

Lola Falana Endorses New Cosmetics

By Karen Parker
Post Staff Writer



Displaying certificate and plaque after returning from the annual Amber Hues convention in Dallas, Texas are Sarah Chambers, Janie Deese and Carol Parker.

Janie Deese, Sarah Chambers and Carolyn Parker have known for months the benefits of Amber Hues Cosmetics, that's why they use the product and sell it as well.

Now joining the ranks of users of a product manufactured by the fastest growing cosmetic company in the nation, is well-known night club entertainer, Lola Falana. She was the keynote speaker at the third annual Amber Hues Beauty Consultant Luncheon in Dallas, Texas.

Mrs. Carolyn Parker, a sales consultant in Charlotte for Amber Hues retold Falana's story about her introduction to the cosmetics. "She (Falana) had an appearance in Dallas, and our chairman of directors, Ron White saw her in the lobby of a hotel. Ron took the opportunity to approach Lola Falana and present her with one of our makeup kits."

Then laughing, Mrs. Parker recalled that White's handing Falana the beauty kit caused some commotion. "Her security guards were anxious to find out what he was up to and finally Falana convinced them that she didn't think there was need to worry about White; it was simply a friendly gesture."

Continuing the story, Mrs. Parker pointed out that Falana tried the makeup the very night she received it and continued to use the products. When she used the last of it she called Amber Hues in Dallas not only to find out how she could order some more of the cosmetics, but also to find out if there was any way she could help to promote a product she really had faith in.

Since then Lola Falana has been a board member of the Amber Hues Cosmetic Company which has headquarters in Dallas.

Present to hear the entertainer's confession were nearly 500 people throughout the United States. Mmes. Parker, Deese and Chambers were

among nine people who represented the Charlotte team.

At the luncheon Mrs. Deese received a plaque recognizing her as a team manager. "A team must have at least 10 people before a team manager can be designated," Mrs. Deese pointed out. Actually the Charlotte team is up to about 16 sales consultants and is growing steadily.

Convincingly, Mrs. Deese mentioned she is "striving to become area manager. That requires two managers and 20 consultants," she explained. Presently the Charlotte team is a part of the South Carolina unit which ranks about number one in sales for Amber Hues among all units in the nation.

When speaking about her introduction into Amber hues, Mrs. Chambers stated, "I have no intentions of going back to a nine to five job. I've travelled with several make-up companies, but I've never believed in a product like I believe in Amber Hues," she assured. Mrs. Chambers has been a sales consultant since May; Mrs. Parker has been selling Amber Hues for one month;

while Mrs. Deese has been with the company since October, 1982.

Mrs. Parker stated she is particularly pleased to be working with Amber Hues because it is a "Black-owned company (Rita White is the owner); the company gives the consultants the opportunity to own a share of it through stock; and the company management believes in reinvesting profits back into Black communities."

Every Thursday night at 7:30, the three women meet other people who are interested in becoming Amber Hues sales consultants at the Holiday Inn's Rebel Room-D. The recruitment meetings are held at the hotel located at N. Tryon and Craighead Streets. To become a consultant one must complete an application and purchase either a basic cosmetic kit at \$80.00 or a deluxe kit, at \$162.90. The basic kit consists of skin care regimens, the eight different Amber Hues foundations and training materials. The deluxe kit consists of the entire line of Amber Hues products.

Mrs. Deese emphasized not only are written training materials provided, but

Amber Hues consultants also train new salespeople with the product.

By attending the recruitment meetings and placing names in a drawing, one person can receive financial assistance toward purchasing a kit. Mrs. Chambers explained how the drawing is operated: "Each official sales consultant attending the meeting donates \$5 to the drawing. If a person who has completed an application has his or her name drawn, all the money in the pot is applied to the balance of purchasing one of the Amber Hues sales consultant kits."

Each of the sales consultants have managed to sell over \$1,000 worth of products in a month. The prizes are wonderful they stated, and Mrs. Deese added Amber Hues has the best incentive program she has ever known. Amber Hues products have been clinically tested and are recommended by some dermatologists. For more information about the product contact Carolyn Parker at 847-2179; Sarah Chamber at 535-5284; or Janie Deese at 597-7961, or 396-5824.

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