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A GUIDE FOR UNDERSTANDING SCENTURA CREATIONS

SECTION ONE **WHAT IS SCENTURA CREATIONS?**

SECTION TWO **HOW IT ALL GOT STARTED**

SECTION THREE **WHAT IS SCENTURA'S PRODUCT?**

SECTION FOUR **HOW DO THEY SELL IT?**

SECTION FIVE **SCENTURA IN THE PRESS**

SECTION SIX **SCENTURA'S LONGEVITY**

SECTION SEVEN **NEGATIVE ONLINE PRESS**

SECTION EIGHT **SUCCESS STORIES**

SECTION ONE **WHAT IS SCENTURA CREATIONS?**

Scentura Creations is a manufacturer and supplier of rendition fragrances. They distribute their trademarked product line to Independent Wholesale Business Owners throughout the U.S.

Scentura is based in Atlanta, GA, has been in business for 37 years, and is one of the world's largest wholesale fragrance supplier's with bottling, packaging, and shipping all happening under one roof.

Since its inception, Scentura Creations has emerged into a multi-million dollar company that distributes perfume to independent business owners on an international level.

Scentura is unique in that it provides merchandise without any capital outlay to these Independent Wholesale Distributors.



designer quality **at a fraction of the cost**

SECTION TWO **HOW IT ALL GOT STARTED**

Scentura Creations was founded by Larry Hahn in 1975. He started the company with the idea that if he could take a simple business concept and allow other people to go into business for themselves, he could build a business that would make himself and those around him successful.

Nearing age 30, Larry decided that he was tired of job-hopping and never getting ahead financially, and that it was time for him to take responsibility for his own success. He knew the only way possible was to stop working hard for someone else, and go into business for himself.

Early on, Larry began purchasing housewares and other consumer goods in bulk lots. He used every dollar he could scrape together to purchase goods on which he could turn a small profit.

Soon he'd saved enough money to start purchasing larger wholesale lots and lease a warehouse space to store merchandise. It was at this point he realized that it was time for other people to get involved with his simple business concept, and to give them the same opportunity to be in business for themselves.

This concept has been the foundation of the Scentura Opportunity – give the average individual a chance to be in business for themselves, so they too can experience financial success and control their own destiny.

SECTION THREE **WHAT IS SCENTURA'S PRODUCT?**

As business expanded and more individuals opened their own business, there became a need for a consolidated product-line that was easier to store, ship, and manage. Larry also saw this as a good opportunity to get into the manufacturing side and eliminate the headaches of unreliable suppliers, inconsistent quality, and unpredictable costs.

The search for the best product resulted in the birth of Scentura's own line of rendition fragrances. The 10 billion dollar-a-year fragrance industry turned out to be a perfect fit with its long history of stability and growth.

By creating their own trademark, Scentura is able to create scents that resemble the latest trends in popular fragrances for men and women. This flexibility has allows Scentura to supply its customers with the best product at the best pricing, year after year.

SECTION FOUR **HOW DO THEY SELL IT?**

Once the product is bottled and packaged, it's ready to be shipped to one of the many Independent Wholesale Distributors across the United States.

Since Scentura doesn't cut corners in the manufacture of its rendition products, where do the savings come from that allow their fragrance-line to be marketed at a much lower cost than other designer fragrances?

Although its product has been advertised nationally on television and in major magazines, Scentura's promotional and advertising costs are minuscule compared to those of other designers.

Further, having established such a loyal base of independent distributors, Scentura can cut out the high overhead costs of middlemen and department store mark ups, therefore passing on the savings to the end customer.

SECTION FIVE SCENTURA IN THE PRESS

Over the years, Scentura's fragrance-line has been featured in numerous national magazines that are considered authorities in fashion.

Vogue, Ebony, and GQ Magazines are just a few of the publications that have showcased Observe' L'Essence with full-page ads.

When you come across a product with Scentura's trademark, you can be sure that it is of the highest quality, and is a well respected product within the world of high-end fashion.



SECTION SIX SCENTURA'S LONGEVITY

By staying true to the Founder's vision of passing along the opportunity to others and allowing them the opportunity to be in business for themselves, Scentura has endured across nearly four decades.

In that same time-span, hundreds, if not thousands of major companies have come and gone. But very few have stayed relevant and operational for so long. This is no doubt a testament to the idea that there is plenty of business out there for everyone, and that success can be achieved by helping others, rather than competing.

Other factors that have contributed to Scentura's long term success include:

- *Avoiding long-term debt and staying conservatively leveraged so they're less susceptible to economic downturns.*
- *Sticking with a distribution model that is efficient and effective for all parties involved.*
- *Using only the finest ingredients and the best perfumers to continually create high-quality products.*
- *Always keeping the Reseller's interest in mind when making any major decisions.*
- *Providing merchandise to Resellers without the need for any large inventory investment.*

SECTION SEVEN **NEGATIVE ONLINE PRESS**

If you look for it, odds are you'll find a fair amount of negativity circulating the internet about Scentura and its business practices. There are plenty of online forums where people can post uncensored, unfiltered, and unsubstantiated information about any business.

It's important to note that these forums make zero effort to verify the accuracy of a complaint, which is clearly unfair to Scentura, or any other business in question. Further, having a false claim or complaint removed is nearly impossible, as most of these forums profit from negative news, regardless of truth or validity.

Some of the complaints are critical of the method that most of the Independent Reseller's use to distribute the product, which is that of Direct Selling, also known as face-to-face selling. While probably not the most glamorous way to sell a product, it's a consistent sales strategy that has been used by many successful and respected companies for over 100 years, and is gaining in popularity.

In fact, the Direct Selling industry accounts for nearly \$30 billion in annual sales in the U.S. with over 15 million people involved in Direct Selling at any given time.

Also worth highlighting is that even if a complaint were legitimate, the fact is - Scentura does not dictate the business practices of their Independent Resale customers, and does not control how they choose to sell or distribute the product.

SECTION EIGHT **SCENTURA SUCCESS STORIES**

For those that have taken advantage of the Scentura Opportunity, it was likely their only chance to take control of their financial future. In fact, more than 100 people have earned in excess of \$1 million during their career as an Independent Business Owner.

The Scentura Creations Opportunity comes along once in a lifetime, is the right business vehicle with a proven formula, and is about helping other people achieve success.

Please read and enjoy some of the many stories from those who have found success with Scentura Creations:

KERRY BRUNSON **ORANGE COUNTY, CA**

"In 1980, I was 20 years old, had only a high school education, and worked as a busboy in Las Vegas. When first introduced to the Scentura Creations Opportunity, I was told that if I was willing to work hard and have a good attitude, I would have a chance to make a six figure income.

People tried to talk me out of it and told me it was probably a scam, "Dont do it!" Those are the same people who, today, are now believers after they saw my success materialize! If you have a strong desire to succeed, and are willing to dedicate yourself and put in the time, it can turn into a long and rewarding career."

CONTINUED SCENTURA SUCCESS STORIES

MARC & CAROL SCHOTTENFELD

FT. LAUDERDALE, FL

“Having three children and secure careers in the medical field, this was quite a scary risk to us. Living in New York and then packing up and moving west to Texas with U-hauls, pets and kids in 1979 was not an easy task. As it turns out it was the best gamble we ever could have taken on ourselves.

It has been 33 years and after reaching financial security we have had the opportunity to develop and pass along the business to so many young people. It’s not only our success, but watching young entrepreneurs become millionaires because of the business, because of their working hard and believing in themselves has been so rewarding to us.

Larry is and always has been our best cheerleader, sometimes believing in us more than we believed in ourselves. The business has changed our lives. Go for it and it will change yours too.”

CONTINUED SCENTURA SUCCESS STORIES

DONNY ZINKIN **MIDDLESEX, NJ**

“Seventeen years ago I was not in a good place. Tired of school and bouncing from one dead end job to another, I found myself, at the age of twenty four, living back with my parents, in debt, depressed and severely overweight. I drove a beat up car that I prayed would start each morning. I was not really sure where to turn or what I should do next.

In desperation, I answered an ad one day in the newspaper. It was the ad that literally changed my life. The ad which led me to the Scentura Creations Opportunity. In all honesty, I was not very good at this business in the beginning and it took me waaay too long. But from the very beginning I believed that if someone was willing to take a chance on me and all they demanded in return was hard work and a good attitude, I was going to do whatever it took.

I always dreamed of being my own boss but I had no idea how to convert that dream into a reality before I found the Scentura opportunity. In the past seventeen years my entire life has completely changed. I built up my business and started passing along the opportunity that I had discovered to others who were as desperate as me.

In the process, I have not only made but saved millions of dollars. I own a beautiful home. I presently drive a Range Rover and a Porsche 911 4S convertible. I have been on vacations all over the world. Everything I dreamed of seventeen years ago has come true. The truth is that my reality is actually better than the dream.

It definitely has not always been easy, and it took a lot of hard work and sacrifice in the beginning, but it was all definitely worth it. The best thing is that The Scentura Opportunity now is as good if not better than it has ever been.

My advice to those who are starting, or considering starting their careers, is this...if you are willing to work hard and can keep a good attitude than this is for you. It won't be easy but it will be worth it. I promise. See you all at the top.”

SCENTURA CREATIONS **FURTHER READING**

Listed below are resources for further reading about Scentura and its Founder, Larry Hahn:

- **[ScenturaCreations.com](#)**
Scentura's corporate website.
- **[Larry-Hahn.com](#)**
A story about Larry Hahn.
- **[ScenturaCreationsReviews.com](#)**
Read and share reviews about Scentura.
- **[RookieOwners.com](#)**
A site dedicated to new Independent Business Owners
- **[ScenturaCreationsBlog.com](#)**
A regularly published Weblog about Scentura.
- **[ScenturaCreationsSuccess.com](#)**
Read stories from those who've found success with Scentura.
- **[ScenturaCreationsScam.com](#)**
An objective look at Scentura Creations.

THANK YOU FOR READING

Thank you for downloading and reading this guide. We hope it has helped you gain a better understanding of Scentura Creations and its product, background, and business model.

Thank You!