

# THE GIFT OF GOOD

*Good*

It's funny, isn't it, how a piece of precious metal or a shimmering stone can mean so much more to us than just those pieces and parts. What really touches our hearts is the caring, sharing, and love a piece of jewelry represents. It's the message that someone out there celebrates who we are and the good we put into the world, and that we've made their world a little better place.

It doesn't get much better than that. Or does it? Imagine admiring your jewelry and knowing that it's a symbol of making not just one person's life better, but possibly hundreds or even thousands. Gifts that give back—that benefit worthy causes—can do just that.

Pink ribbon jewelry that benefits breast cancer research kicked off a wave of jewelry that makes it easy to do good while you look good. Diamonds International offers the Linie pendant inspired by Linie Hilderlink, who fought bravely against breast cancer. A pink ribbon made of shining rose gold celebrates, encourages, and remembers women and their battles. The Linie pendant features a row of diamonds that graduate in size, symbolizing the journey toward a cure. Five percent of sales are donated to the University of Miami and Jackson Memorial Foundation for breast cancer treatment and research.

The Butterfly of Life Collection provides a symbol of hope to those whose lives are touched by any kind of cancer. The line was designed by Rita Willaert, a former jewelry sales associate at Exclusively Diamonds in Mankato, MN. Rita battled ovarian cancer for many years



*Top to bottom:  
Butterfly of Life pendant,  
Generous Gems heart  
disease pendant, Elisa  
Ilana diabetes bracelet.*

*Continued on next page*

*Top to bottom:*

*Diamonds International*

*Linie pendant, Liza's Legacy*

*pin courtesy of Singer's Jewelers*

*(© 2005 Singer's Jewelers),*

*Generous Gems Steppin'*

*Out charm.*



and devoted her life to promote cancer awareness and education. The silhouette of the butterfly inspired her, representing courage, strength, and most of all hope. Various gemstones and diamonds represent specific types of cancer, so anyone can wear the Butterfly of Life to promote cancer awareness or support a special person in their life. A portion of every purchase is donated to cancer research and education.

Deborah J. Birdoes designed a sterling silver and ruby pendant to raise awareness of heart disease—the number one cause of death for women. Her own grandmother and grandfather died from the disease, making this cause very close to her heart. She wants to encourage women to take charge of their health, lower their risk factors, and live longer, stronger lives. The pendant features a red heart within the outline of a dress, to make women aware that behind the pretty dress is a heart that needs to be taken care of.

Liza's Legacy honors the life of Liza Warner, whose life was ended by domestic violence at the age of 29. A family friend, Linda Singer of Singer's Jewelers, decided to create a pin to represent Liza's voice and to become a symbol of hope to survivors of abuse and those who care about them. Linda asked students at local high schools to submit designs that represent domestic abuse. The winning design was created by Kelly Pane, a junior at Mohonasen High School. Entitled "Loves Me, Loves Me Not," the piece represents the beauty a relationship should be, while the petal replaced by the teardrop represents the sadness and pain often felt by those being abused.

At Elisa Ilana, you'll find an array of bracelets, necklaces, and earrings that give the gift of hope, remembrance, and awareness for Lou Gehrig's disease, breast cancer, heart disease, AIDs awareness, and many other worthy causes. A portion of every purchase goes to help fund research for the related cause. Each piece is a designer original created by Laurie Langdon-Gerber using the finest metals, semi-precious stones, crystals, and handmade glass beads. Nothing is mass-produced—each piece is made by hand in Elisa Ilana's studio in Omaha, Nebraska. Elisa Ilana offers men's styles, too, so anyone can wear a symbol of support for loved ones.

Generous Gems offers unique 3D charms as "bracelet collections," or you can select individual charms to create your own personalized message. The Skin Cancer Awareness bracelet includes charms that symbolize Australia's "Slip, Slap, Slop" campaign: a T-shirt (slip on a T-shirt), a hat and sunglasses (slap on a hat and sunglasses), hands (slop on sunscreen), a mirror (be aware of yourself), and a smiling sun (be safe and enjoy). Also from Generous Gems: A "Steppin' Out" gold or silver teal enamel stiletto high heel shoe charm that benefits New Horizons, a gynecologic oncology group. What better reminder to keep a positive outlook, and to live, love, and laugh every day. 