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**THREE TIMES A CHARM: TWO MOMS, THREE BABIES, AND ONE GROWING BUSINESS
MAKE CHARMED LIFE JEWELRY THE PERFECT ACCESSORY FOR HOLIDAY GIFT GIVING**

New York, July 2004 – The fact that words can mean so much has never proven to be truer than with the debut of Charmed Life Jewelry, a line of sterling silver affirmation bracelets and necklaces. These pieces offer the ultimate expression of personal style with positive messages to soothe the soul. They are truly the gifts that keep on giving. The necklaces and bracelets feature affirmation discs that are engraved with a variety of uplifting words. The result is a beautiful combination of style with spiritual substance. There are over 60 words to choose from that help celebrate life's most important moments, such as a marriage, a new baby, or a birthday. You can also simply give the jewelry to those you love as a great reminder of how much you cherish them. The options are endless, and are very much in sync with the spirit of the upcoming holiday season.

Charmed Life Jewelry, which "celebrates life one disc at a time," was created by Jennifer Denninghoff and her sister-in-law Tami Nunez when they were looking for a way to utilize their vast business experience in a realm where they would be able to remain stay-at-home moms. Jennifer and Tami have three babies between them; and when Jennifer's daughter Madeleine was born four months premature, a good friend of hers, and the designer of one of the original necklaces in the collection, presented her with a piece that read "FAITH, HOPE, and COURAGE." Its inspiration was so meaningful to Jennifer that she wore it everyday. After numerous compliments from family, friends, and strangers alike, Jennifer and Tami decided that bringing this concept to the mass market was an absolute must and Charmed Life Jewelry was born!

The affirmation collection includes the "Good Faith Affirmation Necklace" and "Affirmation Charm Bracelet," which both come with three affirmation discs of your choice; and the "Girl's Affirmation Necklace," and the "Satin Cord Affirmation Necklace," which each feature one affirmation disc of your choice.

Some of the most popular combinations found at Charmed Life Jewelry include for the New Bride/An Engagement (love/commitment/forever), for the New Baby (love/miracles/destiny), and the Best Friend (best friend/acceptance/trust). The necklaces start at \$22 for a single affirmation disc on a satin cord and go up to \$66 depending on the amount of charms and the length of chain. The bracelets range from \$42 - \$47. The affirmation discs can be purchased individually for \$10. Charmed Life Jewelry is sold exclusively at Les Cadeaux in Beverly Hills and on the company website at www.charmedlifejewelry.com where you can see the stunning selections for yourself.

For further information, digital images or product samples, please contact Nicola Parish of Parish Public Relations at (718) 369-7760 or via email at Nicola@parishpr.com.

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