

Scent-Sations, Inc. Candle of the Month Newsletter

# MIA BELLA NEWS

June 2012      Volume 10, Issue 6

This Month's Autoship: Caribbean Cooler

## Table of Contents



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

- [\*\*p.02\*\* Palm Oil Candles Are the Best!!!](#)
- [\*\*p.07\*\* SUMMER FLING 2012](#)
- [\*\*p.07\*\* Scent-Sations Just Made Sense \(Or Should I say "Scents!"\)](#)
- [\*\*p.08\*\* Caribbean Cooler is a Big Hit!](#)
- [\*\*p.08\*\* My Beautician Just Switched to Mia Bellas Candles and Bella Bars!](#)
- [\*\*p.09\*\* Read This Incredible Customer Testimonial!!!](#)
- [\*\*p.09\*\* Wrinkles and Aging Skin](#)
- [\*\*p.10\*\* I Am Loving Dermal Renu!](#)
- [\*\*p.11\*\* Congratulations to this Month's Rank Advancements](#)
- [\*\*p.11\*\* Top Sponsoring Distributors for May](#)
- [\*\*p.12\*\* May 2012: Top 10 Retailers](#)
- [\*\*p.12\*\* Top 15 Selling Candles in June 2011](#)
- [\*\*p.12\*\* Next Month's Autoship](#)

## Palm Oil Candles Are the Best!!!

From VP Charlie Umphred: "I was chatting with a friend the other day who told me she switched over to natural wax candles many years ago simply because she saw a pix of a petroleum refinery and could not imagine burning that "stuff" in her house anymore! This got me to thinking about what Scent-Sations offers vs the petroleum and soy products!!"



This is where the beginning of a paraffin candle starts... would you rather have this by product burning in your house or a candle made from palm wax?



Palm wax is an environmentally friendly product as it comes from a sustainable and renewable source and it burns cleanly. Palm cultivation is perhaps, the world's most environmentally friendly commercial crop.

We get our palm wax from Malaysia whose government has put a moratorium on forest clearing for the establishment of oil palm plantations.

Only areas already used for agriculture will be allowed to convert to palm oil production. The oil palm has been grown as a commercial crop in well managed and regulated estates in Malaysia since 1917. The palm produces fruits in bunches which are harvested and sent to palm oil mills to undergo sterilization, bunch stripping, oil extraction, oil clarification and purification. This crude palm oil then becomes the raw material for palm oil refineries where it is further processed by neutralization, bleaching and deodorization.

Palm waxes are made from a 100% Natural Palm Oil Based raw materials. The various blends of palm waxes are formulated from the many fractions of palm oil and the many fractions of the palm oil based oleo-chemicals. Some fractions are soft and some are hard. The selections of the various fractions of palm oil and oleo-chemicals are made based on the many requirements of making Natural Candles.

### **Why Scent-Sations Inc Does Not Use Soy Wax**

Cost of Genetically Modified Soy in the US: 95% of soy in the US is Roundup Ready soy. The US is the leading producer of soy in the world. If you look at the total yield drag from using Roundup Ready soy, the loss is greater than US soy exports to the EU or Mexico (and maybe even to both places combined).

The soybean industry is causing more destruction to the environment than probably any other agricultural industry on the planet. New genetically modified soy was specifically developed to withstand toxins so farmers can spray more pesticides on them without diminishing yields. Talk about destroying the environment, the soybean industry has to rank near the top of the offender's list.

Palm cultivation is perhaps, the world's most environmentally friendly commercial crop. After oil palms reach maturity, they are commercially productive for at least a quarter of a century. That means that once the trees are planted, the soil remains essentially undisturbed for decades. Unlike soy, where the ground is dug up and re cultivated every year, year after year. The soil in a palm plantation remains essentially undisturbed. Native grasses and scrubs are allowed to repopulate the space between trees. The natural habitat returns, complete with wildlife. An oil palm plantation takes on the appearance of a rain forest, filled with vegetation.

Wild boar, monkeys, birds, and other wildlife are allowed to roam in and out of the plantations, just as they do in the wild. Chemical fertilizers and pesticides are rarely, if ever, used. Since the ground is continually covered with trees and growth, the soil is not eroded, maintaining the integrity of the environment from the tiniest soil organisms to the largest land animals. So a palm plantation blends into the environment without causing untold disruption.

Compare that with a soybean plantation where all trees and other vegetation are killed and removed. Only soybeans are allowed to grow. And what about wildlife? Animals would trample or eat the crops, so they are fenced out, shot, or poisoned.

Unlike soy and most other crops that produce once a year, oil palms produce fruit year round, so they are always in season. This allows for a high yield of fruit on comparatively little acreage. For this reason, the oil palm produces more oil per acre than any other vegetable source. For example, in one year on one acre of land a farmer can produce 18 gallons of corn oil, or 35 gallons of cottonseed oil, or 48 gallons of soybean oil. However, on the same amount of land they can produce 635 gallons of palm oil! No, that is not a misprint. You read that correctly, 635 gallons of palm oil compared to just 48 gallons of soybean oil. In terms of land use, you would need to plant 13 acres of soy or 35 acres of corn to produce an equal amount of oil from just one acre of palm.

So, soybean cultivation requires 13 times more land to produce the same amount of oil. Therefore the Oil palm is the world's most efficient oil-bearing crop in terms of land utilization, efficiency, and productivity. A single hectare of land produces about 10 times more oil than other oil seeds. Globally Oil palm produces just as much oil as soy, yet utilizes only one-tenth the land area.

---

---

"My girlfriend introduced me to Mia Bella Candles back in 2003, both my children have severe allergies and my son has asthma. Every time I light a paraffin candle they would cough and have a reaction. Being a registered nurse, I was open to looking for healthier products and I agreed to try our candles, we had no problems at all and I even have birds in the house. I would never burn another candle , they are the best!!!"

Cynthia Montano-Suchowacki RN

---

---

"I have a customer who has an asthmatic son and was told that she should never burn candles but it would set him up for an attack. She had tried Mia Bella and found that she can actually burn Mia Bella candles without causing her son to have an asthmatic attack."

Diane Mann

---

---

"My husband has asthma and whenever there is anything in the air with a strong scent it will bother him. Years ago I used to use the store bought freshners until he would carry on so much that I stopped buying them.

When I introduced Mia Bella into my home, he has never had any issues with the all natural scent. Since there is virtually no smoke, when I light a Mia Bella he actually looks forward to the clean, fresh scent in the air. I used to burn wax candles but again the smell would bother him and he never would light them up. He would tell me it almost made him choke at times. Now he is actually the one to light all the candles before I get home from work each evening. You can't compare the all natural proprietary vegetable candles to a plain old annoying wax candle. The smell, the burn, it is two totally different things."

Terri Lorah

---

---

"I have asthma and it is a huge relief to me to know that I'm not filling my lungs with "refined oil!". I love that it is very easy to clean out our jars and recycle them or reuse them. I have an old candle jar I use at my event booth to hold promotional pens."

Audrey Jacob

---

"I became a distributor in October 2011 and at that time switched all my candles to Mia Bellas. My children had a healthy winter (for the 1st time) with no colds, flu or infections and the only thing that changed in our home was the wax I was burning. In addition the constant migraines I suffered from went away. I tell everyone and am making it my mission to get people using healthy wax.

Lyndean Dugas

---

---

"The very FIRST thing that attracted me to Mia Bella's Candles was the fact that they were made from all natural wax. For me that meant "NO petroleum....and NO black soot! (I also loved the 100% cotton wicks!)

When my first order arrived I the fragrances totally blew me away. They smelled like no other candle I had ever smelled before! My husband and I were amazed "again" by the way they burned: Evenly, No evaporation, long lasting and the fragrance lasted right to the bottom!!!

All of my customers say the same thing... Mia Bella's are the best candles they have ever burned... for all the same reasons that made me fall in love with them so long ago!"

Becca Mutz, AR

---

"I became a Mia Bella sales-person "before" Scent-Sations was created because I knew without a doubt these were the best "smelling" candles I had ever smelled. But being new to Mia Bella, I didn't really know the candles were one of the healthiest candles on the market to burn.

I love candles and the other ones I bought would stuff up my nose and make me sneeze. Since I started burning these candles almost 10 years ago, I no longer have allergy problems. I no longer have allergies/sensitivities problems when burning these candles.

Mia Bella Candles have very little soot, clean burning, non-toxic, no chemicals and lead free. Our wicks are made from 100% cotton, thus lead-free; no paraffin to smoke up our ceilings, walls and floors. Paraffin is petroleum and poisonous. We use only the highest quality fragrance oils from the world's leading fragrance companies which is a big "PLUS" to making a very healthy candle."

Lucille Boling, MS

---

"I am a true animal lover. One of the many pets I have are birds, which is why I will only burn Mia Bella candles. Birds have very rapid respiratory systems so particles in the air, such as particles from cigarette smoke, Teflon cookware, cleaning supplies and even scented candles can and do kill them. I know this from personal experience. Mia Bella uses plant and vegetable wax which is non-toxic, unlike paraffin wax which releases soot

into the air. Mia Bella candles are clean burning, as are candles made with soy, but unlike soy candles, which lose their fragrance, the scent of a Mia Bella Candle lasts from first light to the very bottom of the jar.”

Kathy A., Glen St. Mary, FL

---

---

“I am a true animal lover. One of the many pets I have are birds, which is why I will only burn Mia Bella candles. Birds have very rapid respiratory systems so particles in the air, such as particles from cigarette smoke, Teflon cookware, cleaning supplies and even scented candles can and do kill them. I know this from personal experience. Mia Bella uses plant and vegetable wax which is non-toxic, unlike paraffin wax which releases soot into the air. Mia Bella candles are clean burning, as are candles made with soy, but unlike soy candles, which lose their fragrance, the scent of a Mia Bella Candle lasts from first light to the very bottom of the jar.”

Kathy A., Glen St. Mary, FL

---

---

“I fell in love with candles as a child and as adult I used them daily. I came to a crossroads when I met my husband. It was either him or the candles. They made him have an asthma attack. I bought different fragrances, brands and even scent-free candles. The only kind wax that didn't bother him was beeswax. In those days we had two choices: traditional paraffin or beeswax. As I have a very strong science background I began to search out why the traditional candles made my husband ill. Finally I found the information I was seeking for in two places: searching the EPA website and from a chemical engineer from a Utah oil refinery who did not allow candles to be burned in his home. Fortunately, by this time Mia Bella candles had come into our life. We love them! The vegetable wax blend causes no breathless moments, so I can burn candles all I want. And, I have to mention how the fragrance smells full and clean to the last drop of wax. We never have to worry about our windows having a greasy film on them or our ceilings to be black, Burning Mia Bella candles makes our happy home a fragrant one!”

Jan Kuester, WA

## SUMMER FLING 2012

### **The Woodlands Inn & Resort Wilkes-Barre, PA**

From VP Charlie Umphred: When I first started my entrepreneur career in MLM in 1988 I remember hearing some “Rules for Success” that many of the top earners for that company preaching. They included “Don’t Quit”, Work for 2 Years with Blinders on”, “Don’t Listen to Negative talk from friends and family”...and “Get to Every Annual Company Event!!!”

They have all proven to be “Truths” in my mlm career and I cannot stress how important each and every one of those rules are to your success. This means that if you truly want to become successful in Scent-Sations you must commit to Fling each year. I didn’t make these rules...they were made by those who earn the big bucks!

There is no single event more impacting and compelling than the annual Company event. Do whatever you can to get to the 2012 Annual Event in July/August!!!

### **Scent-Sations Just Made Sense (Or Should I say “Scents!”)**

I have been involved in network marketing since I was in high school, (I joined my first multilevel company at 17 years old!) I discovered my passion for marketing and marketing research early in my life, and since then I have pursued a career making what I really love. I have worked part of my life developing business strategies and product marketing for several companies. Scent-Sations was introduced to me by my friend, Thelma a few weeks ago.

Scent-Sations was introduced to me by my friend, Thelma just a few weeks ago. After researching the market for the different products and the compensation plan I thought to myself, this is something I want to be involved with.

I consider myself “a friend of the environment” and this is why I am always looking for products that are natural, non-harmful and safe to our health. Discovering that Scent-Sations give us everything I just mentioned, was enough reason for me to join and visualize me growing into this incredible new vision.

Griselle V Rodriguez PR

## Caribbean Cooler is a Big Hit!



What a wonderful surprise I had when I opened up my COTM this month and found the amazing Caribbean Cooler....it smells awesome. When does my cruise ship arrive (LOL)?

Many thanks to Scent-Sations for such great products and an awesome company to work for, as well as very pleasant and helpful employees. I have been with the company from almost the beginning and have seen so many new and great products introduced over the years.

Pamela Sutliffe

## My Beautician Just Switched to Mia Bellas Candles and Bella Bars!

I gave my beautician, Kim Rippee (Hernando MS) one of our Sweet Orange & Chili Pepper 26 oz. jar candles as a "Thank You" for always being so nice to work me in at some of her busiest times during the day to trim my hair.

She is a Yankee candle lover and at first, she was a little hesitant to take it because she has never been able to burn candles in her home since she got her "bird". In a few days, she called me to tell me that was the best candle she had ever smelled, not to mention it doesn't bother her "bird" to burn it near the cage. She's a very humorous and fun person and said to me...."even my bird talks to the candle when it's burning." I laughed at her and told her he likes the "flame"....she said, "no he likes the fragrance". (Thought I would throw that in to give you a big laugh.)

After looking through the catalog, she saw our Bella Bars. I drooped a Sweet Orange & Chili Pepper bar and a Slate and Stone bar for her husband, off at the Beauty Salon. She called to tell me to bring her two more, one of each, since her husband wanted both.

They had just bought them a new house, so you can imagine what happy campers they are not having to worry about the results of the "oil based" candles on the market today.

Lucille Boling, MS

## Read This Incredible Customer Testimonial!!!

I ordered some Mia Bella Candles from one of your distributors (Darren Sanford) not long ago. I ordered the Chocolate Kiss and Sweet Orange and Chili Pepper scents.

The day I received the candles I removed the lids and was immediately impressed. Without even lighting them they filled the room with the most wonderful aromas. I used the Chocolate Kiss candle in my bedroom and the Sweet Orange and Chili Pepper in my living room. Whenever I had visitors, they almost always commented on the wonderful scent immediately upon entering the room.

Although I love candles, I have always disliked dealing with the unpleasant soot they often generate. I was overjoyed to discover that soot is not a problem with Mia Bella candles. They burn cleanly and richly scent the room from the first burn to the very last.

We were so impressed with our candles that, when we went to China to adopt our daughter last year, we took Bella Bars as gifts for the government officials, nannies and dignitaries we met on our trip. We chose the Sweet Orange and Chili Pepper Scent. Although in China it is not customary for gift recipients to publicly thank the givers, we received several personal messages of thanks that included specific comments about the Bella Bars. They LOVED them!

My last Mia Bella purchase was the plug-in warmers and wax scent wafers. I gave one as a Christmas gift and kept one for myself. I use it every day. The warmer is beautiful and the fact that it safely warms a room without a flame is a bonus!

Christina Ross Daniels, Ph.D. MS

## Wrinkles and Aging Skin

One fact of life is that as time passes wrinkles appear in our skin. Skin wrinkles is seen as one of the sure markers of our aging bodies. And to a large extent it is. Wrinkles are some of the most obvious and most disliked aspects of our aging skin. But what is and what causes a skin wrinkle?

Skin wrinkles can occur almost anywhere on the skin but most often are seen on the face, neck and hands. It is not co-incidental that these are areas also that are most exposed to the sun and experience photo damage from the sun's ultraviolet radiation. But UV radiation alone does not manifest as the wrinkle we see in the mirror. Wrinkles are a perfect storm of environmental damage and internal physiological processes that come together to form what we see as a wrinkle or skin depression.

Being an organ of the body skin is subject to all the internal processes that can cause biological dysfunctions or damage to bodily tissues. These dysfunctions can be from other disease states, poor lifestyle habits or genetic factors. When we overlap poor lifestyle habits such as poor diet, smoking, lack of exercise, stress etc with sun exposure

we set the stage for earlier and more pronounced biological dysfunctions including those related to loss of skin elasticity and firmness often resulting in exaggerated lines and wrinkles.

As we age it is normal for our skin cells, as with other cells in our body, to become weaker and less resilient to stressors. If we abuse our bodies so will our skin cells be compromised and they will become weaker and less able to maintain their vitality. Diets that are too high in saturated fats, refined carbohydrates and high in total calories and low in fruits, berries, whole grains, nuts and especially vegetables cause various processes such as increased glycation, inflammation and oxidation to occur. All these processes have significant deleterious actions on our cells and the functions in which they take part. In many respects it is these processes that lay the groundwork for serious disease as well as negative cosmetic effects in our skin. Couple all this with UV radiation exposure and we have damaged and malfunctioning skin that loses its resiliency, strength, elastic recoil capacity and suppleness. We now have the aged skin issues long before their time in many cases.

So now what? Next time we will discuss the ways to slow this skin aging process down and possibly even reverse it. Yes it is possible!

Nick Pokoluk (Wellness Formulations and the Creator of Dermal Renu)

## I Am Loving Dermal Renu!

I received my first 60-day Dermal Renu Friday. I can't believe the difference in the way my face feels already. Words are hard to explain how clean, soft and nice my face feels already, after just two days and nights of using it. I can't believe I waited so long to get on the Dermal Renu autoship.

I can't wait to see how my face feels after using it 30 days. What awesome gifts to give to family and loved ones for birthdays and holidays.

Lucille Bolling

---



---

Before we went on the Bahama trip, I had a pedicure. She used an exfoliating scrub on my legs and my legs felt really good. However, it wasn't good for the eczema on my legs. One night while in the shower using the Smooth Reveal on my face, I came up with the idea of using it on my legs. Yes, it left my legs really smooth and the eczema is very light now and not itchy.

Jeanie Morgan

## Congratulations to this Month's Rank Advancements

Dustin Davis – Diamond+ Distributor  
 Mary Coshon - Diamond+ Distributor  
 Sue Flahy - Diamond+ Distributor  
 Regina Mokson - Diamond+ Distributor  
 Tara Nelson - Diamond+ Distributor

Phyllis Norcross - Diamond Distributor  
 James Stratton - Diamond Distributor  
 Bill Johns - Diamond Distributor

Summit Team - 2K Diamond

## Top Sponsoring Distributors for May



Dustin Davis



Cheryl Pope

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



Cheryl Hill  
 Thelma Ivette  
 Morales

**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.**

## May 2012: Top 10 Retailers

- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li><b>1. Kathleen Puckhaber, NY</b></li> <li><b>2. Rosemary McKenzie, AB CAN</b></li> <li><b>3. Tj Banks, IL</b></li> <li><b>4. Gerald Horn, MD</b></li> <li><b>5. Michelle Tremblay, AB CAN</b></li> </ol> | <ol style="list-style-type: none"> <li><b>6. Ada Bushee, VT</b></li> <li><b>7. Jodie Tremblay, AB CAN</b></li> <li><b>8. Kari Van Kleef, WI</b></li> <li><b>9. Randall Henarie, TX</b></li> <li><b>10. Jim Carr, AB CAN</b></li> </ol> |
|---|--|

## Top 15 Selling Candles in June 2011

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li><b>1. Sweet Orange &amp; Chili Pepper</b></li> <li><b>2. Sex on the Beach</b></li> <li><b>3. Chili Vanilli</b></li> <li><b>4. Angel Wings</b></li> <li><b>5. Hot Apple Pie</b></li> <li><b>6. Creme Brulee</b></li> <li><b>7. French Vanilla</b></li> <li><b>8. Fresh Linen</b></li> </ol> | <ol style="list-style-type: none"> <li><b>9. Peach &amp; Papaya</b></li> <li><b>10. Lilac</b></li> <li><b>11. Fresh Laundry</b></li> <li><b>12. Slate and Stone</b></li> <li><b>13. Coconuts &amp; Lime</b></li> <li><b>14. Water Lily &amp; Jasmine</b></li> <li><b>15. Coconut Mango</b></li> </ol> |
|---|---|

## Next Month's Autoship



**Japanese Pear**

Upcoming Autoship Scents

August – Sweet Orange & Chili Pepper

September - Grandma's Kitchen

October - Home for Christmas

November - Candy Cane

December - Hot Apple Pie