

PROFILE of a CHAMPION

Sandra Basilone & Giuseppe Iannello

Of Sandra's two sons, eldest Emilio and younger Marco, for three years Marco was in and out of emergency rooms and doctor offices with an undiagnosed respiratory illness. Despite all attempts at finding a cure the medical system was stumped. With Marco's health not improving even with an increasing amount of drugs, Sandra was open to anything that would work.

"It was at that time I came across a book on the power of Chinese medicine. I thought that sounds interesting but where can I buy Chinese Herbs in Belleville? Then I remembered a health store and decided to go in and talk to the owners. The store was owned by NSP Managers/practitioners Vivian and Rob O'Neill. What a blessing it was for my son whose body has healed under their care. I knew I could trust them and so I joined NSP and started learning all I could."

In 2013 Sandra and Giuseppe began dating. Giuseppe owned a paving company at the time which kept him working long hours and under lots of stress. In addition, he was experiencing pain and was very acidic when Sandra tested his pH levels. But after getting on a herbal program recommended by Sandra, Giuseppe's pain left and his pH returned to normal.

"From that point on we shared a passion and dream of having an NSP distributorship. Giuseppe retired from the paving entrepreneurial life and dedicated himself to our 'zen zone' — Gems of Wellness retail alternative health store."

Why Nature's Sunshine?

"We chose to use NSP products because they work! They do what they are supposed to do, what's on the label. There's real ingredients and guaranteed quality in every bottle. We trust NSP and are never going elsewhere for our supplements. We tell people NSP is the 'Ferrari' of all supplements."

Your 3 keys to success:

1. Compassion and sincerity: "People can feel and hear our passion, compassion and sincerity when they come to see us."
2. Personal touch: "It's all about people and their health. This is a people business and we are here to help people in their quest for health and desire to grow in business with NSP."
3. Education: "We educate others and we continue to be educated. We use webinars, read books, attend conferences and meet with our upline."

What's your ultimate goal?

"There are so many paths and routes to continue to explore and experience with NSP. Years ago we worked out of our home selling NSP and we had the goal of opening a store and clinic. We are so proud to have accomplished this. We continue to reach out to new people and share the gift of NSP. Never give up on your goals and dreams because sooner or later people are going to be looking for you to help them, so be ready!"



Sandra Basilone & Giuseppe Iannello

How we grow our business

By opening up Gems of Wellness, Sandra and Giuseppe meet and help many people. The store gives them a unique opportunity to share and educate others on alternative health and NSP products.

"One of our favourite ways to answer people who say they don't believe in taking supplements is to explain that the depletion of minerals in soil, plus the depletion of minerals in our bodies, equals the depletion of health. This is a great opener to start sharing with them about the need to take nutritional supplements."

Sandra and Giuseppe want to open new Gems of Wellness locations. With more locations the couple believes they can reach more people and build a larger successline of Business Associates and Managers.

"With more locations to reach out and educate from we can create more Business Associates and duplicate distributors like us. We just love helping others who have the same open-mindedness we have. We want to create a team which will spread the word of health and NSP," says Sandra.