthy-looking

The results:

- Hair looks smooth and has more bounce
- Looks clean and vibrant
- Feels touchable soft

The formula includes:

Pentavitin® is a natural, plant-derived active which provides intense hydration, assisting in reducing the appearance of scalp flaking.

At the same time, it helps to combat oily scalp, and therefore reduces the feeling of itchiness and irritation.

HairBalance® Conditioner is also infused with Wavemax™, which contains natural Linseed and Chia Seed. These moisturizing ingredients aid in improving the smoothness and manageability of hair by reducing the appearance of frizz. This active also helps protect color and chemically treated hair after heat stress.

A complex called Floramac® 10, which is derived from Macadamia, helps to reduce hair breakage and both wet and dry comb force. It also increases hair shine and provides heat protection from styling tools.

Crodazosoft™ SCQ is a powerful complex which helps to increase hair softness and detangling.

HairBalance® Conditioner includes cooling menthol, for a clean, refreshing, and purifying feeling while conditioning your hair.



Key Benefits

- Adds rich hydration without causing heavy buildup
- Helps hair to become softer, shinier and more manageable
- Moisturizes the scalp and helps to reduce signs of dryness, such as flaking
- Reduces the appearance of frizz and helps with tangles
- Gentle enough for color and chemically treated hair
- Formulated with NO Sulfates
- Formulated with NO Phthalates
- Formulated with NO Silicones
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Pentavitin®: Provides hydration, helping to reduce appearance of dryness and flaking, and combats oily scalp.

Wavemax Complex: Contains natural Linseed and Chia Seed Extracts. These moisturizing ingredients help to improve smoothness and manageability of hair by reducing the appearance of frizz.

Floramac® 10: Helps to reduce hair breakage, increases hair shine and provides heat protection from styling tools.

Crodazosoft™ SCQ: Helps to increase hair softness and detangling.

Menthol: Gives scalp a cooling and refreshing feeling.

Glycerin: Hydrates scalp and hair.

Aloe Vera Leaf Juice, Seaweed & Kelp Extract: Helps to calm and soothe scalp.

Vitamins A, B & E: Antioxidant-rich ingredients that help to protect scalp and hair from environmental stressors.

Sodium Hyaluronate: Effective moisturizing ingredient.

Directions for Use

After cleansing with HairBalance® Shampoo, massage the conditioner into wet hair from root to tip. Allow the conditioner to absorb for up to 3 minutes. Rinse thoroughly.

HairBalance® Scalp and Hair Serum for Normal to Oily Hair with SenePlex+®

Healthy hair starts with a healthy scalp!

This powerful leave-in scalp and hair serum works to:

- Combat oil and sebum on the scalp
- Soothe and comfort itchy scalps
- Hydrate and protect hair & scalp
- Help hair to appear healthier, smoother, softer, and shinier

This lightweight serum formula works synergistically with the HairBalance® Shampoo and Conditioner to help combat overly oily scalps for more beautiful and healthy-looking hair.

The Science Behind the Product

The HairBalance® HairCare system is specially formulated to address normal to oily hair types. Our light-weight hair and scalp care formulas are designed to cleanse, hydrate and balance.

Packed with nature-based ingredients that powerfully battle oily hair and scalp, while hydrating and soothing. The formula helps to improve the texture and volume of hair weighted with excess oil, nourish, and balance the scalp to leave your hair more manageable, shiny, and healthy-looking!

The result:

- Nourished scalp & hair
- Looks clean and vibrant
- Feels touchable soft.

Activated Vegetable Charcoal is a key ingredient in this serum formula, and the reason the color is black. Helps to absorb buildup of dirt and oil that clog pores in overly oily scalps, helping to purify. This results in bouncier, less weighted hair, and helps to soothe itchy, irritated scalps.

Although the formula color is black, when rubbed and blended into the scalp, it blends in clear and does not color or stain the hair roots.

Like the Shampoo and Conditioner, the Serum formula includes the natural, plant derived active Pentavitin®, which provides intense hydration, assisting in reducing the appearance of scalp flaking. At the same time, it helps to combat oily scalp, and therefore reduces the feeling of itchiness and irritation.

Rambuvital™, an extract from Rambutan Seeds (a superfruit from Asia), is a rich source of nutrients and antioxidants that nourishes, helps protect hair, and hydrates scalp and hair. It also helps to energize hair at the roots.

Includes the active Marimoist®, which is a complex that includes Red Seaweed Extract and moisturizing Sodium Hyaluronate. It provides hydration, as well as a cooling and soothing feeling to the scalp, which helps to counteract itchiness and discomfort. This active leaves scalp feeling refreshed and balanced.

Infused with Wild Water Mint, a plant extract that provides additional cooling and revitalizing feeling to the scalp, as well as antioxidant protection.



Key Benefits

- Helps to purify scalp by combating oiliness and buildup
- Helps to soothe, refresh and revitalize the scalp
- Helps hair to feel softer, look shinier and more manageable
- Adds lightweight hydration without weighing roots down
- Formulated with NO Silicones
- Formulated with NO Sulfates
- Formulated with NO Phthalates
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- NO Animal Testing
- Vegan
- Gluten Free

Key Ingredients

Activated Vegetable Charcoal Powder: helps to absorb buildup of dirt and oil that clog hair.

Pentavitin®: provides hydration, helping to reduce appearance of dryness and flaking, and combats oily scalp.

Rambuvital™ (Rambutan Seed Extract): from the Rambutan fruit, this seed extract is rich in nutrients and antioxidants.

Marimoist®: a complex that includes red seaweed extract and moisturizing sodium hyaluronate that moisturize and soothe scalp.

Wild Water Mint: a plant extract that revitalized and provides a cooling feeling.

Aloe, Seaweed, Kelp, and Cucumber Extracts: help to calm and soothe itchy scalp.

Glycerin: hydrates scalp and hair.

Vitamins B & E: antioxidant-rich ingredients that help to protect the scalp & hair from environmental stressors.

Directions for Use

After washing and conditioning, apply the serum to wet or dry hair/scalp. Work the serum through your hair and massage directly onto scalp and the hair roots daily. Do not rinse. This is a leave-in-treatment. Style hair as desired.

Wet hair: Apply prior to blow drying to for a smooth finish. May act as a barrier to protect against heat.

Dry Hair: Using a small amount, lightly work the serum through the strands to add shine after styling. Avoid the roots if you're using the serum after styling.

Use every 2 to 3 days.