

MIA BELLA NEWS

Scent-Sations, Inc. Monthly Newsletter



This Month's Autoship: Bamboo Rain

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Bamboo Rain: An intoxicatingly fresh fragrance of flowering bamboo mingled with a variety of white florals, and fresh green accords

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New Product Announcements



Strawberry Smoothie
Available in 16oz and 9oz Jars and Mia Melts



Peach Smoothie
Available in Mia Melts

Limited Summer Scents



Caribbean Cooler



Tropical Paradise



Tropical Smoothie



Bahama Breeze

New Trends A Plus For Scent-Sations Inc

Today there are new trends pushing MLM. And two of those trends will give Scent-Sations a huge advantage over many other MLM programs.

ONLINE Shopping. Let's face it...everyone is now "doing it!"...even your grandmother! The trend is only going to grow. MLM is going to embrace this trend because more people will be comfortable going online than ever before. But in order to be competitive online...your pricing must be competitive with non mlm products.

This will be a challenge for many of today's MLM products...the suggested retail is usually higher than non mlm products. Sure you will hear "ours are a better quality but over time that is just not going to hold up.

Regulators are starting to push retail more in order for an MLM to be given a green light. If this trend continues you will see more MLM companies touting retail.

Scent-Sations' flagship product is Mia Bella's Gourmet Natural wax candles. We all know who the #1 competitor is when it comes to scented candles. They are by far the most famous brand out there and they do hundreds of millions of dollars in sales. In 11 years I have never had one of their customers tell me that "their" candle is better than ours!

So we have a chance to get a piece of their market by simply switching over their customer base. And OUR RETAIL prices are LESS than our competitors!

As MLM becomes more "mainstream" the big money will be in the companies that can adapt in that marketplace with super high quality products at a competitive retail price for the online shopper.

Scent-Sations Inc is poised to be a huge player in that market....get on board and build a team today...and reap the benefits!!!

Charles Umphred VP Scent-Sations Inc

Do You Subscribe to the Company Videos????

92.6% of consumers say visuals are the top influential factor affecting purchase decisions. When you add the fact that consumers consider a product for only about 90 seconds before making a purchase, it's easy to see why images are so important. A recent study found that offering multiple product views and other alternative images lead to 58% more web sales.

The same study found that 38% of consumers bought a product after being influenced by a video and that 44% will purchase more products on sites that provide video for product

information. In addition to sales, video also increases engagement by your users: 52% will stay longer on retail sites that offer product videos, and 44% will return to a site because of them.

Why We Came Back To Scent-Sations Inc

Sharon and I joined Scent-Sations back in 2006, and we knew it was the right opportunity for us. We started to grow the business, retail, fund-raise, build a team, and all the time, people loved the candles. In 2009, while still working on Wall Street, my company relocated us to Dallas. Due to the relocation, and various personal issues, Sharon and I have not done much with the business since the move. But, we remained a COTM member, because we love the candles and soap.

Back in Feb, Bob and Charlie came down to Dallas for a meeting. I've had the desire recently to get back involved in Scent-Sations, and since Charlie (my cousin) was coming down to Dallas, Sharon and I felt this is the right time to go see Charlie, catch up on the family, and explore what is going on in Scent-Sations since we been inactive.

Anyone that has listened to Charlie knows he's one of the best motivational speakers around, and coupled with Bob, it does not get any better. We had a great day catching up with Charlie, and a fantastic time listening to them, along with other speakers talk about the business.

Before the meeting was even 1/2 over, I realized that Scent-Sations was the right opportunity back in 2006 when I fell in love with the Black Cherry and Cucumber Melon Candles, and the opportunity is still right today, March 2014. With the economy the way it is, and no improvement in sight, it's a perfect opportunity for those of us that work in large financial firms, as well as those looking to make an extra few hundred or a few thousand dollars to make ends meet. The days of guaranteed lifetime retirement days are gone. The days of employer paid health care are over, as co-pays and deductibles sky rocket every time there is open enrollment. Benefits and job stability is no longer guaranteed like they were years ago. So, from my perspective, the only way to guarantee stability after retirement (which is still quite a ways off), is by building a residual income producing team, couple with fundraising and retail, and that is what Sharon and I are planning on. Rebuilding for retirement.

We just attended our 2nd meeting with Kathy Schneider on Fundraising Fundamentals in Dallas, and WOW, what an improvement the company has made in that area over the past couple of years. Sharon and I are excited again. Looking to start fundraising again, helping the local community, local sports teams, or those families with their own special needs during these difficult times. And, of course, looking to "Smell and Sell" our great candles to all of the candle lovers in the North Dallas Area.

Coupled with great leaders like Kathy, Jordan and Tracy, we're back in the right place, and the right time for us now. Sometimes life just gets in the way, and you need to take a

break, which we did. If so, you need to be aware when the moment is right again, and take advantage of it. Thanks to Bob and Charlie's visit to Dallas in Feb, Sharon and I realized that now IS the right time for us to get restarted, and we both look forward to being active members again with the Scent-Sations family and the Free To Relax team !!!

Bob Umphred



I left a direct sells company about 5 years ago. I soon came to realized I missed the busyness of the business. Meeting new people, going to the weekly meetings, showing other women how they too could have a business and still be with your family. Where else could you go where you could work your own hours and control your income.

I started looking again. I knew from the past that I wanted a company that had a consumable product. I wanted something not totally based on doing parties because I still had child at home. I wanted it to be my choice to hold the parties not a requirement to earn my money. I looked for months and one night I came across Mia Bella candles. I called the next day and got some information. I actually spoke with Charlie and he told me he would be sending me a package in the mail and call him after I got it. My package was the Sweet Orange Chili Pepper candle, after taking off the lid I feel in love with the scent.

He connected me with Cheryl Hill and I signed up. She was great with helping me with all my questions. I live near a major city and have so many places to reach out to work my business, I thought I would have it easy, but I let fear stop me. One thing I did do was keep on the Facebook page that was our group. I would read others people's stories and hear their

successes. Those keep me connected. I wanted what they had. I wanted to be the one to share something good that happened. Then I realized that if I wanted the extra money for the family, the relationship that are built with your customers and team members that sitting on the side lines was not going to get it.

I had to step out of my comfort zone and just do it. My thing was I didn't have the money to restart – I tried to tell myself. If I couldn't start it right then I wasn't going to do it till I did. Before I knew it 2 months had passed. It's now the end of February and I've realized that I have already lost those two months. I told myself you don't have to have thousands of beautiful business cards, a mega stack of catalogs or all those handouts to get started.

Just start small. All I really needed was a candle and me. So I got back on the monthly auto ship telling myself I have three weeks to presell or get catalog orders before my next auto came due. I dusted off my sample bag and gathered my catalogs and candle and now I am ready to get started, again. No one knows what the future holds but I can tell you what the past held, regret, regret that I didn't just start earlier. Wither you want a little hobby business or a great big business, you can't build it if you don't start. So get off the side lines, step out on faith and go. The only way to fail is by not starting.

Anesia Tankersley

Wow! How time flies! I just realized that today I have been back with Scent-Sations Inc now for one year (only because I keep getting anniversary job congrats from Linked In! LOL!). I used to be with the company as a distributor back in 2007.. got out of direct sales for awhile due to family issues, came back and dabbled in a few other things. Dabbled thinking the grass is greener, but to be honest, it isn't. I can't turn back the hands and wish I never left Scent-Sations Inc those few years ago!

I know that the past is the past. But I do know, with all my heart, THIS is my pasture. The support from our upline leaders is incredible, the products are top notch, and the pay plan and the Corporate office and people there CARE about all of us in the field trying to build a business for ourselves and our families. They have BEEN there in networking marketing and knows what it takes. I guess I just want to say, I am so happy to be back and working again with you all. LOVE working my business every chance I get and even though I have bad days too,

I still remain excited for our future. I will ONLY focus on my Mia Bella business and put my heart into it because this is the BEST and believe me, I have tried others. If you focus hard on your ONE business, not dabble in 2 or 3 different ones and put 100% into this one, it's an incredible ride!

Alison Boers

August, 2008... this was the date I first became a distributor with Scent-Sations, and it was because I wanted financial freedom and the ability to control my schedule.

I had no problem with retail sales, but I allowed fear to keep me from approaching people in order to build a team. I made the decision to deactivate my distributorship so I could focus on some personal issues pertaining to the death of my son. I promised myself that I would reactivate as soon as I was emotionally able.

Fast forward to August 2013 and here I am again pursuing my dreams. My "Why" is much stronger this time now that I have two children and have come a long way emotionally since 2008. This time is also different because the training has evolved so much in the last five years. I am part of an incredible team that provides superior support. I love the fact that although I am in business for myself; I am not by myself. I look forward to many more years of being a distributor with Scent-Sations.

Angela Montgomery

Build Your Team... Build Your New Life!

When considering team building has the thought ever crossed your mind that you don't know enough people? Guess what... you don't need to know a LOT of people!

It's about us each, only doing a little...

My March commission check that was directly deposited into my account today is 82% from the distributors I did NOT sponsor!

In other words, only 18% of my check is from the volume of my personally sponsored!

BUILD A TEAM!

You will FOREVER be grateful you made the decision to do so!

Kathy Brake Schneider

Vendor Fairs Are Successful

I had a booth in a small fair with about 20 others. The big sellers were the melts, soaps, and I could have sold more bella balm if I had had it. The Bamboo rain samples and melts were popular as well as fresh linen, french laundry, and the kitchen baking scents. I had some left over holiday scents on sale in votives and melts and they almost

sold out. In conclusion, fresh scents outdoor scents, and baking scents seem to be the most popular.

Cheri Lott

I have a vendor fair booth that I've been doing on the 1st Saturday of the month for about 4 yrs. That is the only one I do on a regular basis & the good thing about that is that you get regular customers that show up every month to make purchases.

I even had one customer that bought so much every month that I approached about signing up so she could get the wholesale price. She did & is now able to purchase even more since it is at wholesale. I pick & choose the other shows that I do - mostly looking at the expected turnout, how it has done in the past, etc. I see it as a good way to get our name out there!"

Funny, But TRUE Story: A lady came into my booth last week and she said that she loves Mia Bella candles but wasn't going to buy from me because she purchased them from a distributor that she knew on FB and she was not going to (in her words) cheat on her by buying from someone else. Being the curious person that I am, I asked her who the distributor was and when she told me I said "that's me!" Gotta love that customer loyalty!!

Christine Mayo Henarie

My Grand-Niece is Now A Fan!

I received this "day-brightening message" from my grandniece when I got home this evening. She was a diehard Yankee Candle fan and even had them on your bridal registry!!!

"Hey auntie! I was wondering if you had an online catalog for your candles that I could look at? I'm on the second jar of the ones you gave us for our wedding. They are by far the best candles I have ever burned. They have such a strong smell and no soot whatsoever! I'm hoping to find some springy/summery scents!!!"

Linda Domack

He Fell in Love With His Wife's Candle!

A customer who drives a dump truck bought a candle for his wife. He left it open in his truck for a few minutes, when he got back in he was so amazed how good the old dump truck smelled that he decided to keep it, so he went back order a second one...this time ..for his wife!

Cherie Lott

Love At First Sniff!

I just got off the phone with someone I've never met. The reason for her call, she picked up my business card & had to let me know she smelled the "most wonderful scent" while working out today, she felt like she was working out on the beach, she wanted to thank me for a great workout .

She said "No Yankee candle can hold a flame to the super aroma that came from the Mia Bella's candle!"

She wanted to know more about this wonderful product and how she can "make dollars too".

Veronica L. Proitte-Walter

Congrats To My Team Members!!



I want to congratulate Alison Boers for a GREAT month of sponsoring in March. She had 4 COTMs and 1 Associate. And I want to tell you WHY this happened.

I have so much respect for this BUSINESS PERSON. Alison treats her business like a business and NOT a hobby. She ALWAYS shows up for work... and I honestly don't even know how she does this with all that is on her plate personally with a FT job, teenagers, and caring for elderly-ill parents. She never makes excuses, she never delays in the activity that will build her business, she is coachable, and always seeking out more information to be the best she can be.

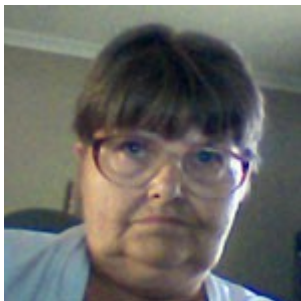
Now there are other CAPABLE people I have coached over the years. And they wonder why, after years of "being signed up" for SS, their check is not very big. It almost ALWAYS comes down to one thing... they are not consistent. They come and they go, repeatedly. Some periods are really awesome for their success and growth but that isn't enough to compensate for the periods where they "take off." This method is NEVER gonna build a successful, six-figure income.

As we learned on one of our recent training calls, you have to be IN THE GAME to win. There's NO chance of winning, unless you play. And very little chance to excel in the big leagues, if you don't play hard. Alison plays and she plays hard... consistently, time and time again, she is ALWAYS in the game!

She has her WHY firmly planted in front of her. She knows what income producing activity looks like (talking to prospects) and she DOES it, every day, without fail.

Congratulations on a very good month Alison. We are all so proud of you.

Our Free to Relax Team is participating in a group self development course that will challenge us over 21 days to build a better life in all areas; business, relationships, health, finances, spiritual, etc.



There is a cost to this training and some team members did not have the funds to just purchase the training outright. But that was not gonna stop Marilyn Fisher. She knew how important it was to be a part of this team journey. Within 5 days, she had obtained the funds for the course!

Why, because her WHY is big enough. How, by sharing our products! When asked how she got the funds so quickly, she answered, "I'm dialing and going out to meet people, if they decide that they don't want the opportunity to make money, I tell them that Candles are my livelihood so I ask what scent they would like to buy!"

Love Marilyn's insight to the importance of self development and her determination to make it happen!

With Scent-Sations, we have such an awesome opportunity to put money in our pockets daily. Need to make something happen???? Go sell a candle!

Cathy Mahady

From The Scent-Sations Vault... Exotic Birds

Charlie asked us to share our story with all of you because Bill and I feel there is a whole other aspect to these wonderful candles that some may not know but which was recently a topic of great concern on one of our online candle groups.

We were originally contacted and told about these incredible candles from Terry a friend of ours in Texas that had joined the Mia Bella family. She sent me an email saying "Kellene, I know how you love candles and I have one you have GOT to try!" She went on to tell of all the wonderful qualities of the candles but ended with the part that really got my attention, "and I think they would be safe to burn around your birds and new grandbaby".

Okay, that got my attention because as a long time exotic bird owner I knew the sometimes fatal dangers of burning toxic candles around birds. Bird owners out there you know about this, and consequently if I burned candles at all they had to be carefully burned only in a part of the house well away from where the birds were kept. How amazing that most of us spent years not giving ourselves the same consideration.

I had lost an Umbrella Cockatoo at three years of age that I had raised from a baby to lead poisoning so toxic products around our birds was a critical issue for me. I had to try these candles and when I received our first one I knew those traditional candle burning

restrictions were going to be lifted. Not only was this the best smelling and performing candle we had ever burned but as I researched the information on them I realized this truly was a candle that I felt we could safely burn with our birds. These candles are lead and zinc free. Most people know the ramifications of being exposed to lead but bird owners are also aware of the hazards of being exposed to zinc. These two elements alone are a deadly combination for our birds. Even separately these toxins can have devastating effects on our feathered pets. It also stands to reason that if they are toxic to our birds what are we exposing ourselves and loved ones to all in the guise of enhancing our living space. Combine this with the documented health hazards of burning petroleum based candles in your homes and you have the very real basis for every bird owners concern and fears.

Then along came Carmen and Lynn's candles into our life. I don't think either of them realized the impact their candles were going to have on a whole separate population of the country that had been doing without. Bird Owners.

Bill and I have been burning these incredible candles in our home WITH our birds not separate from them for a year now without fear or reservation. My favorite remains Orange Creamsicle, and that fragrance is most often burned in our bedroom within two feet of our two cockatiels, Nicki and Herbie's cage.

This is something I would have never done before being introduced to Mia Bella candles. Our two Umbrella Cockatoos, Parsley, and Scooter are housed both in the living room and Bill's office/sunroom and we have candles burning in both these rooms at all times when we are home. Additionally all of our bird friends are now burning these candles in their homes with their beloved feathered family members.

Everyone was so unanimous in their excitement about having a candle of this unsurpassed quality that they feel they can now safely burn and enjoy in their homes alongside their birds that Bill and I decided to take it a step further and share them with the bird owner community as a whole.

We are proud and steadfast in our belief of the candle that Carmine and Lynn have created and so we took them to the arena of Bird Fairs and Expos. We felt that once bird owners got over the fear and stigma of traditional candles in their homes and opened their homes to our candles that we would be tapping into a huge market of long starved candle lovers. I am pleased to share with you all that we were right. The response has been overwhelming in love and appreciation of our candles. Bill and I simply provide the opportunity for smell and sell and share our own experience and belief as bird owners and those of others that have now made these candles are part of their daily lives.

Doris and Tim Kuhns are two examples of the never-ending fringe benefits that this company and product inspire and success that we have personally had with this venue. We attended a bird fair in an area we had not before been to and as we set up our table a vendor from across the way came over and introduced herself as Doris Kuhns. She said that she loved candles but knew the dangers of mixing them with birds so she and her husband had been developing a "safe" candle in their home for about a year trying to come up with something that had strong fragrance that lasted, and would burn cleaner as well as being safe for bird owners.

Yes, they are a very sharp couple and had already realized the huge untapped market of bird owners in the candle industry. Well, to summarize, Doris spent nearly as much time at our table having fallen in love at first sniff as she did her own that day. Tim quickly realized he didn't have far to look, simply over to our table and there she was asking questions and soaking up all the information like a sponge, and as she later said; her brain going kaching, kaching with the business opportunities. They went home and decided "why should we continue to labor developing a safe candle when we have everything in this candle we have been striving to create and more just waiting for us to tap into this incredible business opportunity and product!" And so she has...

In two months time she has become a very successful distributor and her and Tim have taken over covering the Kansas City area bird shows and expos. Tim has been so impressed with their success and the positive reception these candles have received within the bird community and elsewhere that he has set a goal of a very special trip for Doris of which she is nearly halfway to completing already!

I know for legal purposes Scent-Sations as a company is not in a position to make a definitive claim of safety for birds in the burning of their candles. But speaking from a personal perspective Bill and I and a growing population of Mia Bella Candle burning bird owners will unreservedly say how thankful we are to Carmen and Lynn for putting candles back into our lives in a huge way, and to Bobby and Charlie for having the foresight, experience, and knowledge to see the far reaching business opportunities of one of the most unique and incredible products on the market and having the insight to create an equally unique business in which to market them and share the wealth of both product, and financial potential with all of us.

Bill and Kellene VanDorn

Congratulations to this Month's Rank Advancements

Sue Graves – 2k Diamond Distributor
Anna Lynn Barnett – 2k Diamond Distributor

Clayton Schneider – Diamond+ Distributor
Bruce Travis – Diamond+ Distributor

Frances Avery – Diamond Distributor

Personal Volume Club for March

Each month we will feature the names of each distributor who has a personal volume of \$200 or more.

\$400 Club

Stacey Pfohl	Ron King	Eleanor Kaupp	Curtiss Chesnut
Shep & Jan Kuester	Shawn Herold	The Pampered Pet	Sharon Trachsel
Heather Findlay	Rayetta Reese	Mike Barnett	Soothe My Soles
DKA Unlimited	Shirley Graff	Robert Lee	Darlene Dosch
Kimberly Reed	Lisa Alford	Laura Thonen	Joseph C. Natishak
Sharon Ford	Tracy Robonsin	Vicki S Green	Candace Norton
Amanda Manning-Moses	Brandi Sander	Jacquelyn Snell	Cynthia Ridenhour
Nancy Wolff	Laurie Brawn	Jamie Witt	Jo Brisson

\$300 Club

Karen Deuschle	James Crail	Land Of Little Horses Farm Park	Vivienne Mayer
Jerri Alexander	Ruth Knaub	Kimberly Severance	Priscillia Pallin
Angela Conger	Teresa Willis Kellogg	Clayton Schneider	Norma Pavilitz
Tamara Keller	Velda Inglis	Christy Petway	Kristy Butts

Miranda McKenzie	Janie Miller	Carolyn McLain	Renee Day
Elba Roman	Elle Hampton	Jo Arney-Walters	Jane Bowker
Blake Radetsky	Wendy Laney	Debra Dasher	Flicker Scents
Mary Ann Campbell	Joan Chunko	Herman Cox	Cheryl Lott
Felicia Stanford	Roger Williams	John Kusisto	Ralph Clayton
	Randy Reynolds	Susan Cortes	

\$200 Club

Diana Franzi	Marie Jo Gray	Gwen Mueller	Kelly Drath
Free Enterprizes Inc	Betsy Liou	Diane Otteson	Carol Rodriguez
Tykisha Brown-Johnson	Phillip DeCouteau	Justin Locke	Alfred Dentremont
Mae Honesty	Jen Dunning	Edward Kopec	Gregory Crowe
Christine Murphy	Sandy Barnett-Seidler	Lisa Meiluta	Yvette-Marie Martins Jurgens
Vivlyn Lawson	Kelly Wissink	Victoria Wiggins	Arica French
Ramon Rivera	Donna Ebell	Sheila Gostola	Cathrine Naimo
Carol Lotito	Darren Sanford	A Haus Of Realty	Jennifer Carpenter
Linda Morin	Barb Hudson	Gwen Havlichek	Randall Henarie
Brenda Lamb	Deborah Shelby	Tanya Wheeler	Amanda Fleury

Edwin Green	Tammy Berg	Lisa Rueb	Tonya Isaac
Rebecca Froelich	Jim Kessell	Kellene Vandorn	Jimmy Whited
Lisette Bouchard	Lourdes Garcia	Eric James	Jane Gerow
Michelle Becker	Mary Elain	Lisa Piwcio	Debbie Korman
Angela Potts	Joselyn Medina	Cynthia Boice	Julie Parker
Sharon Pavey	Jennifer Getzendanner	Arlene Cleveland	Jacqueline Sears- Ndao
Kristi Rizo	Debbie McGalliard	Carissa Gallaher	Jennifer Mohrhard

The Gold Club

This exclusive club is for those distributors who have accumulated at least \$5,000 in personal volume from January 1st until December 31st in 2013.

Stacey Pfohl	Joseph Capuozzo
Heather Findlay	Sharon Trachsel
Kathleen Puckhaber	Ron King
Blake Radetsky	Lisette Bouchard
Susan Tonniges	

Top Sponsoring Distributors for March



Joseph C. Natishak
Jacquelyn Snell

A Gold Circle signifies that a distributor has recruited at least 5 autoship members in the previous month.



Clayton Schneider
Alison Boers
Tracey Gilmore
Christina Henarie
Kelly Wissink

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



Anna Lynn Barnett
Cheryl Hill
Sharon Williams
Michael Harrison

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

March 2014: Top 10 Retailers

1. Stacey Pfohl, TX
2. Vicki Green, WA
3. Lisa Meiluta, PA
4. Debbie Korman, MD
5. Jennifer Gatzendanner, IN
6. Joseph C. Natishak, PA
7. Angela Conger, OR
8. Heather Findlay, CA
9. Elba Roman, FL
10. Jennifer Mohrhard, MO

Top 15 Selling Candles in May 2013

- | | |
|--------------------------------|---------------------|
| 1. Bugs No More | 9. Cucumber Melon |
| 2. Sweet Orange & Chili Pepper | 10. French Vanilla |
| 3. Odor No More | 11. Lilac |
| 4. Chili Vanilli | 12. Peach & Papaya |
| 5. Sex on the Beach | 13. Coconuts & Lime |
| 6. Melon Margarita | 14. Greenhouse |
| 7. Bamboo Rain | 15. Nag Champa |
| 8. Angel Wings | |

Next Month's Autoship



Bugs No More

Upcoming Autoship Scents

June – Melon Margarita	July – Cucumber Melon	August – Ordor No More
September – Harvest Time	October – Cinnamon Raisin Bun	November – Home for Christmas
	December – Hot Apple Pie	