

## Tiffany Fluhme: Offering Affordable Cosmetics Through Direct Selling Party Plan



January 26th, 2011



Tiffany Fluhme is the CEO and Founder of "Fluhme Cosmetics". In just 14 months the business has expanded to more than 20 states. Tiffany is actively involved with Fluhme Foundation that provides gifts to terminally ill children. Fluhme has also as a compensation plan that allows women to start their own business reselling Fluhme products.

**CelebrityDialogue:** What is the core value that Fluhme Cosmetics offer to the consumers?

**Tiffany:** We are a cutting edge direct selling party plan company offering superior affordable cosmetics to our consumers. We offer an amazing part time or full time career opportunity and give our beauty artists a chance to supplement their income or replace their jobs with a lucrative, flexible career. We are a company with a greater purpose and give back through "The Fluhme Foundation". Our foundation has a mission of enriching the lives of chronic and terminally ill children through our gifts.

**CelebrityDialogue:** How is it different from other competing brands?

**Tiffany:** We are a direct selling/party plan cosmetic company that prides itself on being the most trendy innovative cosmetic company in the industry. We provide an amazing line of Italian cosmetics with a variety of customizable makeup palettes, and a results oriented medical grade anti-aging skin care line. Not only do we provide an amazing career opportunity for women, but we are working toward a goal of developing the most cutting edge makeup training school and sponsoring talented makeup artists.

**CelebrityDialogue:** What is the range of products?

**Tiffany:** Our products include a full makeup line featuring vibrant Italian baked cosmetics, customizable makeup palettes, and fabulous makeup essentials, including our best selling tinted moisturizer with spf 20. Our extremely effective anti-aging skin care line contains professional grade ingredients. The line consists of 7 products including an antioxidant based cleanser, vitamin C serum, skin brightening moisturizer and makeup primer, a powerful retinol night serum, peptide enriched hydrating night cream, and our cutting edge eye cream.



**CelebrityDialogue:** What is the mode of distribution/sales?

**Tiffany:** Our main route of distribution is through the party plan, direct selling model. Our consultants sell our products one on one and at home beauty events. We also distribute at salons, spas, and plastic surgery centers.

**CelebrityDialogue:** What's a "Fluhme Beauty Event"?

**Tiffany:** A fluhme beauty event is a home event in which our products are displayed, sampled, and sold. It is exciting for the guests to learn about a new cosmetic company and to test our products. Our event is a place to learn the benefits of our products, and learn about the opportunity of becoming a beauty artist

**CelebrityDialogue:** How can interested women become Fluhme Beauty Artists?

**Tiffany:** They can simply go to our website and visit "become a beauty artist" and submit their application online. Their starter collection will be delivered to their house within several days, filled with everything that they need to start their business. You can also become a beauty artist by calling our office at 412-269-8868.

**CelebrityDialogue:** How can women enhance their career through Fluhme?

**Tiffany:** When you become a Fluhme beauty artist, you are an independent contractor on her way to a successful career in the beauty industry. You can work part-time, full time, and even work to become a Fluhme makeup artist. A beauty artist makes a very high commission on all of her personal sales as well as her team sales. She can climb her way to the top of our career plan and have a very satisfying and lucrative career.

## Login

Username



Password



Remember Me

Login

- [Forgot your password?](#)
- [Forgot your username?](#)
- [Create an account](#)

## Newsletter Subscription



Email Marketing by Benchmark Email

## Advertisement

## Facebook FanBox

Celebrity Dialogue on Facebook on Facebook

## Most Popular

- [Jakub Vopelak: An Astute "Soldier" Of The Salvation Army](#)
- [Young Italian Designer, Tamara Poggi Pollini, Reveals Her Fashion Experience](#)
- [Adobe's CEO Criticizes Apple](#)
- [David Woodward: Focussing On Business Leaders In UK](#)
- [Ben Clevers, "The Flower Man", Spreads The Art Around The World](#)

## Most Recent

- [Robert Arthurs: The Man Who Contributed To The Success of 2010 Winter Olympics In Canada](#)
- [Thomas Kramer: Visionary "Wunderkind" Who Rebuilt South Beach Miami](#)
- [Rakefet Abergel: Actress, Stand-up Comedian & Tyra's Got Talent Winner](#)
- [Dr. Hugh Berryman To Receive Lifetime Achievement Award](#)
- [Jesse Eisenberg To Star In Predisposed](#)

## Follow Us On Twitter

**CelebrityDialogue:** How and when did you conceive the idea of initiating Fluhme?

**Tiffany:** This venture started about 6 years ago when I developed my first makeup line and sold it out of the plastic surgery office that I am affiliated with. My background is a cosmetic surgery physician assistant. I offered makeup application and my products to my patients and also held home parties. This success on a smaller scale was the catalyst to developing "Fluhme", a company that has been in business for 14 months and today has a presence in over 20 states.

**CelebrityDialogue:** How did you actually turn the idea into reality initially?

**Tiffany:** I researched marketing companies in the industry that would be able to help me develop my business plan and model. I hired a company that helped me to bring, "Fluhme" to fruition. It took me about 2 years to create and manufacture my cosmetics, which was a very tedious but fulfilling process.

**CelebrityDialogue:** Do you plan to open up stores in the near future?

**Tiffany:** At this time, I do not plan to open stores as our current business model is thriving with tremendous potential. We do plan to roll out a full salon and spa product launch.

**CelebrityDialogue:** How can you be reached?

**Tiffany:** I can be reached at This e-mail address is being protected from spambots. You need JavaScript enabled to view it , or at my office at 412-269-8868.

**CelebrityDialogue:** Thank you Tiffany.

#### Add comment

Name (required)

E-mail (required, but will not display)

Notify me of follow-up comments



JComments

### Request For Interview

Please enable JavaScript &lt;br /&gt;&lt;a href="http://www.benchmarkemail.com" mce\_href="http://www.benchmarkemail.com" target=\_new style="text-decoration:none;font-family:Arial,Helvetica,sans-serif;font-size:10px;color:#999999;" mce\_style="text-decoration:none;font-family:Arial,Helvetica,sans-serif;font-size:10px;color:#999999;"&gt;Email Marketing Services&lt;/a&gt; by Benchmark