

MIA BELLA NEWS

Scent-Sations, Inc. Monthly Newsletter



January 2017

Volume 17, Issue 1

This Month's Autoship: Twilight

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Twilight: Irresistibly intoxicating. This fragrance is infused with top notes of Indian Ginger accompanied by bottom notes of earthy walnut. This fragrance is newly revised with softer hints of vanilla!

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Scent-Sations' Donations to the Troops Still Appreciated!



As a military veteran about to retire this year from the Air National Guard, I reflect back to the years, events and people over my career. But just as I was about to go take my bath, I remembered I need to order more of this special soap I often use. Sweet Orange & Chili Pepper made by Scent-Sations, Inc.

I first became aware of this particular bar of soap back in 2008 when deployed over there in the desert-as we called the place. I had some free time one day and ended up in the airmen readiness center to look around. In doing so, I found an abundance of this soap donated by Scent-Sations, Inc. Never heard of the company or soap. But I remember thinking how very good it felt to be thought of in this way.

For me it meant being appreciated in a small way. I was so happy about the quality and smell of this soap that I kept the wrapper to bring it home because I already knew I wanted more later. So refreshing. I have ordered this product ever since. I encourage and highly recommend the company products to everyone.

Thank You Scent-Sations, Inc. for caring about the military soldier. Also, "Lisa" I appreciate you helping me today and allowing me to share my story.

Elfrida

Here is a copy of the 2008 Story:

WILKES-BARRE – Business has been good for Scent-Sations, the maker of Mia Bella scented personal care products. Good enough that founding partner Bob Scocozzo wanted to share some of the company's bounty. It wasn't hard to find a worthy cause.

Scocozzo served as a medic in the Army Reserve in the Vietnam War era but was not called into active duty during the conflict that saw more than a half million American troops deployed during peak years. So he can empathize with soldiers and reservists shipped to overseas hotspots, where a touch of home can provide a welcome break from the tension of combat.

These guys are over there shooting and fighting and, whether you agree with it or not, you have to support them,” Scocozzo said Monday, as he wound down several weeks spent collecting names of troops who soon will receive an unexpected gift of Mia Bella bath soap.

“We’re making some money,” he said, so he approached the other partners about using some of it for a worthy purpose. Scocozzo estimates the donation of more than 14,000 bars of the company’s sweet orange and chili pepper soap – its most popular – will cost \$20,000 to \$30,000, counting product and shipping costs.

Each of the more than 100 military personnel will be getting two cases of soap, 144 bars in all. Notes packed with the gifts will thank the recipients for their service and ask them to share the bounty with others in their units.

Scocozzo had intended to send soap to members of the Wilkes-Barre-based 109th Field Artillery, but when he learned that most of them were not deployed at the moment he asked Mia Bella distributors for names of relatives or friends currently overseas. While any location qualified, he said nearly all the packages will go to Iraq or Afghanistan.

Military regulations require that anything sent to troops be individually addressed, so Scent-Sations’ employees will spend the rest of this week boxing the soap for shipping.

This will be the company’s third donation to troops. Scent-Sations sent 12,000 votive candles to local National Guardsmen, Marine Reservists and numerous other troops serving overseas in 2004. Late last year, it provided goodie bags to 130 members of the military called to active duty and gave \$1,000 to a support group for families of service members.

Scocozzo has another reason to always keep the troops in mind; his cousin’s husband, Sgt. Sherwood Baker, was killed in Iraq in 2004, the first member of the 109th to die in combat since World War II.

Valentines Day Simmer Pots and Candles Announced



Valentines Day is right around the corner and Scent-Sations announced our newest hand painted simmer pot “Everlasting Love” along with our 16oz Mia Bella’s candles “Romance,” “Rose Garden,” and “Chocolate Dipped Strawberries!”

News Story: “Scent-Sations Now Shipping Candles To Europe, The Middle East”



Thank you WNEP for covering our story. We are so grateful to have the chance to grow this company around the world! We're excited to make 2017 an even better year!

WILKES-BARRE — Scent-Sations began as a candle manufacturer in “a little closet” on Parrish Street in 2001, according to CEO Bob Scocozzo.

The company now ships its signature Mia Bella scented candles around the globe, recently beginning to sell its candles in such places as the U.K.,

Slovakia, the Netherlands, Saudi Arabia, Korea, Sweden and Canada.

“If Yankee candles are there, we want to be there,” he said. “We are to Yankee Candles what Burger King is to McDonald’s.”

Scent-Sations, which moved to George Avenue in the Parsons section of Wilkes-Barre in 2004, provides more than 100 scents, including ones developed specifically for the countries they are shipped to.

“In Slovakia, it’s ‘herbal spa.’ In the U.K., it’s ‘Japanese pear,’” Scocozzo said. The company also uses a special oil called “oud” for candles that ship to Saudi Arabia. “I don’t think that’s one that we’re going to sell here,” he said. “The guys in production don’t seem to like the smell.”

Scocozzo, one of business’s owners, credits the Northeast Pennsylvania Alliance with providing the opportunity to meet distributors from around the world who were interested in his candles. “It was a free service to me and of great benefit to our company,” he said

He especially relishes the comments of his Saudi Arabia distributor. “If it’s not Mia Bella, it’s just not the best,” his distributor said. Scocozzo cites the placement of oil throughout the whole candle, the high quality of wax and careful finishing of each candle as reasons why the candles have been so well received.

Scocozzo works closely with his son, Michael, and his daughter, Mia Bella, for whom the operation is named. “Michael is in charge of production, and Mia runs our Instagram. She won’t even let me get on,” he said.

Scocozzo said he can foresee the business establishing a warehouse and partnering with other entities to make the company’s product even more readily available to the international market.

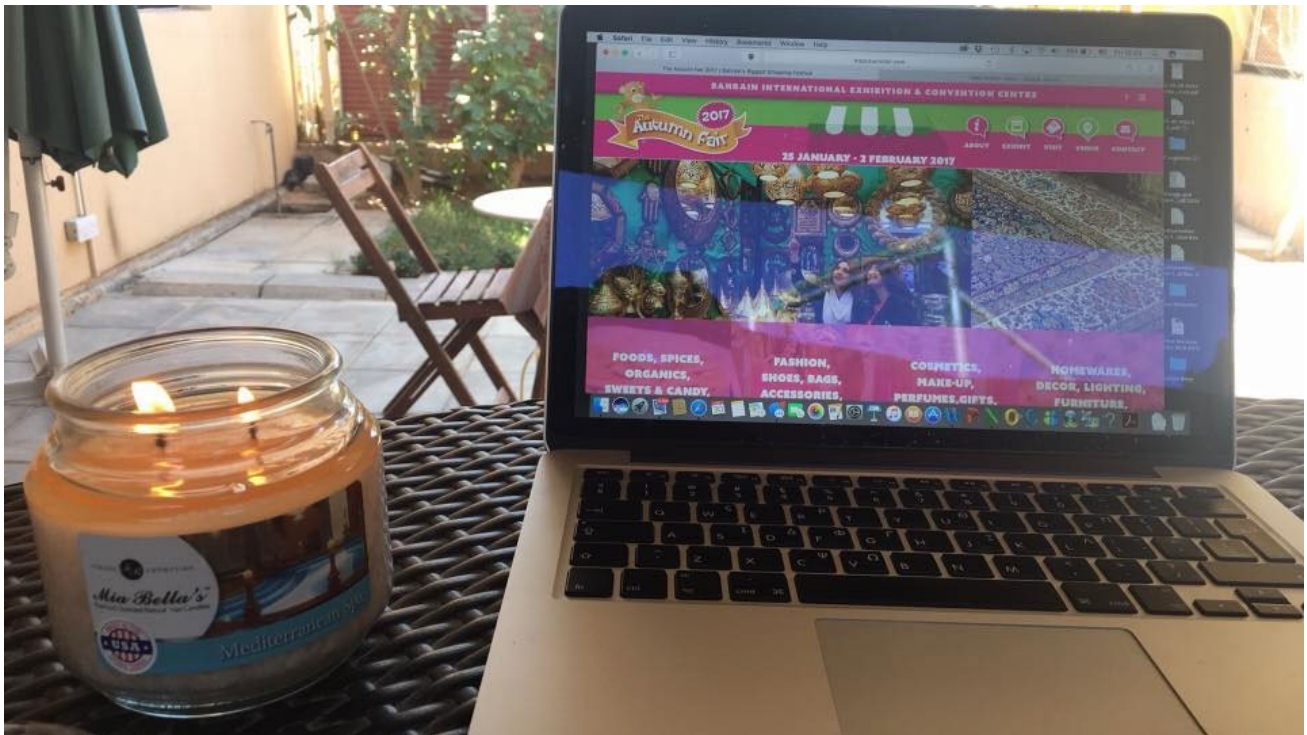
“Right now shipping is a significant cost,” he said. “If we could establish such a warehouse, maybe not tomorrow, in a strategic point in our global market, we can get our product out to more people, more quickly.”

Scocozzo said he gets personal satisfaction from providing opportunity for distributors — both local and global — to benefit from selling a quality product. “The first thing I do when I get home, is light a candle,” he said.

Netherlands Is Loving Mia Bella's!



Mia Bella's Will Participate in Bahrain Festival!



Mia Bella's Candles will be participating, in Bahrain from 25 January till 2 February, at the Bahrain International Exhibition Center, in the BIGGEST SHOPPING FESTIVAL OF BAHRAIN!

Scent-Sations Inc. Featured Again on Local TV!

From Scent-Sations Inc: "Just one week after featuring Scent-Sations' expansion into international we were surprised by a call from another station WBRE, asking to interview us on our success with internet retail!"

WILKES-BARRE TWP, LUZERNE COUNTY (WBRE/WYOU) – Many big box stores in our area are struggling, affecting malls and shopping centers in our area. The holiday season was disappointing for many brick and mortar businesses, with holiday sales down 10%. The trend has real ramifications

One by one, companies like Macy's, Kohl's, Express and The Limited have announced they are closing stores at some malls in our area. Instead, the companies hope to promote their online presence, to compete with behemoths like Amazon.

But some local businesses have thrived in the online era.

Charlie Umphred, Co-Owner of Scent-Sations, Inc. said, "Our online sales have increased radically over the last 3 to 4 years. Social media, people are sharing it."

Umphred and his business partner Bobby opened the popular candle business Scent-sations, Inc. 15 years ago. They have since blossomed, and are now shipping their candles and lotions worldwide.

"Things change and people have to change with it and we're doing our best to stay on top of it, in front of it because we know it's not going to go away. It's going to grow, grow, grow," Umphred said.

Scent-Sations Inc. Finishes 15th Holiday Season!!!

MESSAGE FROM CEO BOB SCOCOZZO: "Our 15th "Hoilday Season is now behind us and as Scent-Sations Inc has grown over those 15 years we have seen good people come and go for many reasons. Some leave because they just lost interest in owning their own business. Some leave because they feel that their work and family schedules do not allow them enough time to devote to Scent-Sations.

A small percentage leave because they found "something better." They feel as if they have found the program with the best compensation plan, the best leaders, the best timing, the best new product in their category. The list is endless. Some go quietly and others go with the intent to call everyone they can from their current company and get them to follow them to their new opportunity.

Charlie and I have been in network marketing for over 30 years so this story is not new to us. Some of those people move on to bigger and better opportunity and some don't. It's simply the cycle of the industry. It still amazes me that one day a distributor is telling the world how great a company's products, management and compensation plan is and in the blink of an eye, the company, the plan or the products are no longer the "right fit!"

That being said...in my humble opinion network marketing is still the most incredible way for an average person to create financial independence without risking everything they own. It's still the best "second income" system in the world. Where else can someone stay home and make as much or more money as they would commuting to a 9-5 or even a part time job?

Scent-Sations Inc. has had a mission from day one to help as many people create a second income as possible. We understood that many people who enroll in their first network marketing company do not have the ability or the courage to show a business opportunity to their friends, but DO have the ability to share and sell a great product at a realistic price. We created a program that not only rewards the recruiter who builds a team but the retailer who builds a customer base. And we designed this and promoted it as far back as 2002 when we opened our doors.

Interestingly the US government has recently come out with a new set of standards for network marketing companies saying that they must put focus on RETAIL as much as recruiting and unfortunately a LOT of network marketing company do not have retail-able products or their retail prices are so far out of synch with what people are willing to pay that they will never be able to be successful in this new environment, where Scent-Sations probably has the best retail profit percentage and we are actually priced LOWER than the biggest competitor out there!

Secondly, Scent-Sations has always had family in mind when we started this company. In our 30+ years in MLM Charlie and I have never seen as many families involved in a program! True to that point was the short video we put on facebook yesterday. I spent a lot of time with the Daub family as they were picking up their products and taking a tour of the facility. I was watching as Bethany, Chelsea and Abby cruised around the building talking about their favorite scents and planning how they would market and sell them. They didn't want to leave the warehouse and I loved every minute watching the excitement of these young ladies as they are getting their first experience of the business world.

This is what we do here at Scent-Sations Inc. and even on a bad day it always turns out to be a great day and we do love coming to work everyday just to meet and spend time with people like Dawn and her Family Team. Whatever your goals are everyone at the home office, from the office staff, the pickers and packers and the "Candle Makers" we appreciate you and look forward to making 2017 all about your goals and dreams..

Always be aware of the dream stealers... If I had listened to them in 2001 we would not be here enjoying Scent-Sations and the freedom it allows us as we all build our business."

"I'm the poster child for everything Bobby just said! Lol. I've come back to Scent-Sations 3 times and mostly for 3 reasons - I love our candles, its the only product I can realistically sell at shows, and because the comp plan is easy to explain and understand. Sometimes it takes a few other business ventures to finally come to that realization. And that's for us stubborn ones, lol. "

Mary Leedy

"I have my ups and downs on sales but Again I have a big competitor "Yankee Candle factory" just minutes away!!! love Mia Bellas!!!
Maddie Mia Bella's Pagan

“Mia Bella’s candles are by far the best in the industry and I am proud to be a part of the company... I sell with total confidence in the product!!! Your home office team is the best, as well!!! Love the company and the people!!!”

Arlene Strunck Cleveland

“I've been here for 3 years and don't plan on going anywhere! I've tried others but so many have too many requirements to stay active and such. I love that if I need a break I can take one without anything to worry about. Plus I'm seriously an addict when it comes to these candles. They really are the best. I've had customers threaten me if I ever stop selling so I'm here to stay...lol.”

Jennifer Renee Getzendanner

“I was able to convert a few YC customers over to me after they saw the information I posted in regards to the black soot that other candles produce. People are slowing coming around. I had a terrific year in 2016”

Lori K Baker

Stress No More Really Works!

“I'm melting Stress No-More this evening. I have this going in my bedroom but my hole upstairs smells fantastic just with one melt. Even my son came to ask what scent I have going in the burner.

I just adore Mia Bella’s Melts and candles. They are simply the best!!!”

Holly Winton

Smells So Real You Want to Eat



“This is the next best thing to baking cookies!”

Edward M. Karpinski

“I love this one it's actually a very special scent to me it brings so many memories for my grandparents.

Holly Winton

Fundraising Can Be An Incredible 2nd Income Source!

Fundraising with Mia Bella's Candles can be a wonderful way to create 2nd income in Scent-Sations. There are thousands of organizations in every town looking for ways to make money for their groups. All you need to do is find them, ask them if you can send them information or sit down and show them your Fundraising system. One distributor in the local area set up 100s of fundraisers with Mia Bella's over a decade ago and gets calls every year from some of them to do another Mia Bella's Fundraising event!!

“I got a call last night from the organization I did a fundraiser for last summer, they are ready to do another one next month!”

Becky Payne Froelich

How Long Does the Scent Stay with the Mia Melts?

“My experience is about 5 days....for two melts in my light bulb simmer pots from corporate. But it really depends on the simmer pot or melter being used as they all burn at different temps depending on brand, type and wattage. Best way to know is to be a product of your product and try it for yourself.”

Kristy Butts

“We have different voltage in The Netherlands and I think our burners get a bit hotter. In a tealight warmer I get two days out 1 melt the more stronger scents like Herbal Spa I get a day longer. With the electric warmer I get a good 4 days out a melt day 5 I have to be really close to the burner to smell it.”

Jeanine El Attal Goerdemann, Netherlands

Getting Customers to Buy Again Does Not Take a Lot of Effort!

“One of my customers called and said how much she loved the candles and needs two more... Bamboo rain and French Lavender.”

Shawnda Lowery

Giftng Product... It Pays Big!

“Giftng usually creates a sale that is bigger than the gift. Recently I gave a 9 oz jar to someone to expose them to the product and they then turned around and bought 4 coffee table candles? Well today, I see one of the recipients of her gift has now made a \$60 purchase... can you say that was the best \$7.95 I could have spent! “

Cathy Mahady

Personal Volume Club for December

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

\$400 Club			
Bret And Sandy Malone	Dawn Daub	Stacey Pfohl	Rebecca Tucker
Alternative Eating	Angela Springer	Susan E. Ferenc	Shawnda Lowery
Julia A Applegate	Edward And Melissa Karpinski	Karen Deuschle	Hispanic Counseling Family Services
	Carolyn McLain	Bruce Sanders	

\$300 Club

Patti Henne	Mark Henry	Cathy Mahady	Sheila Greenwell
Benjamin Grant	Justin Locke	Corinne Hartmann	Scott Kresge
Priscilla Pallin	Andrea Dobrowolski	Amy Ghirelli	Jo Arney-Walters
Stephanie Irish	KRBR Enterprises	Vicki S Green	Paula Andrews
Regina Hasman			

\$200 Club

Louise Acevedo	Christine Kachmar	Tracey Frelot	Kathleen Puckhaber
Joaquin Rodriguez	The Wyoming Valley Country Club	Phyllis Gary	Nadine Goldwater
Carrie Gibbs	Heather Culbertson	Susan Tonniges	Tracie Hyatt
Layne Townsend	Virginia Stevens	David Lewis	Anita Casner
Judy Nelson	Marcy Rachiele	Stephanie Labbate	Jennifer Getzendanner
Denis Coruzzi	Ann Westmark	Janie Felix	Iryna Kohut
H & M Herbs & Gifts	Vixen Laray Divine	Marisol Montero	Netria Haywood
Swoyersville American Legion Riders #644	Judy Toporcer	Jackie Fitzgerald	Jennifer Callahan
Veronica Walter	Karen Bianchi	Rayetta Reese	Sharon Trachsel

Debra Bodecker	Jane Brown	Kathleen Saccone	Bethanne Burns
Tamara Keller	Kala Shorb	Cathy Fox-Pardo	TLC Brands
Yvette Thomas	Kathlyn Bukow	Kelly Drath	

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 2016.

Stacey Pfohl

Sharon Trachsel

Jennifer Callahan

Heather Findlay

Scott Kresge

December 2016: Top 10 Retailers

The Top 10 Retailers each month are featured based on their online website sales

- | | |
|-------------------------|------------------------|
| 1. Stacey Pfohl, TX | 6. Jane Brown, PA |
| 2. Cathy Mahady, MN | 7. Sharon Trachsel, WI |
| 3. Corinne Hartmann, ND | 8. Malone Bret, NY |
| 4. Vicki Green, WA | 9. Dawn Daub, PA |
| 5. Scott Kresge, FL | 10. Kelly Drath, TX |

December 2016: Top 10 Personal Volume

- | | |
|--------------------------|----------------------------------|
| 1. Bret And Sandy Malone | 6. Angela Springer |
| 2. Dawn Daub | 7. Susan E. Ferenc |
| 3. Stacey Pfohl | 8. Shawnda Lowery |
| 4. Rebecca Tucker | 9. Julia A Applegate |
| 5. Alternative Eating | 10. Edward And Melissa Karpinski |

Top 15 Selling Candles in February 2016

1. Sweet Orange & Chili Pepper
2. Odor No-More
3. Coffee Time
4. Chili Vanilli
5. Angel Wings
6. Sex on the Beach
7. Hot Apple Pie
8. Slate & Stone
9. Stress No-More
10. French Vanilla
11. Tangerine Dream
12. Lilac
13. Acai Berry
14. Berrylicious
15. Chai Tea

Next Month's Autoship



Stress No-More

April – Lilac	March – Angel Wings	May – Coconuts & Lime
June – Melon Margarita	July – Sex on the Beach	August – Apple Cinnamon
September – French Vanilla	October – Pumpkin Cheesecake	November – Christmas Pine
December – Hot Apple Pie		