



**August 2005 - Vol.3 Issue 8**

**Candle of the Month: Cucumber & Cantaloupe**



**Cucumber & Cantaloupe :** As soon as you and your customers open the lid you are going to want to have this incredibly fresh smelling candle! Cool cucumber and sweet cantaloupe come together to form an incredible partnership!

**Scent-Sations, Inc. Has Record Enrollments!**

In a summer that has been MORE than HOT. In a season where most candle makers close for the summer and candles go on sale for half price, Scent-Sations Inc had a RECORD month for new enrollment! Without YOU there is no US!

**New Distributor Experiences the Joy of Marketing Mia Bella Candles!**



My name is Urshula Smailes I am 29 year old married mother of 3 young children. My husband is always on the road with his job and we don't want to place our children in daycare. I have had to stay at home and suffer the burden that comes with one person supporting the family. I got very tired of it.

I was browsing through the help wanted ads in my local paper and came across an ad that read (something like) "do you love candles and want to make great money working out of your own home?"

Well, I thought, duhhhhh, yeah. who wouldn't! So I contacted the person who ran the ad and he explained what it was all about. I was hooked from the start of our conversation.

I have been in the direct selling business for about 12 years. I have sold for every company out there! None of them offer the opportunity that Scent-Sations does. And just so you know I could go on and on about your company! How often do you call and get to speak with an owner? Never! The customer service has to be one of the best that I have ever experienced. They are awesome!

You have to be passionate about the product you are selling to people and because I am a candle lover it's not hard to be passionate about selling candles, but Mia Bella's Candles really do sell themselves! It is the cleanest burning candle I have ever seen and I'm willing to bet anyone that no other candle on the market today burns the way this one does and I know this because I actually went out and bought candles from different top end companies and burned them. The black soot all over the jars and my lamp shade prove they don't burn clean. Now when I burned my Mia Bella French Vanilla I sat it under a new lamp shade and no soot on shade or on the jar not only that I am not getting that black blob of whatever it is on the wick.

The scent these candles throw is incredible. It is just a great product to be involved with period. It's only been about 2 weeks since I signed up and I already have a lady who owns a local candle shop wanting to join the COTM so she can purchase these great products to sell in her store! I am so excited because that's the start of my residual income already after only 2 weeks.

**Urshula Smailes, MI**

### **Great Testimonials from Mia Bella Customers & Distributors!**

I wanted to relate a story to you that one of my newest customers shared with me.

A customer was referred to me via her massage therapist who I met at a fundraiser in early April. He wanted her to try our candles as she preferred natural candles and couldn't find any, so he bought her two of the Cinnamon candles as a present!

She called me several weeks after receiving them and told me that the candles saved her life by helping her out of a REAL JAM prior to an Open House she was having. She said there apparently was a RAT living under her back deck and she didn't want it there, especially during the Open House. So, they put rat poison under the deck in hopes to kill the rat and dispose of it!

You know rats really aren't great things to see when you're trying to sell a house! But here in the Florida Keys you're going to see or find rats around; it's just that kind of environment!

Anyway, the rat poison did it's job and killed the rat -- unfortunately, it killed the rat the day BEFORE the Open House and you can imagine what it smelled like!

She took both the Cinnamon candles and put them on a table right over where the rat was found (and where the stench was) and had them going ALL NIGHT LONG. (Editors Note: Its not advisable to burn any candles unattended!) Believe it or not, the candles stayed burning through a rainstorm that evening, and on into the next day, and actually eliminated the rat stench! She was SO convinced that these were excellent candles (just because of that purpose) that she purchased about 5 more from me, and is a continuing higher volume-buying customer!

**Susan Goracy**

I joined Scent-Sations in February 2004. At that time we had a "green" website....in more ways than one!



At the time, I was very impressed with the Opportunity before me and the tools and support Scent-Sations gave to us Distributors.

But NOW! Now, looking back these 16 months has been an incredible journey! The website we have now just keeps getting better and better! It has undergone SO MANY improvements and updates - all to make it more functional for the Distributor, more user friendly for the prospect and just darn right ATTRACTIVE!

Scent-Sations has created so many tools for us since I first joined. More Quality Products, CD's, Online Conferences, Marketing Tools, Print Outs....How much more easier could you make it for us to share this awesome opportunity with others? I think the only thing left would be for Bob, Charlie, Lynn and Carmen to fly around the country and sell our products and speak to our prospects themselves! Oh Yeah - Then again...that is basically what they do in the Training Calls we have available and the Online Conferences!

Who could NOT see the potential that Scent-Sations offers with a Home Business? Yes, we have arrived! We ARE The Cutting EDGE!

**Carolyn de La Tour, FL**



I just wanted to let you know that this is the best business around. I had heard many people say "Smell and Sell" it's just that easy. I was not sure just yet. I had been with other companies and they can not do that. We have sold at several places and it has always worked well.

I had candles left from my last order and two of my three kids wanted to sell. So I let them set up at the end of our drive way. Within 15 minutes the WHOLE case was GONE! I was amazed. I had received several bookings, sold my whole case and was able to order more for others. They cleaned me out. I love this business and I am now convinced that you can just not say a word but just "Smell and Sell!"

**Makaila Florez**

I am so excited about this product. By the way, my husband lit the candle early yesterday morning because he likes how it smells! And the fact that the smell lasts long after the candle was extinguished from the night before.

It seems like our entire house is calmer in the morning and the evening since we've been lighting the candles.

**Thanks again for your support.  
Darlene Lee, NC**

### 2-Year Old In Training to Be Next Senior Director!

I continue to be so amazed at what this company does. I just put in an order on Tuesday morning - after a long holiday weekend - and never even imagined that it would arrive here today, Friday. This really excited me cause I was scheduled to do the Farmer's Market the next day, Saturday and now I had extra product !

My 2 year old daughter knows exactly what to do with the jars. She immediately took them out of the box and started putting stickers on the bottom of the jar - as if she had done this a million times, then careful, well with a few bumps, put the jars back into the packing grate. Then she labeled my body wash, with a little less success in perfect placement...but she was so proud of herself. Again, she is 2 years old - and my best business partner.

**You gotta love this business!**  
**Cathy Mahady**



### Scent-Sations Distributor is "Spoiled Happy!"

I was a beauty consultant with one of the biggest and best known direct selling companies in the world for 3 years. In that program there was only one way to earn the kind of profit available to ANY Scent-Sations distributor: You had to purchase at least \$1,500 in product!

The only "business" materials that were offered were business cards. There was nothing as sophisticated as the presentation CD. We did not get a personal website or our own downloadable documents.

I don't mind hard work, but Scent-Sations makes selling these gourmet candles, etc a breeze! I feel like a kid in a candy store! NOW you upgraded our web sites and the programs and to say it all.....I feel spoiled rotten! Thank you for your efforts and the hard work to make this happen for all of us!

**Kim "Suzanne" Gladish**

### Diamond Distributor, Meg Munson, Loves Using Prospecting Tools to Build Her Business!



I just wanted to take the time to thank Scent-Sations Inc. for this outstanding business opportunity! I have been a Distributor since October 2004 and I recently received my Diamond status. I made it my goal to become a Diamond when I attended the Spring Fling (which I still find myself talking about all the time and I am counting the days until the Fall Fling)!

In the past two months I have built my team to eight members all with the help of the great tools offered by this company. The CD presentation that John MacFadden developed is such a powerful tool. It really gives prospects a strong feel for the company and our great products. This CD combined with the Affiliate Fuel lead program offered through Jackie

Ulmer has been outstanding for me. These two tools combined together have made the process for prospects to check out the business incomparable to other companies. All I have to do is make the initial call to these leads, send them the CD, and then THEY are calling me or emailing me back! I have never worked for a company that wants to help you make money, not to mention makes all the training/tools available right at your fingertips!

I am thankful everyday for the moment I landed on Deb Warren's website. Deb as well as Scent-Sations has truly made an impact on my life and I am blessed to call them my family. I have made friends for life and I can't wait to see my family again in October!

**With many thanks,  
Meg Munson, CT**

### **"2005 Operation Homecoming" Featuring Mia Bella Gourmet Candles**

Scent-Sational Candles, Etc and the Family Support Group of the National Guard Unit have teamed up to host a fundraiser to support our U.S. Troops Homecoming Celebration. Soldiers from Unit 3-156 are going to begin returning home in September 2005 which only leaves us a few months to raise these funds.

Mia Bella's Jar candles were sold for \$18 each donating all profits to the troop's homecoming funds. As of July 31st, we have raised \$1000 dollars including a few monetary donations. Everyone was very excited about being able to give and receive at the same time. We had several of the family members of the soldiers pushing this fundraiser and it was very successful and exciting. We used the slogan "Every time you light your candle, you will be reminded of your contribution to our U.S. Troops homecoming celebration".

This fundraiser has been open from June 6th, 2005 and will continue thru December 2005 with all profits being donated to our soldiers.

Thank you all so much at Scent-Sations for allowing me to have this opportunity to do something for our brave heroes.

**Sincerely,  
Marlene LaFleur, LA**



### **With Mia Bella's Candles, You'll Want to Reach for a Spoon Instead of a Match**



This is one of those things that happens all the time (although not always as graphically) - and it's all due to the great products Lynn, Carmen, Charlie and Bob have given us!

I went to see one of our best customers, who has four employees working in her 2,000 square foot store. The owner and her employees love to have me stop by as they are all wild about the candles; so anytime I'm in the neighborhood, I drop by with several candles to "smell".

This testimonial took place on a Saturday. (Saturdays

are "kids' days" as she brings one of her four kids into the store with her; her employees frequently bring one of theirs as well.)

The owner had her youngest sitting on her lap, Tai, who is 14 months old. I took the lid off a jar of "Butter Cream" and reached across the counter to hand it to the mom. As her mom was bringing it up to her nose, Tai turned, following the scent.

Her mom had barely gotten a whiff or two when Tai (our future customer) reached out and grabbed it away from her mom, stuck it under her own nose and began inhaling it! But that wasn't good enough. So after several seconds Tai began gnawing on the top edge of the jar!!

Our company motto, "So good you'll want to reach for a spoon instead of a match!" is absolutely true.

(With a testimonial like that [needless to say], Mom bought the jar.)

When we finally pried it out of Tai's hands to light it, she began to cry. Her mom had a jar of partially burned "Green Tea" sitting on a shelf behind the counter. Tai found it and began inhaling that instead.

Those of us who are distributors in the field are most grateful and privileged to have such fabulous products to present to the public!

**Hugs to All,  
Linda Thompson**

### **A Dog With A Note in His Mouth**

Editor's Note: Sr Director, Bob Schmitz is fond of saying that "A dog with a note in his mouth could sell these candles!" Little did he realize that it would actually come true!

This duo is reaching New Horizons. They came to us by Kelly Wissink. They reside In Belle Glade Florida, and are taking their community over with their smiling faces and wagging tail. Myrna has Muscular Dystrophy, and uses a motorized wheelchair. She also has the best MB distributor, Midas, her service dog. Recently they went on a door to door campaign. Midas reaches the doors to make the customers come out, and then hands them a mia bella brochure. He also carries the sample votives in his bag pack. He is the the unofficial MB distributor. He also has helped setup their first fundraiser. This is a team that has a lot of Candle-abilities!

From Myrna:

"Here is the New Mia Bella Distributor. This is Midas, My Service dog working with me, we were placing some flyers around where we live. He is in charge of knocking and carrying votives I have for smell sample. We sold 5 Jars last night, so he is the best unofficial MB Distributor!"



**Myrna Santiago McPhee & Midas**

**Myrna Santiago McPhee, FL**

### Scent-Sations Business Partners Become Husband & Wife!



Gene and I met on June 23, 2001 through church on a kayaking event with our singles group. We remained very good friends over the years and enjoyed hanging out together with our other single friends from the group.

I can remember the day when Gene told me that he had bought some candles from a friend of his and how wonderful they smelled. Wow! I thought, this guy loves candles that is so cool! He was so excited about them and told me that I should buy one and see how I like it. So I did. I've always loved candles and burn a lot of them but had noticed that some of them bothered my allergies and gave me a headache.

After burning my first Mia Bella's candle, I was so impressed with the way it burned, I bought another one and got one for my sister. Gene said that he had been selling them to the guys at work (he's a professional truck driver) and had to keep purchasing more cases.

I told him I'd help him out and take some to work. Well, I work in an Orthodontic office and we are all very health conscience and the girls loved them. Gene kept stopping by the office to sell the girls more candles (or was it to see me?) We called him the "Candle Guy" and my supervisor kept asking me, "what about him, he's very nice looking, are you interested in him?". My response was always, "we are just really good friends".

She said, "I think he really likes you!". Well, I had been single for 20 years and most of my friends were guys so I didn't think too much about it. Toni ,my supervisor, is a very wise woman and was very persistent and constantly asked me about him. This kind of peaked my interest so I decided to pursue it a little. Gene and I started spending more time together going out to dinner, a movie or hanging out on his boat.

July 2003 Gene asked if I'd like to hang out with him on his boat for the 4th of July. I thought, why not, sounds like fun. I had told Gene that I had always wanted to catch a salmon so we did some fishing too. And yes! I did catch my first salmon. After spending some time on the boat talking and getting to know each other better, we decided to make it official and start dating. Soon after that he asked if I'd like to become his partner in the candle business and help him build it. Sounded like a fun adventure to me.

We spent the next year and a half doing holiday bazaars, home shows, selling candles to friends and co-workers and talking to everyone we came in contact with about Mia Bella's Candles and what a great business opportunity they offered. This really gave us a chance to see each other in all kinds of situations and how we were able to work them out together.

Our business was really starting to grow but it was becoming very difficult to run a business from two different households and have all of our product in a storage unit. Things we needed were always where we were not. In March of this year we attended our first Spring Fling and that really

got us excited. We already believed in this business but it was great to meet everyone, visit the factory and feel the excitement. It made Mia Bella Candles so much more real to us.

Upon arriving home from Spring Fling, we started thinking more about our future together and where we were headed. We decided it was time to take the plunge and get married. This was a little scary and overwhelming for me since I have no children and Gene has 3 children and 2 grandchildren. I was going to be marrying into an instant family. We got married on May 27th in a simple park wedding with a picnic that followed.

Our unity candle was the sample of the (upcoming) pillar we received at Spring Fling and we lit it off of two cucumber melon votives. In our honeymoon suite we had about a dozen votives burning and handed out brochures and samples to all of the hotel staff we came into contact with. This is just an example of how our business is a part of our everyday life. We are anxious to get rolling again after taking some time off to move, get settled into our new home and adjust to married life.

**Thanks to everyone at Scent-Sations for giving us this opportunity.  
Blessings, Gene Houk and DeDe Pree-Houk**

### **Scent-Sations Distributor Finds Unique, New Way, to Promote Mia Bella Candles!**

I'm using the A/C to promote the candles in my office building, since we are not allowed to burn candles. My office is in the corner of the top floor of our building --- the A/C vent (both in and out vents) are in or near my office -- so I pop a top on a candle, set it under the vent and let it go to work.

I'm changing scents every few days --- after the first two days, I had two cases sold, with more orders coming in. God bless the A/C! I started with the Sweet Orange/Chili Pepper and did that for a few days, then switched to whatever scent fit my mood for the day (French Lavender, Tequila Sunrise).

Starting today, set the Chocolate one out..there is an overwhelming number of women on this floor. Chocolate scent must bring out the best (or should I say beast) in us, 'cause that brought me even more orders than before!

**Lisa Kashner, PA**

### **Leavenworth Spirit Bag Association (Mia Bella Distributors)**

I, along with my down-line group of local businesswomen Mia Bella distributors, formed the Spirit Bag Association. Team members will work with local businesses and individuals to sell the Spirit Bags. We plan to do this fundraiser for a year, and each month the donations will assist a different needy local organization. We are very excited about the success of the sales. We began the sale July 1st, and continued to solicit businesses throughout the month to display the product. In a relatively short span of time, we had a huge success. We were also excited and grateful that many businesses have joined the efforts. With their support, the sale has been successful and helpful to the Alliance Against Family Violence. We are looking forward to the August sales, which proceeds will be presented to the Leavenworth Animal Welfare Society. We plan to assist the area Unified School Districts in September.

THE LEAVENWORTH  
**TIMES**



Spirit Bags" contain a

large Mia Bella 16 ounce gourmet candle, a 2 ounce votive, with votive holder, and a sachet bag (air freshener), all packaged in a light blue bag, with the Spirit of Giving logo, and packed with tissue, suitable for gift-giving. These bags sell for \$25.00, and \$5.00 from the sale of each bag is donated to the charity that month. Spirit bags are available for purchase at some of the area businesses, while others are displaying a flier and providing order forms. They can also be obtained by calling in the order through the Spirit Bag hotline at 913-651-4140.

The Spirit was high on Sunday, July 31st at Lee's Energy Connection, as Harley Russell, Vice-President of Mid-American Bank, presented a check to Kay and Anna Anderson of the Alliance Against Family Violence. The check provided donations from the sale of "Spirit Bags" in the Leavenworth Area. It provided the Alliance with over \$400 to help their program.



At each local participating business, we have a display of a poster of the "Spirit Bag" and contents. Our local businesses are so excited and so supportive of our efforts.

**Deborah Monahan, KS**

**Distributor Shows Her Patriotism With Mia Bella's Candles**



"Here is an american flag I made with the blueberry muffin, white chocolate coffee, and strawberry kiwi votives. I made one a while back for display purposes and for a door prize at a home show. I thought you might enjoy seeing it."

**Wendy Baird, CA**

**Top States/Provinces for Commissionable Volume**

<b>01.</b> Pennsylvania	<b>06.</b> Missouri
<b>02.</b> Florida	<b>07.</b> Illinois
<b>03.</b> California	<b>08.</b> New Jersey
<b>04.</b> Texas	<b>09.</b> New York
<b>05.</b> Michigan	<b>10.</b> Ontario

**Top Retailers for July 2005**

<b>01.</b> David Lewis, PA	<b>06.</b> Kenneth Reigard, PA
<b>02.</b> Pamela Stout, IN	<b>07.</b> Kelly Flanagan, CT
<b>03.</b> Suzann Alsager, SK, CAN	<b>08.</b> Dawn Rohlik, MN
<b>04.</b> Mary Charlier, WI	<b>09.</b> Kathleen Hawkins, FL

**05.** Dianna Peoples, AZ**10.** Julie Clayton, ON, CAN**Distributor of the Month: Donna Wickett**

Hi, my name is Donna Wickett and I live in small town Provost, Alberta, Canada and have been in the direct selling industry for 7 years and love what it has to offer! I had experienced great success with a former U.S. direct selling company until 9-11 hit which in turn caused this 33 year old company to go bankrupt in January 2002.

Canada is a great country but when it comes to the direct selling industry, we are very limited as to what it has to offer for those looking for something new that hasn't been around for years. Past experience taught me that if I could find something new, different and unique that is where I wanted to be!



My in-laws brought me back a Mia Bella candle from Arizona in March of this year. After reading all of the information, I was intrigued and even more interested when I read that it was now in Canada. I loved to burn candles but never had the inkling to sell them in the past but Scent-Sations was a brand new business opportunity in Canada and I knew that before I became involved I had to be sold on this product. I needed to "test drive" this candle to find out if it really was the "Cadillac" in the industry. After burning the entire jar, I was absolutely amazed with this phenomenal product! No black soot, burned evenly and lasted 152 hours and permeated an incredible scent throughout my entire home! WOW, I was not only impressed - I was sold and joined Scent-Sations the end of April.

In my first month of business I sold over \$5,000 through home parties. I am a "Party Gal" at heart and love doing home parties and trade shows. My first party was over \$1,700 with 2 bookings! I thought, "Oh my God, this is way too easy and I haven't had this much fun in years!" One smell and my customers were hooked!

I never leave home without at least a dozen jar candles and bella bars in my vehicle and my scent bag. I have sold more candles out of the back of my SUV and in restaurants than I have from my home. The repeat business has already started and I am truly amazed!

I never thought I could have this much passion for a product but I absolutely love this business and their incredible products immensely and what I love about it even more is that it is FUN, EASY AND PROFITABLE!

It takes the 3 "P's" to make you successful in this industry...PRODUCT, PRICING AND PROGRAMS and Scent-Sations has it all!

This company has so much to offer! If you are still on the fence trying to decide if this business is for you, all I can tell you is this, "buy a ticket, get on the train and hang on for the ride of your life because this company is growing so fast, you won't want to get off!"

Climb aboard and be prepared to hang on for the ride of your life!

**Donna L. Wickett**