



... Oh, the irony: You're about to make your television debut selling skincare products and you wake up with — gasp — a pimple.



**Polla**

That was the dilemma that **Ada Polla** of D.C.-based **Alchimie Forever** wrote about in an e-mail blast describing her April 22 debut on **QVC Networks**. "Luckily," she wrote, "I sell anti-aging products, not anti-acne products."

Polla went live at the glamorous time of 4:35 a.m., spending the next nine minutes extolling the virtues of her Diode 1 + Diode 2 serums. The appearance went well, thanks to a good rapport with a host who had done her homework. No word on the numbers yet, but she's feeling confident.

And as for that, um, blemish? The normally extremely fair-faced, nonmakeup-wearing CEO was introduced the wonders of TV magic: "Airbrush makeup makes pimples invisible."