

MIA BELLA NEWS

Scent-Sations, Inc. Monthly Newsletter

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This Month's Autoship: Holiday Memories

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The Many Looks of Mia Bella's!



When Bob, Carmen and Charlie started marketing a new kind of scented candle made from natural waxes in 2001 there were only a handful of non-paraffin candles in the market.

In the mid 1990s scented candle buyers were becoming more aware of the soot concern that burning candles created in the home. They began to look for alternatives but they were very hard to find. Carmen and Lynn Milazzo had a successful paraffin business but they wanted to “improve” their product and low soot was one area where they felt the scented candle market really needed to pay attention to.

They started working with soy but found that it had certain drawbacks. The most challenging drawback was being able to put the proper quantity of perfume in a soy candle. They just didn't seem to hold it.

Eventually they found natural alternatives and today the Mia Bella's candle is made with Palm Wax from old forest plantations that follow eco sustainability and do not cut down other thriving forests to get more Palm Wax.

As you can see, the original Mia Bella's candle did not look like much more than a jelly jar with a brass screw top lid and a home computer label! “This is what Bob and I had to work with in order to develop a national market for this high quality product. It didn't look the part, but once we got it into the hands of a candle lover we knew we had a customer for life!” says VP Charlie Umphred.

After a solid year of testing the Mia Bella's candles in private settings, Bob and Charlie implemented a marketing plan for network marketing and the candle took on its first “upgrade” which was a professionally designed label and not long afterwards the standard flagship 16 oz jar was introduced and to this day that size is still the number one item in Mia Bella's candle line!

As you can see, this single product has undergone many transformations and will most likely go through even more in the years to come!

New Free Spirit Candle: “Berrylicious”



Scent-Sations introduced another “Free Spirit” candle this month named “Berrylicious”. This has a wonderful berry aroma and is perfect for Fall. It is our goal to make hemp a household word due to its incredible ability to help the local farmers in USA and Canada

Earlier this year a hemp American flag flew over the Hawaii Capitol at the opening of its legislative session, (January 2015.)

The flag raising was sponsored by Rep. Cynthia Thielen (R), who co-sponsored a 2013 bill legalizing hemp in the state. The flag was made by Colorado hemp advocate Michael Bowman.

Thielen said in an e-mail to The Washington Post that the bill has allowed the University of Hawaii to study hemp’s use as a bio-fuel, and she hopes hemp can be used as a building material, known as hempcrete.

“Up till now, we have had to import our building materials,” she said. “When we start large scale hemp agriculture, we can ‘grow our houses from the soil.’”

Just another of the many uses for industrial hemp! Let's get the word out there about his wonderful natural product which can help your local farmer!!!

“I received my Berrylicious Free Spirit Candle and everyone in the house loves it's great scent. Whenever someone comes over they ask me about it...the label just draws them in. I get to talk about natural wax and hemp at the same time and it feels great!”

Jen Peirson

Retail Specials Are A Hit!

Scent-Sations introduced a special: Buy \$25 or more through the online store and receive a free 9 Oz candle” and the reaction from the online customers has been fantastic. We added a free Signature Scent for any online retail order over \$75 and were very happy with the results of this test after just 3 days!

Personalized Fundraiser Is A Success

The first 24 candles arrived last night. She is SUPER excited about how the label looked. These 24 she ordered are her 'cash and carry' that she is selling for her daughter, BUT she is going to use them at the group meeting next week so that all the students and parents can smell the 12 different scents & pose for pictures with them (I suggested the kids market themselves with the personalized jars to show potential supporters (buyers),

I just have to give kudos to Scent-Sations' home office for whipping out that order SO quickly. I know they did it in record time (way below the expected 7 to 10 business days). I told the gal they were anxious to get them to her so that she could hold that meeting. I didn't want her to expect that every order would ship the NEXT day after I called in an order, lol!

Time for the next project! A church (ours) wants to have some done to use as gifts for the holidays!

Kim Wilson Steadman

Mom's Mia Bella Party is 9 Years Old!



Wrapped up my mom's 9th annual Mia Bella Candle party. She has one each year and it is always such a fun time seeing new faces and ladies that stop in each year. Right now \$500 was sold with many outside orders coming in.

I just love how simple it is to set our product on a table - share my story of "Why I love Mia Bella" - share about why are products are different (read the inside page of our new catalogs) and then let them sniff and order. It really is fun to see them all talk about how **THIS IS THE ONLY CANDLE & MELT** they will use! OOH and the Bella Bars flew off the shelf as well!

Be excited to share our product with others - enjoy what you do and they will want to enjoy themselves.

Cheryl Hill

Is Dermal Renu Gluten Free?

From Wellness Formulations: To the best of our knowledge, Dermal Renu is gluten free. We did research into Quinoa Seed Oil which is found in both our CLEANSTART cleanser and SMOOTHREVEAL exfoliating gel as a great moisturizing element. We have found that Quinoa IS GLUTEN-FREE and is very commonly used in food diets for individuals with your exact condition.

To date, there have been no complaints in regards to the Dermal Renu products having a negative effect on individuals who have gluten intolerance.

We recommend that when trying Dermal Renu for the first time try a small amount of the complete system on a small part of the arm prior to using it on the face.

"I have been using Dermal Renu for about 4 months and can't believe the difference it has made. I work with about 20 other employees at my branch and practically everyone of them have commented on the new younger me!"

Pam Sriver

"Dermal Renu is a game changer for anyone's skin. I am a male in his mid 40s who is a professional and because I want to look my best I always keep an open mind to "anti aging" products. I was introduced to Dermal because my wife bought some and I was amazed at the results. This product does what it says!"

Michael James

Mia Bella's: Super Quality Year After Year!

We had a table at a small local health & beauty event yesterday. We were the only candle table, no paraffin allowed. We met some wonderful people, both attendees and vendors. People were amazed at the quality AND the affordable prices of our products.

We hear this everywhere we go for the past 13 years, but I never get tired of hearing it! Every time Jan & I display our products I am reminded at how blessed we are to be able to live our dream lifestyle.

Shep and Jan Kuester

My husband and I have a booth at a local Fall Festival. We have been working this Festival for 9 years and have always had a lot of success selling our Mia Bella's products. This Fall the hand painted simmer pots were big sellers and we even were able to swipe credit cards, take orders and have them shipped directly from Scent-Sations which made for more sales.

Everyone who comes back to our booth each year tells us that Mia Bella's is the best candle in the world! We have many customers who go to our website all year long to order, all because of this one show!

Pam and Jason Robbins

Mia Bella's And Halloween!!

I set up a table so everyone in the neighborhood will see what we can offer as they are trick or treating. We have hundreds of parents come through our area so what a better way then to set up a display right here are home in the garage.

Mike Bugbee

Here is what I have done in the past - MAKE SURE TO HAD THESE TO THE PARENTS NO KIDS!!! Have a safe and fun Halloween sharing what we offer! - PS if you are walking around with your kids, keep these in your pocket and had them to your neighbors! It is a fun and simple way to reach out to your local community!

Cheryl Hill

Tis the Season for Giving and Sharing our products - Here is a fun way to share during Halloween.

Make up Pumpkin Spice scent samples with a Halloween label that includes:
Mia Bella Candle Scent Sample
Pumpkin Spice DO NOT EAT
Name - Number - Website

Staple this to a catalog with a Halloween poem below...

Is Your Job Frightful?
Does Working for the Next 40 Years Scare You?
Does your bank account make you shriek with Horror?
Does the black soot in your candles make you want to die?

Beverly Benedict Arvin

Gifting Creates Sales!

My husband and I had to get our tires replaced last week. Being new in town as we just recently moved I went online and looked up local tire shops. Using the "Yelp" grading scale I found one that had high reviews and was a family owned business, (I prefer these over the big box stores). We went over to the shop and from the moment we stepped in the door we received such amazing and stellar service! After we left I told my husband how happy I was

with the service and that I wanted to bring the guy a thank you gift. We went home and I packed up a candle (Hot Apple Pie) with a catalog and my card and took it back to him. He was was so excited and amazed by the scent that he immediately wanted to buy more!

Sandra Blake

Local Farmer's Market Fun and Profitable

Rick decided to participate in the local Farmer's Market our city runs. Great connections were made. One customer simply wanted a catalogue to browse through. On Sunday she contacted us and wanted to sniff some candles. Tonight, with her sister, they found some lovely scents and happily went home with one dozen new candles!

Miranda McKenzie

Personal Volume Club for October

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

\$400 Club

Stacey Pfohl	Sharon Trachsel	Jennifer Waterman	Arlene Cleveland
Lynette Simensen	Blake And Karen Radetsky	Karen Deuschle	Shawn Herold
Pat Stultz	Heather Findlay	Daystar Boutique,Inc.	Nationwide Floor And Window Covering
Roseann Boldin	Rebecca Froelich	Lisa Meadows	Sharon Ford
William Mitchell	Tammy Musselman	Denise Wright	Janice Adams
Kathie Miles	Sharon Pavey	Maryellen & Domenick Camorote	Mary Leedy

Mary Descoteaux	Barbara Holland	Corinne Demoss	Brian Goodall
Penne Hanus	Flicker Scents	Kathleen Puckhaber	Maysen Salazar
Jessica Hoover	Teressa Yung	Dena Nackley	

\$300 Club

Anthony Jones	Nancy Mccray	Maria Araiza	Kristi Rizo
Hair Studio 35	Kate Rattner	Scott Kresge	Sharon Broadbent
Velda Inglis	Cynthia Price	Ernestine Smith	Stephanie Irish
Donna's Scents & Style	Meg Munson	Linda Dipert	Susan Cortes
Carolyn McLain	Bobbie Alberty	Ron Frame	Max's Paradise
Cheryl Hill	Lori Singewald	Kimberly C Steadman	Vicki Weitzenkamp
Heather Culbertson			

\$200 Club

Laurie Chapman	Alternative Eating	Amanda Manning- Moses	Diana Franzi
Ryan Windhausen	Ashley Van Winkle	James Crail	Dorian Washington
Curtissa Purdie	Tyler McGraw	Denis Coruzzi	Terri Schmied
Donna Salzbach	Milisa Lehman	Tia Albertazzie	Christine Woodard

Deborah Luna	Basilica Of St. Michael	Patti Jackloski	Don Herbert
Carmen Betz	Lacey Savage	Josephine Dargis	Judy Habbart
Caroline Carpenter	Jo Arney-Walters	Linda Rigsby	Kathleen Pouliot
Marisol Montero	Leona Eberts	Rebecca Tucker	Lou Fry
Cathy Mahady	Kathy-Ann Smith	Stephanie Labbate	Madeline Pagan
Nancy Wolff	Jody's Wicks	William Waits	Sheryl Love-Johnson
Joaquin Rodriguez	Renovisions, Inc.	Tom Ochman Coin And Jewelry	Kira Streightiff

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 2015.

Stacey Pfohl

Sharon Trachsel

Top Sponsoring Distributors for October



Stacey Pfohl

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



Jacquelyn Snell
Cathy Mahady
Sharon Williams

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

October 2015: Top 10 Retailers

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

1. Stacey Pfohl, TX
2. Corinne Demoss, ND
3. Maysen Salazar, MD
4. Martha Walters, FL
5. Alane King, FL
6. Chelsea Windhausen, NY
7. Jane Brown, PA
8. Georgeannia Purnell, GA
9. Brian Goodall, MO
10. Kelly Drath, TX

October 2015: Top 10 Personal Volume

1. Stacey Pfohl, TX
2. Sharon Trachsel, WI
3. Jennifer Waterman, VA
4. Arlene Cleveland, TN
5. Lynette Simensen, ND
6. Blake And Karen Radetsky, TX
7. Karen Deuschle, PA
8. Shawn Herold, WV
9. Pat Stultz, PA
10. Heather Findlay, CA

Top 15 Selling Candles in January 2015

1. Sweet Orange & Chili Pepper
2. Odor No – More
3. Hot Apple Pie
4. Chili Vanilli
5. Angel Wings
6. Stress No – More
7. French Vanilla
8. Slate & Stone
9. Sex on the Beach
10. Apple Cinnamon
11. Oatmeal Raisin Cookie
12. Twilight
13. Green Tea
14. Lilac
15. Country Spice

Next Month's Autoship



Hot Apple Pie