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**FOR IMMEDIATE RELEASE**

## **SeneGence International LipSense Shade ‘Kiss for a Cause’ to Benefit Breast Cancer in the Month of October**

**Irvine, Calif.** (October 1, 2015) – SeneGence International- creator of LipSense® long-lasting lip color, SenseCosmetics™ and SeneDerm® Anti-Aging SkinCare, announced for every tube sold of the LipSense shade Kiss for a Cause, in the month of October, \$1 dollar will be donated to Breast Cancer research in honor of National Breast Cancer Awareness month.

“According to BreastCancer.org about 1 in 8 U.S. women will develop invasive breast cancer over the course of her lifetime and for women in the United States, breast cancer death rates are higher than death rates for any other type of cancer, besides lung cancer,” said SeneGence Founder and CEO, Joni Rogers-Kante. We want to do our part at SeneGence to make sure we are helping this cause and supporting research, early detection, treatment and education.”

LipSense long-lasting liquid lip color is unlike any conventional lipstick, stain, or color. These kiss-proof, smudge-proof, lead-free colors stay on for up to 18 hours and are available in over 60 shades. LipSense shades can be combined to create hundreds of custom color possibilities. Kiss for a Cause retails for \$25.

**About SeneGence International** - SeneGence's full line of long-lasting cosmetics and anti-aging skincare 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 animal testing. To find a Distributor near you or to get more information on SeneGence products and business opportunities, please visit [www.SeneGence.com](http://www.SeneGence.com) or contact Taylor King at 949.521.6161 ext. 144, or [tking@senegence.com](mailto:tking@senegence.com).

**About The Make Sense Foundation**-The Make Sense Foundation (MSF) was created by Joni Rogers-Kante as part of the overall plan to make a meaningful contribution. As a non-profit organization, it is separate from SeneGence, but works closely with its Independent Distributors raising funds for those in need. Based on the fundamental mission of helping women and children in crisis, The Make Sense Foundation thrives on directly donating to deserving organizations that support those in need across the country. To date, The MSF has donated to dozens of non-profit organizations from coast to coast and will continue to support women and children in crisis for years to come. You can visit [www.makesensefoundation.org](http://www.makesensefoundation.org) for more information.

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