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FOR IMMEDIATE RELEASE

SeneGence International® Holds Annual Seminar

Network marketing company welcomed Independent Distributors for a weekend of training, motivation, new product launches and more

IRVINE, CALIF. (May 4, 2012) - SeneGence Independent Distributors recently convened in Anaheim, California, April 13 -15, for the annual corporate-sponsored Seminar training and recognition event.

The yearly event is a forum for launching the company's newest, long-lasting cosmetic and anti-aging skincare products; sales and marketing tools, contests and business programs that support the thousands of SeneGence Independent Distributors throughout the world.

This year's Seminar, themed "Escalate," was hosted by top SeneGence Independent Distributor, Queen Jeri Taylor-Swade of Las Vegas, Nevada. The event also featured special guest speakers including: SeneGence Founder and CEO Joni Rogers-Kante, SeneGence Product Formulator Yoram Fishman, renowned Social Media Expert Katie Wagner, Business Strategist and motivational speaker Dr. J.J. Meier.

"I think this may have been one of the best Seminar's yet," said Founder and CEO, Joni Rogers-Kante. "Attendees loved the motivational tips, business strategies, glamour training and our first-ever team-building scavenger hunt at Disneyland. Distributor participants earned their ticket into the park as a reward for their outstanding sales and recruiting activities."

In addition to launching new products including: SeneDerm Oily to Acne Skincare system, Spot-On Blemish & Acne Treatment, Dark Circle Eye Treatment, and ShadowSense Shine, the SeneGence corporate staff debuted an AutoShip program for Distributors, a sponsoring contest with a chance for the top two winners to create and create and name their own custom LipSense long-lasting lip color shade, a new social media contest dubbed, "Broadcast Your Beauty," and more.

Over the weekend Distributors networked while enjoying company-sponsored yoga, breakfast and lunches and the annual Make Sense Foundation® Awards Dinner, which raises funds for women and children in need through SeneGence's non-profit organization. This year The Make Sense Foundation collected gently worn shoes for the fundraiser "Have a Heart, Save a Sole" which donates shoes to those in need in Africa.

Another highlight of the event was the on-stage recognition and awards that top-ranking Distributors received for their sales and sponsoring efforts throughout the year.

About SeneGence International

Since the debut of the premier product LipSense in 1999, SeneGence has been a privately owned, network marketing company that is in the business of developing and selling personal care products through an independent sales network of Distributors. To find a Distributor near you or to get more information on SeneGence products and business opportunities, please visit www.SeneGence.com or contact Michelle Gibellino, Marketing & PR Coordinator, at 949.521.6161 ext. 144, or mgibellino@senegence.com.

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