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**SAY IT WITH SYMBOLS: LET CHARMED LIFE JEWELRY EXPRESS ALL OF
YOUR VALENTINE'S DAY SENTIMENTS IN STYLE**

New York, October 2004 – Flowers or a box of chocolates are the typical treats for Valentine's Day, but this year, why not give a present that surpasses what's normally considered special? Charmed Life Jewelry, a line of sterling silver affirmation bracelets and necklaces, is the perfect new way to show how much you really care. These unique pieces offer a fresh perspective in the art of gift giving. They are the ultimate expression of personal style with positive declarations that speak to the soul. They are truly the gifts that keep on giving. The necklaces and bracelets feature affirmation discs that are inscribed with numerous inspiring words, such as LOVE, COMMITMENT and DESTINY. The line is an innovative and novel approach to creating accessories with style and spiritual substance. There are over 70 words to choose from to celebrate life's most special times, such as Valentine's Day. The options are endless for expressing one's emotions, whether for a partner, family member, or friend.

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. The Satin Cord necklaces come in a choice of pink, red or black satin cord and retail for \$22 each. 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 range from \$56-\$66 and the bracelets range from \$42-\$47. The affirmation discs can also be purchased individually for \$10, and are an amazing idea for gift wrapping as well! You can pull one onto a piece of ribbon and tie it in the bow, which makes the present's presentation positively beautiful. 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.

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 four 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!

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.