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**CHARMED LIFE JEWELRY BESTOWS THE BLESSINGS OF FAITH, HOPE AND COURAGE ON A
NEW NECKLACE THAT BEAUTIFULLY SUPPORTS BREAST CANCER AWARENESS**

New York, September 2004 - It has often been said that in giving we truly receive. This sentiment is proven especially true this month when it comes to purchasing Charmed Life Jewelry, a line of sterling silver affirmation necklaces and bracelets.

The founders of this fabulous collection, Jennifer Denninghoff and her sister-in-law Tami Nunez, are committed supporters of Breast Cancer Awareness Month and created an exquisite new necklace to honor that. They believe it is crucial for them to do their part in the fight against this devastating disease, so using their talent for this purpose brings them great joy.

The necklace's stylish design combines a pink satin cord with one sterling silver affirmation disc, available in a choice of uplifting and inspirational words such as "FAITH", "HOPE" and "COURAGE". The necklaces also feature a beautiful pink crystal breast cancer ribbon charm placed in the center of each disc. The retail price of the piece is \$32, with a portion of the proceeds going to a breast cancer charity, so it makes an amazing gift for everyone.

Jennifer and Tami are expanding the Satin Cord Affirmation Necklace collection to include a choice of black, red or pink satin cord. Each necklace comes with one sterling silver disc of your choice and with over 70 discs to choose from the options are endless. These styles will retail for \$22 and will be available year-round along with their best-selling 'Good Faith Affirmation Necklace', which comes on a beautiful sterling silver chain and comes with three affirmation discs of your choice. Some popular combinations of this necklace 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 range from \$56-\$66. Also available year-round are the 'Affirmation Charm Bracelets', which range from \$42 - \$47 and come with three discs of your choice. The affirmation discs can also be purchased individually for \$10 each, allowing customers to customize their own necklaces and bracelets.

Charmed Life Jewelry is sold exclusively at Les Cadeaux in Beverly Hills and on the company website at www.charmedlifejewelry.com where you can view the full collection.

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.

