

"The Premier News Distribution Service Reaching U.S. Hispanic Media and Opinion Leaders"



A service of PRNewswire

Home

Site Map

About Us

Contact Us

Español

RSS 2.0

Search:



This Site



The Web

GO

[Advanced Search](#)

# míamariú

## Latina Creates History With Groundbreaking Company

Por Fin, A Direct Sales Health and Beauty Company Exclusively Latina



Photo



Send to  
a friend



Print



Version en  
Español



[Download this press release as a PDF document.](#)

DALLAS, June 9 /PRNewswire/ -- Deseo, Tentación and Seducción sound like story lines for a Spanish-language novela, but these sensuous descriptors are new product names unveiled by Mía Mariú, a unique line of natural-based products created by a Latina woman for Latina women. Since the company's May launch event in San Antonio, Texas, the history-making product line is experiencing word of mouth at its best. Mía Mariú is planning launch events in other markets including Houston, Los Angeles, Chicago and Miami for Latinas to sample the products and learn more about the innovative entrepreneurial opportunity offered by the first network marketing company exclusively dedicated to meet the beauty and health needs of Latinas of every background. Mía Mariú brings products in shades and colors such as Tierra India, Canela, Anís, Corazón de Melón, and Noche de Amor. Finally, ladies can experience products made with natural ingredients designed to specifically match and compliment Latina skin tones.

"Mía Mariú embodies the passion, the feelings, and that special warmth that exists within every Latina regardless of country of origin or generation -- the response so far has been tremendous and we are confident that we've had a glimpse of the reaction we can expect across the country," Maria Eugenia Bermudez Price, Founder and CEO of Mía Mariú said. "Mía Mariú is dedicated to bringing Latinas what they deserve to enhance their beauty, their health and their future. As we move into new communities, we will celebrate the Latina woman and announce our commitment to her not only by offering great products, but also by empowering the Latina with an entrepreneurial opportunity to start her own business and represent Mía Mariú."

---

“ Mía Mariú embodies the passion, the feelings, and that special warmth that exists within every Latina regardless of country of origin or generation ”

---

Founded by Bermudez Price, Mía Mariú is the first network marketing company exclusively created and dedicated to serve and fulfill the beauty and health needs of Latinas. Bermudez Price developed a unique system that nourishes and protects skin with a hip color line of products and techniques specifically designed for the beautiful and diverse skin tones of Latinas as well as a natural based skin care treatment line in response to the frustrations experienced by many Latinas who are unable to perfectly match their skin tones.

Bermudez Price worked directly with prestige-line cosmetics product developer with 30 years of experience Carlene Gregg Victor to develop the inaugural line of foundations, lipsticks, bronzers, blushers, eyeliners, eye shadows, and specialty items. Also concerned about the high rate of diabetes and heart disease among Hispanic women, Bermudez Price included a line of nutritional supplements with natural ingredients known in Latin cultures for their health benefits, such as the Nopal cactus, that help promote health and beauty from the inside.

In developing the line of products specifically designed for Latinas, Bermudez Price put equal consideration into creating an entrepreneurial opportunity that is tailored to meet the needs of today's Latina. A unique aspect of the Mía Mariú opportunity is the integration of today's technology to truly create a fruitful business venture. Mía Mariú sales associates get six-months of free use of a personalized web site that their customers can use to order products at their convenience. Products are also directly shipped to the customer, eliminating the need for associates to spend time and money to personally deliver the products to their customers. Associates, thus, truly profit from the endeavor, especially considering the current sky-rocketing gas prices.

As a Latina coming to the U.S. from Mexico City at a young age, Bermudez Price experienced first-hand the challenges of integrating into American society and creating a self-identity that would shine from within and exude all that it means to be a proud Latina. From personal experiences, Bermudez Price quickly learned that although many opportunities for Hispanic women exist in the workplace, many Latinas are still limited by language and cultural barriers that keep them disconnected with what is available in terms of self-development, education and financial opportunities. The drive to help other Latinas improve their lives, coupled with her nearly 20 years as a tenured business executive at renowned direct sales companies like Mary Kay, Inc. and Home Interiors and Gifts, Inc. where she focused on international market expansion efforts, led Bermudez Price to create Mía Mariú. Based in Dallas, Texas, Mía Mariú offers a unique business opportunity for sales associates to earn extra income or build long-term wealth with a dynamic compensation plan.

"As Latinas, we have been overlooked as a market segment and now Mía Mariú has taken the lead in creating a dynamic opportunity for today's woman. I have met many women with different life struggles with a fervent desire to improve themselves," Bermudez Price said. "Mía Mariú is dedicated to help Latinas find opportunities that may otherwise not be attainable because of language and cultural barriers. Mía Mariú offers all Latinas a way to create a long-term business while celebrating their essence and identity. By doing this, we not only help each other but we help our communities as well. Whether you are a Latina in Miami, Atlanta, Boston or Los Angeles, this is your company."

One such Latina is Sylvia Acevedo Stern, one of the first Mía Mariú Associates, who resides in Austin but has a network of



---

[For captions Click Here](#)

clients extending as far as McAllen, Texas and Puerto Rico. Stern was recently named Mía Mariú's first District Manager. After a successful career in corporate America, Stern decided to use her skills to become a mentor and encourage women to seize the unique opportunity that Mía Mariú offers.

"For over 20 years I have focused on helping women succeed by helping them improve their communication skills, image, presence, and leadership skills," Stern said. "Now with Mía Mariú, I have the opportunity to help women start their own businesses, learn more marketing skills, and especially make money. The most important part of helping Latinas do this, is that they will be selling products that have been especially designed for them."

Women interested in becoming Mía Mariú Associates or find out more information about the products and upcoming launch schedule of events can visit <http://miamariu.com>.

#### About Mía Mariú, LLC

Founded in 2007 by Maria Eugenia Bermudez Price and her husband, James B. Price, Jr., Mía Mariú is the first network marketing company exclusively created and dedicated to serve and fulfill the beauty and health needs of Latinas. Mía Mariú is a unique system that nourishes and protects skin with a hip color line of products and techniques specifically designed for the beautiful and diverse skin tones of Latinas, as well as a natural-based Skin Care Treatment line and line of nutritional supplements with natural ingredients known in Latin cultures for their health benefits. Based in Dallas, Texas, Mía Mariú products are sold through a national network of Independent Associates, thus offering a wonderful business opportunity to all women who share in the dream of improving their lives, the lives of their families, and their communities. For more information, please visit <http://miamariu.com>.

NOTE TO EDITORS: Interviews and photographs available upon request. Please contact Lisa Andrade to coordinate (210-389-9765 cell or [lisa@inhousepublicrelations.com](mailto:lisa@inhousepublicrelations.com)).

NOTE TO EDITORS: A high-resolution image is available at: <http://www.hispanicprwire.com/home.php?l=in>

#### CONTACT

Lisa Andrade, inHOUSE PR  
Cell 210-389-9765  
Office 210-270-9530  
[lisa@inhousepublicrelations.com](mailto:lisa@inhousepublicrelations.com)

