



# Jennifer Flavin-Stallone

## A STUNNING KNOCKOUT

By Patty Kovacevich

Casually chic in a sharp, white cotton blouse, designer jeans, and sexy heels, she looks every bit the confident, modern woman, a natural beauty with signature good looks, still the elegant model.

Calm, collected, with an entrancing manner and a gracious elegance, Jennifer Flavin-Stallone – wife of the actor Sylvester Stallone – exudes a self-assured, appealing aura, something the French refer to as “bien dans sa peau” which literally means “feeling good in one’s own skin.”

Speaking of skin, her glowing complexion is flawlessly clear. Jennifer’s five-feet-nine-inch, svelte body reveals no signs whatsoever of her having given birth to three young children, but indeed she has, and they are the heartbeat of her glamorous Hollywood life and home.

“We have about an hour of quiet time until the girls come back. I actually love the noise and scurry when they’re around,” she began. “I’m part business professional, part wife, part mom and all about family. Home is our sanctuary and the happy sounds of the children playing make it even more wonderful.”

A smile lightens up Jennifer’s face as she mentions home and family.

“It’s unusual for me not to pick up the girls. I asked my housekeeper to fetch them today since we have this interview and photo shoot. I don’t have a nanny, so I normally do all the driving. I’m not quite your typical Hollywood mom. I serve on all of their school boards; I’m room mother; and I take them to all their activities whenever possible.”

At the entrance to her magnificent hilltop Beverly Hills home, a grand Tuscan villa adorned by formal rose gardens, bronze statues, and flowing fountains, our crew immediately noticed three tiny little girl’s bicycles parked neatly near the front door. Add to that two protective family dogs running madly about and barking loudly to announce visitors, and we knew we were about to visit a warm, loving home, not just a showcase.

“I adore this house. We moved here almost nine years ago and it had much of my husband’s decorating taste about it. A short while back, he traveled to Thailand to film John Rambo and we decided together that I could do a whole makeover of the house. Both of us were ready for removing the old décor, which was largely his, and inviting in the new, which would be my project,” she explained. “Having worked with a professional decorator before and not particularly liking the experience of being told what to

**Photography By Martin Mann**

do, I decided to hire my two close girlfriends, Linda Caan (James Caan’s wife) and Leslie Dominquez, to help me decorate. They both have exquisite personal style, great taste in their clothing, and I’ve always loved going to their houses which are so beautifully decorated and interesting in every detail. It was terrific working with friends and it turned out to be the perfect choice. My house became sort of our ‘girlfriend project,’ tons of fun, laughter, lunches, and creative ideas. It actually launched the two of them into their own professional decorating business which they now run together here in Beverly Hills.”

Helping other women would turn out to be a very natural part of Jennifer’s ambitious nature but I’ll get to that later. I could hardly wait to hear more about her life as a mother, a super model entrepreneur, and wife of a very famous celebrity who forever established “Rocky” as beloved cultural icon.





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Growing up in the San Fernando Valley, Jennifer is the next-to-youngest of a family of seven children – four older brothers, one older sister and one younger sister. It was not an easy upbringing.

“I didn’t have everything growing up, which I believe turned out to be a good thing. Great difficulty and hardship actually taught me the value of self reliance, of keeping dreams alive inside my heart, and of working hard to help make my dreams come true,” Jennifer reflected. “My father died when I was only 11 years old, and my mother didn’t cope well with his death. My older brothers were pretty much grown, so my sisters and I had to make the best of a very difficult and harsh situation. We were pretty much left alone. I got a job at 12 years old, and I’ve been working hard ever since. I always knew, even as a little girl, that I wanted my life to be better. I developed a keen inner certainty that out of all the darkness I was going to make it. I knew from a very young age that somehow my life was going to turn out to be special.”

Courage, self-determination, strong ambition, and faith all seemed to serve as an inner compass for Jennifer’s growing-up years.

“I could have easily chosen the wrong path, but I’m not sure who could have held me up. Mom was too immersed in her own grief and agony. My older sister, Tricia, served much like a loving mother to me and my little sister Julie. For as long as I can really remember, we three helped one another grow up in spite of little parental guidance. Harsh circumstances can knock us down, but we have to choose to get back up and not let difficulties defeat us. From this extreme adversity grew my strength to make something of my life, to want and to work for better,” Jennifer explained.

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Sound familiar? Remember Rocky Balboa’s unshakable courage?

“I met Sylvester when I was 19 years old. I wasn’t smitten right away. He says he was, however, when he saw me walk into the restaurant that night. It was one of my first times in Hollywood, and it was really just fun for me to meet him. Rocky had made Sly a huge star. His face was recognizable worldwide second only to Bush and Gorbachev. There was a bevy of beautiful women around him in the restaurant, but he asked me to sit at the table, and he talked to me all night long, pretty much ignoring the rest of the ladies. When he invited all of us to join him to a late night club, I decided not to ride over in his limo with all the other women eager to pile in, so I drove my girlfriend and myself over in my old beat-up Dodge Duster. I think that surprised him. He was used to women fawning all over him.

“We went horse back riding on our second date, a healthy outdoor afternoon to get to know one another. For our third date soon thereafter, I insisted we double-date. I brought a friend, as did he. Romance was on his mind from the start. I let it simmer a while to make sure I was ready, but feelings were stirring right away between us. I knew being with him wouldn’t be easy. His fame and stardom were a bit to be reckoned with, but chemistry, passion, and tremendous love emerged between us.”

Sylvester Enzo Stallone had also experienced a difficult childhood. Born in the Hell’s Kitchen neighborhood in Manhattan, Sly’s mother was a chorus girl and his father, an Italian immigrant. During birth, an accident with the forceps cut a nerve in Sylvester’s face, leaving parts of his lip, tongue, and chin paralyzed. His speech became slightly slurred and his lower lip drooped. Both parents struggled to put food on the table and stress prevailed in the home. Most of his first five years were spent in foster homes. Later years he was raised by his tough father until moving to Philadelphia at the age of 15 to live





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with his mother. Throughout his life, he suffered in school as classmates bullied him. He survived the humiliation by dreaming of being a hero and a defender of the underdog. Little did he know that his boyhood imagination, which served to make his youth bearable, would one day help him write a story that would forever change his life and inspire millions of people around the world with the story of an underdog fighter named Rocky.

As a shy teen, he discovered the power of disciplined exercise, competitive athletics, and bodybuilding. Physical conditioning would be his ticket for his own self confidence. Strong body, strong mind, strong will. Theater and writing were his passionate vocations. One fateful night, after witnessing the Ali-Wepner fight, Sly went home and wrote the script for Rocky in only days. He cleverly insisted on playing the starring role himself of the hero, Rocky Balboa.

The world has lined up for five Rocky movies, several Rambo films and, at age 60, Sly proved successful again with Rocky Balboa. He’s shown the world that the older male is sexy, strong, and highly marketable. The Rocky movies alone have grossed over \$1 billion in sales. Sly and his cultural icon counterpart, Rocky Balboa, live true to the words in the film, “it’s not about how hard you can hit, it’s about how hard you can get hit and keep picking yourself back up.”

“Sly is sexy and strong and I saw his amazing goodness right away,” says Jennifer. “He has a gentle soul with a powerful presence. When he loves, he loves with all his heart. He protects with all his heart, also. We’re still crazy in love today, having known each other now some 20 years and married, 10 years. Yep, there’s still plenty of great passion and true love around here.”

The secret?

“I believe a Hollywood marriage can’t have two stars fighting for the limelight. I’m not in the business. I love being a mother and a business woman. I also believe two people can’t win every disagreement. Somebody has to give in. We also share strong core beliefs about true love and family.”

The two took a year off during their dating phase and returned to the relationship stronger and better, ready to plunge into it for the long haul.

“He was my protector, my confidant, but I relied on him too much. That year taught me a lot more about self reliance. I really pushed forward with my skincare business at that time and grew even more confident within myself. Sly didn’t help me financially or with any of my business decisions, ever. I truly did it all on my own, even when we got back together. One day I asked him to watch me on television, as he really didn’t know much about my skincare line or actually what I was selling on Home Shopping Network (HSN).”

Jennifer suffered from severe acne that attacked her priceless complexion and gorgeous modeling face at the ripe old age of 19. The condition persisted for years. In a highly competitive business where good looks mean money, she tried dozens of products that did nothing, eventually discovering a product solution on her own. She decided she had a product that thousands of other acne prone individuals would want and need. With unstoppable determination, Jennifer marched alone right into the HSN offices in Florida. Sly was not in the loop. This was her own trail to blaze.

“All of my efforts to create a troubled skin solution product occurred well before the acne products available now. Once I discovered a treatment that truly saved my face from the awful scarring of acne, I went to Florida on my own to present it to HSN. I had tried so many products and absolutely none of them worked. I knew I could turn this amazing product into a skincare line that would help so many people suffering as I had, and I also knew it would be a fabulous business,” she confidently reflects.





That was all 12 years ago. Her skincare company has grossed a billion dollars in sales since then, more than any other product in HSN's history.

Jennifer is about to embark on a new global venture and her husband Sly is entering the ring with her. The glamorous Hollywood couple intends to take on the fight for health and beauty from the inside out and rock the billion-dollar direct-marketing world by offering individuals the chance to become consultants and lead their own business selling Serielle superior health and beauty products.

In October 2007, Jennifer and Sly will launch Serielle International, a brand new direct-marketing company that will combine Jennifer's proven skincare line with her new luxury makeup line alongside an anti-aging, nutrition, and vitamin supplement product line spearheaded by Sly and his chosen team of preeminent health professionals.

The progressive company will offer state-of-the-art online video training and hi-tech marketing tools to support its business consultants, even providing monthly morning webcams featuring Jennifer and Sly LIVE from their Beverly Hills home. Trusted friend and successful business partner, George Simon, will head-up company policy to make sure consultants are given exceptional support to achieve their business goals. Jennifer and Sly would have nothing less.

Why would two already highly successful people with their backgrounds want to launch a direct-marketing company?

"I'm genuinely, deeply passionate about helping others. I'm driven by providing people with products that help them look their best, feel their best, and realize their dreams by becoming successful. I'm dedicated to healthy skin and healthy living. Sly is too, and he wants to share his discoveries with those who wish to restore their youthfulness and get their bodies into optimal shape regardless of their chronological age. This is the perfect next step for us to share these opportunities with others so they can get healthy, look great, and run their own business," Jennifer answers, her face coming alive with a determined focus, a driven-ness, softened only by her glowing beauty.

Gleeful squeals and giggles suddenly distract us as Jennifer's three daughters, Sophia Rose, 11; Sistine Rose, 9; and Scarlet Rose, 5, run playfully through the

door. Their laughter lights up the atmosphere of the kitchen, clearly a comfortable hub of the Stallone home. The girls, who assuredly resemble the beautiful couple, politely introduce themselves, kiss Mommy, and scamper upstairs. Their good manners are obvious and quite refreshing. Jennifer tells me the headmasters at their girls' schools say they are raising exceptionally loving, kind, and caring children, traits not often found in kids of such privilege, certainly not traits frequently found in children of Hollywood celebrity parents.

"I worry about my girls now and then since they have so much. I actually make them work for many of the things they want. I think earning things we want in life offers a far greater appreciation for them."

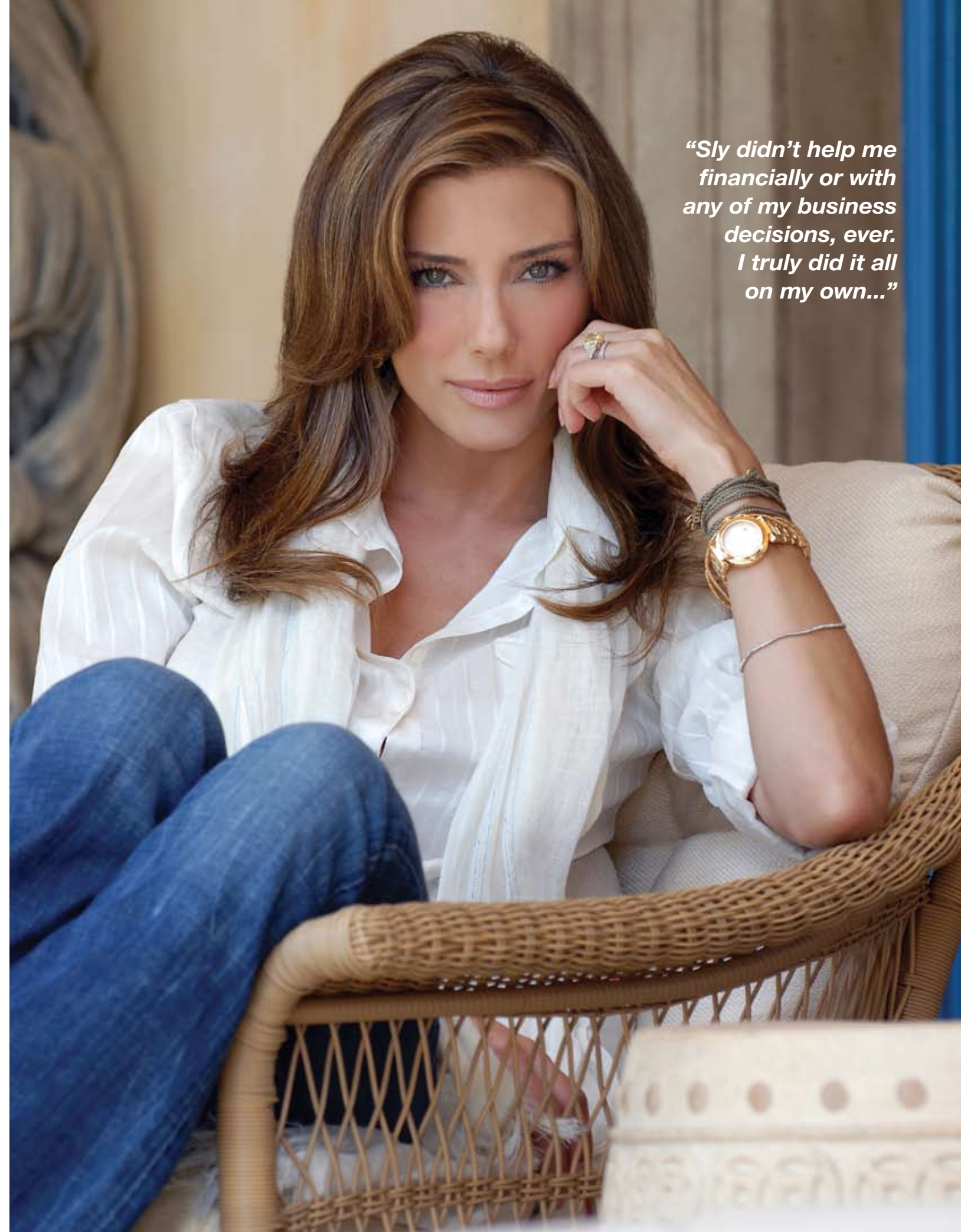
It seems she's doing a terrific job.

Jennifer's firstborn daughter, Sophia Rose, was born with a hole in heart and underwent open heart surgery when she was only two-and-a-half months old. "We weren't sure what it was at first. She wasn't eating or sleeping well. I took her to doctor after doctor who kept telling me not to worry. But I listened to my instincts and persisted until, thank God, I finally found the right specialist. Sophia is healthy and happy today. We women really need to listen to our instincts, always."

The Stallone family supports The Heart of a Child Foundation, which funds research to discover the root causes of congenital heart defects and works to improve the care and treatment of children born with heart defects. They are also devoted to Camp Del Corazon, a camp on Catalina Island which gives year round opportunity for children with heart defects to participate in a variety of camp activities.

Her timeless natural beauty, her spirited determination to help others, and her genuinely caring manner will combine once again to fuel this feminine force as she takes on new challenges in her already very busy life. In this round, however, Jennifer Flavin-Stallone and Sylvester Stallone will walk side-by-side every step of the way – launching a new global business while keeping the priceless values of love and family close to their hearts.

For more information, contact:  
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*"Sly didn't help me financially or with any of my business decisions, ever. I truly did it all on my own..."*