

SeneGence Launches Affordable Product To Naturally Grow And Lengthen Eyelashes

SeneGence International® proudly announces it's newest product, LashExtend™, which effectively and quickly supports the natural growth and lengthening of eyelashes with no harmful side effects. Clinical studies have shown users experienced lash growth of up to 25% with only weeks of use.

Irvine, CA May 5, 2008 – The solution to longer, fuller thicker eyelashes is finally here and it's finally affordable. SeneGence International, a leader in the Direct Sales cosmetics industry, has recently introduced its newest product, EyeSense™ LashExtend. SeneGence is known for its long-lasting color and anti-aging skincare products that really work, and this new addition is no exception. While competitors charge up to three times more for similar products, SeneGence has achieved a safe, easy to use, proprietary lash lengthening formula using no drugs and requiring no prescription.

When SeneGence set out to launch this product, they were determined to do it better than the competition. They placed unwavering priorities on creating a natural formula, unlike others recently pulled from the marketplace due to their harmful ingredients, and on offering it at an affordable price point for the everyday consumer. In clinical trials performed on LashExtend, panel subjects saw a 25% increase in eyelash thickness and length after only two weeks of use when using the product only once a day. SeneGence has been able to offer a four-six month supply of LashExtend for a suggested retail price of only \$45.00 USD.

What makes LashExtend so effective? The use of SenePeptides™ in SeneGence's proprietary formula, or isolated peptides that stimulate gene expression and cause increased keratin production. Keratin is a natural protein found in the body that is involved in healthy skin and hair growth.

What makes LashExtend so easy to use? It is applied, like an eyeliner, along the base of the lashes from one end of the lash line to the other on both top and bottom lash lines. It only needs to be used once a day and can be added to a users daily routine. Positive results of longer, fuller lashes can be seen in as little as two weeks. Some users have even documented results in a matter of days.

SeneGence's full line of skin care and cosmetics are sold through its network of Independent Distributors. To find a distributor near you and get more information on SeneGence products and business opportunities, please visit our website at www.senegence.com.

For more information, contact:

