Bulger's immunity issue will not be heard by jury

❍ Federal judge's ruling deals a blow to the key defense of Boston's notorious alleged mob boss ❍ Judge said issue could potentially confuse, distract jurors ❍ Defense attorney says Whitey is being denied right to fair trial {page 02}

the word

Jaden and Kylie, sittin' in a tree …

❍ This hot new couple has a combined age of 29 {page 07}

Modern day. Mary Kay

▶ Jasmina Aganovic, founder and CEO of the successful Boston-based online cosmetics company Bona Clara, has created a new technology that she says brings home business into the 21st century. {page 04}

Hub skin care pioneer could be a modern Mary Kay

▶ Jasmina Aganovic's downtown Boston office is lined with Bona Clara products.

As the founder and CEO of the successful Boston-based online cosmetics shop Stages of Beauty, MIT graduate Jasmina Aganovic is no stranger to building a business.

That's why when the 25-year-old officially launched a new skin care line, Bona Clara, last month, she decided her sales reps needed a way to make their part of the business feel like their own.

Enter Beauty Match, a new technology that Aganovic personally pioneered into development using her own software team. The idea came after Aganovic, who studied chemical and biological engineering at MIT, contacted repeat buyers on Stages of Beauty's website to get feedback. She was surprised to find that customers were "social selling" by recommending products to friends and family using social media.

"It was my lightbulb moment," says Aganovic. "I told these clusters of repeat customers, 'Do what you do and I'll pay you to fuel additional growth.'" The only hiccup: The tools to enable her new recruits to do their job didn't exist. "There was a huge gap in the technology for the home business. I wanted to create a modern-day business for modern women," she said.

Aganovic struggled with third-party software companies to perfect a platform and eventually hired her own software staff to create Beauty Match, which launched yesterday.

Beauty Match serves as the interface between the reps, the third-party order fulfillment center and Aganovic. It allows reps to work individually, yet still be a part of the company.

Reps get their own personal e-commerce site, where they can place orders, connect with other consultants and manage their team.

1.6K

Bona Clara already has 1,600 national brand reps signed on.

$215K

"I paid out $215,000 in commission while we were still in development," says Aganovic. "Now we really have our ducks lined up. I can't wait to see what happens."

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