

MIA BELLA NEWS

Scent-Sations, Inc. Monthly Newsletter



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This Month's Autoship: Country Spice

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Memorial Candle



We have been pleasantly surprised at the local businesses that have stepped up to support this project. Just today a financial advisor friend of ours stopped in to purchase 4 of them. He went to a local restaurant and showed them to the owner...a few hours later, the financial advisor showed up with a check for 4 more candles and a check from the restaurant owner for a case of 12!

I also want to thank YOU out there who have stepped up and purchased one of these candles. Many of the women distributors calling in said that when they looked at their own children and realized what an incredible loss those parents and the town itself has suffered it was a small amount of money to give to help! I know we took out the "capitalism" from this product. No one made money on it...not you OR Scent-Sations.....you see once in a while you need to just look at something like this and count your many many blessings when it comes to family and health. That is the way Bob, Carmen and I feel about this project.

We will be adding many other charitable cause candles to our line. All will offer YOU and Scent-Sations profit. But this is one where we are asking all of us to simply pitch in for nothing other than to feel good about doing something for a great and worthy cause. If you have already purchased a Memorial Candle...thank you..if you have not.....WHY not????

“I am a father of 7 healthy children. The youngest is 17, 3 are in college and one is a nurse. Thank you for your kind act during this sad time!”

Frederick J Foulkrod

New “Colección Latina”



Latinos are now the fastest-growing population in the United States, and they are expected to be larger than any other ethnic group by 2050. Reaching the Hispanic market means understanding the history, culture and the needs and values of the people. Many MLM companies have already begun to develop programs and strategies that target the Hispanic market right now.

Direct selling offers excellent potential for a career path for new immigrants. And when it comes to sheer numbers, no immigrant group can compete with Hispanic Americans. Direct selling companies are quickly recognizing the advantages of serving the Hispanic population. Hispanic Americans represent a vibrant part of America, with tight family bonds, strong values, and a growing middle class. Because of this, more and more companies are designating resources to address Hispanic Americans!

According to U.S. Census Bureau estimates, there are more than 46 million Hispanic Americans in the United States today, making Latinos the largest ethnic minority in the nation, with 15 percent of the current total population. There are already more than 35

million Americans who speak Spanish regularly in their homes. By 2020, one in five Americans will claim Hispanic heritage, and by 2050, the total Hispanic population is expected to nearly triple its current size to approximately 133 million, at which time Hispanics will account for 30 percent of the American population.

The spending power of the Hispanic market exceeds \$1 Trillion dollars!!!. That means that this high-growth market has already grown. In fact, it has practically doubled since the 1980s. Take note: The Hispanic market is an undeniable force to be reckoned with, and ignoring its importance is ill-advised.

With its strong sense of family and community and its fast-growing numbers of people looking to improve the quality of their lives, the Hispanic market is ripe with fresh faces just waiting to join the ranks of distributors, executives and entrepreneurs who account for the best this industry has to offer.

Get Ready for Valentine's Day



St Valentine's Day is coming soon and we have a nice line of romantic candles available for this special day! There are the Rose Collection, the Sculptured Heart and our 16oz "Romance", "Amore", and "Rose Garden"... any one will be a wonderful gift for a loved one on that special day!

St Patty's Day is Coming Too!



All of us have some Irish in us when it comes to St Patrick's Day. Now you can enjoy the scent of the season with Bellas Irish Cream from our Classic Collection and the Shamrock or Leprechaun from our sculptured designs!

Introducing Our “Odor No More” Classic Candle



So many of us have pets at home, and we all know the “joy” of pet smells in our home. We have combined the wonderful aroma of Madagascar Vanilla and a special blend of herbs to create this wonderful classic collection candle!

“I LOVE the new Odor No-More candle, but since we are not an animal family I personally am thinking of Stinky DIAPERS. Us parents with kiddos in diapers need HELP in this area! Looking forward to burning one in my son, Mac's room!!!”

I Love These New Catalogs!

When I received my new catalogs I could not believe how big they were. My thoughts were that these will not fit into my purse and that I would need to buy bigger envelopes for mailings.

Then when I opened one of the books my first thoughts were WOW.... and that changed my mind some what on the size of the book. These books are great. When I take out one of these new books, everyone can see the wonderful items in them. Thanks for making a wonderful book and what a way to share it with others.

Debby Bradbury, MA

My Friend Is Now a Mia Bella Convert!!!

I received a call (and this email below) from a good friend who loves candles. I gifted her one and she is now a Mia Bellas Convert! She has already ordered over \$100 for the holidays!!!

Tara Bingsley

“That candle you sent to me has been so wonderful and long lasting! It freshened up the house as we sold it. Love the vanilla smell! We had neighbors over to say goodbye and it added to the warm feeling in the house. I have never had such a good and long-lasting candle!”

I Had a Wonderful Christmas!

I have to admit I have been very slow getting started with Scent-Sations because I am very shy and the thought of selling products to people scared me to death. I love Mia Bella's Candles. That is how I got introduced to the company. My husband LOVES the Bella Bars and he told me if I ever quit Scent-Sations to make sure I purchase a case of Bella Bars before doing so!

I have been reading Charlie's Action Emails (Gosh, I never thought I would be calling the Vice President of a large company “Charlie!”) and he talks about how he is a bit shy when it comes to retailing products but has had huge success in Gifting. So I decided I was going to copy his success system.

I have a Mia Bella present to everyone on my Christmas Gift list. Do you know what has happened since then? I have had orders for over \$400 in products from those people! I am amazed how easy this thing can be when you simply give stuff away!

My Customers LOVE Mia Bellas!

One of my customers came by my little candle boutique at a vendor booth I rent with some of my team and said how much she likes Mia Bella Gourmet Candles and that today she was going to purchase all my candles.

I started thinking “OK, I guess she means two or three!” Instead she purchased \$280 worth of candles - my biggest one time sale ever!

Evelyn Pardellas

Congratulations to this Month's Rank Advancements

Lisa Alford – Diamond Distributor+

Saundra Mondor – Diamond Distributor

Dona Lansberry – Diamond Distributor

Top Sponsoring Distributors for December



Cheryl Pope



Stacey Pfohl

Evelyn Pardellas

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

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

December 2012: Top 10 Retailers

1. Stacey Pfohl, TX
2. Vicki Green, WA
3. Latonya Syndab, TX
4. Hope Crawford, NY
5. Ashley Wall, AB CAN

6. Cindy Kalandek, MI
7. Cheryl Pope, MS
8. Jennifer Mohrhard, MO
9. Shep & Jan Kuester, HI
10. Diane Kondreska, ON CAN

Top 15 Selling Candles in January 2012

1. Sweet Orange & Chili Pepper
2. Chili Vanilli
3. Hot Apple Pie
4. Angel Wings
5. Fresh Laundry
6. French Vanilla
7. Sex on the Beach
8. Lavender
9. Slate and Stone
10. Oriental Teakwood
11. Apple Cinnamon
12. Creme Brulee
13. Texas Cedarwood
14. Citrus & Sage
15. Christmas Pine

Next Month's Autoship



Fresh Laundry

Upcoming Autoship Scents

March – Lilac

April – Citrus & Sage

May – Coconuts & Lime

June – Bahama Breeze

July – Ocean Mist

August – Chili Vanilli

September – Grandma's
Kitchen

October – Pumpkin
Cheesecake

November – Candy Cane

December – Hot Apple Pie