

Scent-Sations, Inc. Candle of the Month Newsletter  
**MIA BELLA NEWS**  
April 2012 Volume 10, Issue 4

## This Month's Autoship: Lilac

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# New Spring/Summer Catalogs Are Here



# New Potpourri-Top Candles



## New Scents Announced

The following new scents are now available. (all are included in the new 2012 Spring/Summer catalog!



Amaretto - Sweet almond with notes of ripe, juicy cherries.



Fresh apples dipped in delicious sweet candy coating... with soft touches of vanilla and cinnamon.



Get out your racing program as you will think you are at the race. Fresh mint with aspects of bourbon. A nice clean scent.



Soft and sultry an enigmatic mix of sandalwood with warm touches of vanilla.



This highly scented candle will remind you of the eighteen holes you just played on a fresh cut course.



A bountiful bouquet of fresh cut flowers.

## Summer Limited Edition Candles Now Available!

The Summer Limited Edition candles are now available! These delicious “tropical island” scented candles will be available throughout the Summer... enjoy a “mini tropical vacation” every time you light one up!



A tropical paradise blend of coconut, fresh sliced pineapple, a scoop of vanilla ice cream with top notes of strawberry.



Pull out the hammock and relax as you enjoy this combination of island fruits.



Make anytime happy hour with a refreshing Caribbean cooler. Indulge in refreshing tropical lime with a touch of class.

## HOPE Candle Gets New Look!



The “Hope” Candle is part of our Charity Line of Candles. All profits go to various local (NE Pa) charities that deal with Breast Cancer.

## "2012 Responsible Sponsoring" Vacation Getaway

All-Inclusive Getaway  
to  
(To Be Announced At Fling 2012)



Runs April 1, 2012 – December 31, 2012  
-10 Winners and a guest

### How Do I Win?

- \$100 cv per each month of contest
- All contest winners must achieve "Paid As" \$10K Diamond\* by 2012 Fling. (you must attain 10K or higher by June 2012)
- All contest winners must continue their "Paid As" \$10K rank August, September, October, November and December of 2012
- All contest winners must have attended 2012 Fling.
- All contest winners must be a guest speaker on a minimum of one national conference call each month (starting April 1, 2012)
- For every \$100 personal volume contestants will receive 1 point (with a maximum per month of 5 points)
- When any "personally sponsored" distributor achieves Diamond + within first 2 full months of enrolling (during months of contest) both new distributor and sponsor receive 5 points

- For every rank a distributor achieves from 2k forward, that distributor will receive 5 points (sponsor does not receive points. Not retroactive to your current title. Example: if you are currently a triple diamond you will not receive "retroactive points" from 2k and above... you must achieve the ranks above triple diamond in order to earn additional 5 points)
- Contestant will receive points when personally sponsored distributor purchase an "enrollment package" (only those personally sponsored during the contest dates will count)

When a personally sponsored distributor purchase the following kits (upon enrolling during the contest months only)

Beauty Starter Kit - 1 point  
Party Pack - 2 points  
Sample Pack - 2 points  
Dermal Single Pack - 2 points  
Fast Start Pack - 5 points  
Bella Beauty Makeup Kit - 5 points  
Dermal Four Pack - 6 points  
Total Pack - 8 points

Points are rewarded for sign up packs only\*. If a current distributor purchases any of the previous kits they are not counted towards vacation pool points for the sponsor

\*Example: If a new distributor purchases a sign up pack but opts for a larger pack during same day as sign up the sponsor will receive all points available for that

If the new distributor purchases a larger or second sign up pack from the next day onward, only the distributor purchasing said pack receives personal cv points.

Winners will be announced in January, 2013

## **DECIDE - DO - DEVELOP**

I remind myself often just how "Simple" our business really is. This isn't rocket science. Success is available to everyone who chooses to pursue it. The simplicity is that there are really only THREE parts to achieving success:

**DECIDE**  
**DO**  
**DEVELOP**

You need to DECIDE what it is you want. If you aren't 100% there yet, work with your sponsor and your upline and really invest the time to define your goals, your dreams, your desires, and what you will do to achieve them.

You must then DO -- get into action! Don't WAIT -- DO!! There are only FOUR activities that are a requirement to move forward and build your business: Prospecting, Presenting, Duplicating, and Personal Development. Prospecting (finding people to talk to); Presenting (talking to the people you find), Duplicating (teaching those who choose to join you to do the same); and Personal Development (personal and professional growth -- read and listen daily).

And finally, you must now, and always, DEVELOP. Learn, listen, read, attend meetings, events, and training sessions. Invest in audio sets, and training programs. Become the person you would want to follow. And get to regional events (Canadian Spring Regional is coming up in Calgary May 11 - 13). And get to FLING in Wilkes-Barre, PA this summer. Your investment into your personal and professional development will take you further, faster, than anything else.

There are many tools available to you as you DECIDE - DO - DEVELOP in your business. Many are provided by Scent-Sations for your use, so that you can use your time to get to the DOING.

- Online video links - enable on your website for only \$4.95 / month, share with everyone who's open to learning more
- Business DVD's, and audio CD's - order from Back Office
- Catalogs and brochures (including Dermal Renu tri-fold, and Get More out of Life tri-fold)
- Business cards - SCENT SAMPLES (we are so blessed to be able to differentiate our business cards in such an effective way!)
- Business Opportunity presentations, live and on conference calls -- get plugged in to what's happening.
- Upline support from your sponsor, your leadership team
- Bobby and Charlie
- 3-way calls
- introduction calls
- VIP calls (get 5 people in your living room, and have Bobby and/or Charlie join you by Skype or speaker phone)

These tools are here for you to use, so use them. There's no need to reinvent the wheel. Your time needs to be focused on the simple steps, with most of your time dedicated to finding people to talk to. Keep asking, keep sharing. DECIDE what you want from your business. DO the simple key steps necessary to achieve what you want. and continue to DEVELOP yourself, your skills, your person, and become the person you'd want to follow. Decide - Do - Develop and you WILL achieve your dreams.

Tamara Keller  
 2011 International Distributor of the Year  
 2011 International Team Player Award Recipient  
 2011 Incentive Trip Earner

## What Will Be Your Legacy?

Always stay true to who you are, deep down inside. It sounds easy, but there are those around you who will try to change who you are and what you stand for. It cannot be done and moreover, it should not be done.

Everyone has dreams. Some of your dreams will come true. Some dreams will come true even bigger and better than you could have ever imagined. Some dreams will be realized right away and other dreams will come true later on in your life. Some dreams may never come true - but that should not ever stop you from dreaming.

I have long taught that certain visions are placed within our hearts...in other words, if you weren't meant to dream it, the vision wouldn't be in your heart to begin with. Whatever the dream, whatever the timeline, let NO ONE snatch or compromise your dreams. Don't let anyone else tell you what you can and cannot do or should and should not dream. Your dreams can become your destiny and no one has the right to interfere with that.

Everyone makes mistakes. Forgive yourself when you make mistakes and if you have hurt someone else in the process, make amends quickly. Most importantly, learn from your mistakes and whenever possible, learn from other people's mistakes, too.

Your past has helped to shape the person that you are...but unless you allow it, you are not defined by your past. Every single day is a clean slate full of possibilities - take advantage of it.

Remember that the definition of courage is, "being afraid and doing it anyway." There is nothing wrong with being afraid, however, to get what you want in life, you must also choose to be courageous and step out in the faith that you have in yourself.

You have more strength than you realize. And when the times come that you don't feel especially strong, it is not a sign of weakness to ask for help.

The true key to success is learning from those who already are where you want to be in every respect. Don't ever lose your desire to learn because as long as you remain teachable, you will have success no matter what path you choose.

When your time on Earth is finished, let your legacy be one of love, generosity of spirit and kindness of heart. Be the person who reached out a helping hand to ease another's way, and that, my friends, is something we can do every single day with this amazing Company and the products they provide.

Thank you Bobby, Charlie, Carmen, Lynn, Cheryl, and all of the Scent-Sations staff members for all you do!

Becca Mutz  
Bentonville, Arkansas



## Fling Really Motivated Me!!!

In March 2012 not only did I celebrate my one year anniversary with Scent-Sations, Inc., I also celebrated my rank advancement to 2K Diamond Plus!! If someone had told me last year when I joined that I would achieve that in my first year, I would never have believed it. Going to my first Fling last year really motivated me ~ I knew that I wanted to earn that residual income, so my primary focus had to be recruiting! We are four months into 2012, and I can honestly say I have sold less than \$700 so far... and that's okay! My goal is expanding my team and sales are not the driving force to achieve that goal! I have utilized the marketing blitz that Charlie suggested at the beginning of the year, with great results! I have mailed out many samples all over the country and have more people interested in the outstanding income opportunity that we have to offer, than ever before! I am completely psyched about this year's Fling ~ getting inspired, meeting new Bella Buddies, and reconnecting with the great friends that I met last year! I can't wait to see what the next year has in store for me, but I'm sure it's going to be great!!

Kim Day

## Out of the Mouths of Babes!

I gave out my card at work with scent samples. One of my co-workers decided to sprinkle a little bit in her van. She is a Mom who takes her children to different sports so they are in the van a lot. Her second son said to her, "Mom, the van sure smells nice even with all the garbage in here!" Out of the mouth of babes, and we have our own TV commercial

Rosemary McKenzie

## Why I Like Scent-Sations Business Opportunity!

I have been a part of different mlm programs. In each instance we had to have a minimum order either every month or every three months. We received a commission usually 25 %. There were rules and regulations that we had to follow, tying our hands on the potential business. One insisted that we could only have home parties. In the other I would have to change my kit constantly to keep up putting more money in without the financial gain. Lack of leadership was another problem. One of the reasons I joined is because I could see the potential in the retail part of the business and second the residual income that would happen. Make no mistake it is not easy to accept the "No's" but I have planted the seed for someone else. It is easier to CHOSE the autoship which gives me the samples I need to share. I know that I will succeed here where I had not before.

Rosemary McKenzie

## Awesome Products That Truly Sell Themselves!

“My hairdresser sent me a text message to let me know that she loves the candle I gave her for Christmas and she wants more.”

Chantelle Smalley

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“My out of town Dr sent me an email and wanted 4 candles delivered to him Friday. Soon after that my best customer called and wanted 2 bag melts for her friend. These awesome products sell themselves !”

Cheryl Rotruck

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I last received a Mia Bellas shipment in 2008. Since then, life went crazy and I moved out of the country. My stuff went into storage for 2 years. On October 2011, I moved back to the states and emptied my storage. Upon re-opening my boxes of candles, I was greeted by a wonderful aroma of different scents. I went through my two boxes and discovered I still have about 2 dozen votives, a simmer pot and melts, a dozen Bella Buns, and 6 Bella Bars.

I started using the Juniper Breeze Bella Bar, and it still smelled as wonderful as I remember and still leaves my skin soft. My house is always smelling wonderful again. I have a Bella Bun just sitting on my kitchen table, and house guests often think I'm baking when they first come to my house! So if anyone is worried about how long the candles retain their scents, you can safely tell them YEARS! I'm proud to say I am now reactivated as a distributor and already am collecting orders!!

Kira Sandoval

## Action Team Give-Away Advice Is Already Working!

I started this month a monthly giveaway on Facebook. So, I gave this friend a 16 Oz Jar of Sweet Orange and Chili Pepper.

She posted this on my wall:

Hola chica!!! I just wanted to tell you, we had our family's over this weekend and had your candle lit (for the first time) and EVERYONE kept commenting on it and how awesome it smelled!! I ♥ it! do you have that link and I'll post something about it! thank you again sooo much :o)

So, I gave her the link to my company site and then she posted this on her wall:

These smell sooo good!! Denis Gutierrez de Coruzzi sells these amazing candles. get one today and make your house smell wonderful!!  
And then my link.

I had two people asking about candles from that post. We will see what happens. She also wants to buy more candles for her family.

Denis Coruzzi

## Fair Yields \$20 Per Hour, 1 Home Party and 1 Fundraiser!

I was at the Little Creek Craft Fair I had a great day, for the 5 hours I worked I made about \$100, scheduled 1 home party for April and got a possible fundraiser referral for next fall. I made some new friends, one I will see at the next fair on April 28th. The friends are what I treasure the most and I look forward to seeing her again.

Frances Avery

## DISTRIBUTORS ON THE GO

### Jane Dugan Felix

I am so excited as I have 2 different places that want me to do Fundraisers for them. Plus, I have many warm market leads that I am putting orders in to leave candles with these people to see how they like them.

I met last night with a school and took me a Catalog and some Mia Melts of French Vanilla, Hot Apple Pie and Sweet Orange and Chilli Pepper, along with some soap and the two teachers are so excited.

I also spoke to them about our new beauty line and they are just thrilled.

I have a Restaurant that wants me to also do a Fundraiser for them too, so I may need so help. I will keep you posted.

I have been following and reading all of your e-mails and following your expert advice and using what has worked for you in the past and so far it has been working for me just by word of mouth.

I also went to a Major Company last night and had a stamp made up for my business for the Catalogs and gave the girl there a sample and so I got an order for her too.

I just need to input all of this information into our system.

I am working with one hand right now, as I had fallen and hurt my left-hand and broke 4 fingers so, please bare with me.

I have a multi-handi-capped daughter who has High-functioning Autism, celebrum palsy, low immune system deficiency syndrome, among other things and is in a special LCCE class at school, so I am working around her schedule. Needless, to say, these are many medical expenses with her special needs and that is one of the reasons that I got into this business to make enough money to be able to afford to give her a better lifestyle.

I absolutely love working for this company and love your products and we had some guests stay at our place and they burnt all of my candles and the wax got on the walls and so I had to clean the walls and you could use this as a Testimonial, "Janie Felix had to clean the walls with soap and water and the wax really did come right off the walls with SOAP and WATER and I even took picture of the Walls with the wax on them and then without the wax after I got the wax off of them.

These candles are just AMAZING!!!!

I am trying to get a group of warm market people to gether for a meeting that maybe you could possibly come and attend to.

One of my Goals is to make enough money to be able to by a Laptop Computer so that I can use it to show people when I go out to meet with them.

I am also wanting to focus on being a team and doing many findraisers each month, along with retail sales and perhaps have my daughter hopefully help to assist me to build her confidence level up with the little details of the clerical part.

I used to work for the FBI and Fortune 500 companies and I had to stop working after she was born sick to take full-time care of her special needs.

Thanks for allowing me this great opportunity to be able to work for your awesome company and all of your great ideas.

## **Congratulations to this Month's Rank Advancements**

Jennifer Mohrhard – Diamond+ Distributor

## Top Sponsoring Distributors for March



Cheryl Pope  
Linda White

A Silver Circle signifies that a distributor has recruited at least 3 autoship members in the previous month.



Tj Banks  
Kirk Haskins  
Wanda Rosa  
Darlene Dosch  
Vicki Green  
Susan Cortes

A Bronze Circle signifies that a distributor has recruited at least 2 autoship members in the previous month.

## March 2012: Top 10 Retailers

1. Joseph Capuozzo, FL
2. Rosemary McKenzie, AB CAN
3. Darlene Dosch, SK CAN
4. Heather Findlay, CA
5. Melissa Gould, ME

6. Wendy Singleton, MS
7. Eric Kroetch, AB CAN
8. Paula McCarty, AL
9. Stephanie Labbate, NJ
10. Karen Weaver, PA

## Top 15 Selling Candles in April 2011

1. Sweet Orange & Chili Pepper
2. Easter Hyacinth
3. Chili Vanilli
4. Chocolate Cherry Cream
5. French Vanilla
6. Sex on the Beach
7. Lilac
8. Angel Wings

9. Fresh Laundry
10. Creme Brulee
11. Coconut Mango
12. Hot Apple Pie
13. Coconuts & Lime
14. Fresh Linen
15. Apple Cinnamon

## Next Month's Autoship



### **Tropical Smoothie**

#### Upcoming Autoship Scents

June - Caribbean Cooler

July - Japanese Pear

August – Sweet Orange & Chili Pepper

September - Grandma's Kitchen

October - Home for Christmas

November - Candy Cane

December - Hot Apple Pie