



SeneGence International® Wraps Up Seminar 2018: Exciting Surprises Plus Additions to Cosmetics and Skin Care Line

FOOTHILL RANCH, Calif. – (May XX, 2018) – Global beauty brand [SeneGence International®](#) closes its year with two highly successful Seminars: one for Australia followed by one for the U.S. and Canada. Both events saw a record number of Independent Distributors participating in the company’s largest and most exciting annual gathering to celebrate collective and individual Distributor successes, launch new products and experience top-notch training.

“These were the most exhilarating and energizing Seminars to-date,” said Joni Rogers-Kante, CEO of SeneGence. “We provide the business model, but our Independent Distributors have harnessed their entrepreneurial spirit, chartered their own path to success and are living life in love and abundance; exactly like SeneGence’s mission statement. It’s such a privilege to be able to bring them all together in one place to celebrate their achievements.”

SeneGence recently announced the addition of seven new items to its line of long-lasting, anti-aging cosmetics and skin care products and highlighted them at Seminar. The new products include:

- **Prism Gloss:** This limited-edition shade of LipSense Gloss (with a special holographic label) features multi-colored glitter and can completely change the look of LipSense when layered over bold shades. Like all LipSense Glosses, Prism Gloss is enhanced with Vitamin E and Shea Butter for moisturizing benefits.
- **Foops Wipes:** A quick and convenient way to remove long-lasting SenseCosmetics while on-the-go, each pack contains 30 pre-moistened wipes that gently remove SenseCosmetics, dirt and oil, leaving skin clean and refreshed with a light lavender scent.
- **Hydrating Facial Serum Mist:** A lightweight, moisturizing mist that can be used under or over SenseCosmetics throughout the day that will instantly refresh and re-energize skin.
- **LipSmooth Conditioning Polish:** A gentle, effective lip polish used to buff away dead skin, and condition lips to be smooth and healthy.

- **Brightening Multi-Vitamin Treatment:** A powerful, multi-benefit skin care product with clinically proven ingredients that target dark spots, dullness and discoloration.
- **Prism of Colors Collection:** Unique, limited-edition shades of LipSense Long-Lasting Lip Color that are only available while supplies last. Each color is totally unique in the LipSense line and fulfills a need for bolder, more artistic colors that respond to recent color trends. At Seminar, Blu-J LipSense, a dazzling cobalt blue, was introduced to complete the Prism of Colors Collection.

In addition to expanding the cosmetics and skin care lines, SeneGence launched SeneStyle™, the company's branded clothing line. The beautiful limited-edition collection of apparel was elegantly designed for spring and summer fun and comfort. Initially available to Independent Distributors, the complete line is set to launch this fall.

Another announcement during Seminar that had Independent Distributors cheering was the launch of new microsites, or SeneSites, for their individual businesses. The newly redesigned websites offer an easy-to-use interface for customers, as well as back office and management software for Independent Distributors to more easily run their businesses.

"We want our Independent Distributors to know we value their feedback. We carefully listened to what they were asking for – to help them more easily run their business and interact with their customers. We wanted to exceed their expectations and make the technology work for them," commented Rogers-Kante. "I think we did just that with the new SeneSites."

The improvements and new product expansions are thanks in part to the company's addition of skilled technologists, scientists, marketers and customer care representatives over the past year.

SeneGence is known for LipSense®, the long-lasting lip color that provides up to 18 hours of perfectly pigmented color in more than 50 water-proof, smudge-proof, kiss-proof shades. Much more than a lip color company, SeneGence also has a full line of long-lasting, anti-aging cosmetics and skin care products formulated for a variety of skin types. SeneGence does not test on animals or use animal by-products, and instead uses naturally occurring ingredients manufactured in cGMP facilities. All products are made in the United States for stringent quality control.

To get in touch with a SeneGence Independent Distributor to try LipSense or their revolutionary line of skin care and cosmetics, visit SeneGence.com.

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About SeneGence International

SeneGence's full line of long-lasting cosmetics and anti-aging skin care is sold through a network of Independent Distributors around the world. SeneGence proudly distributes products that are made in the U.S.A. and formulated without lead or animal testing. To find a Distributor near you or to get more information on SeneGence products and business opportunities, please visit www.SeneGence.com.

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