



FOR IMMEDIATE RELEASE

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**INTRODUCING THE NEW COLLECTION OF AFFIRMATION HEART CHARMS, AND CRYSTAL
EMBLAZONED TANKS AND TEES FROM CHARMED LIFE JEWELRY.
A PERFECT GIFT THIS VALENTINES DAY**

New York, January 2006 –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. The necklaces and bracelets feature affirmation hearts or 'O' 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 120 words to choose from so the options are endless this Valentines Day.

The new Heart Affirmation Collection includes the **"Affirmation Necklace" (\$58-\$95)** and **"Affirmation Bracelet" (\$45-\$65)**, both of which come with three affirmation hearts/discs of your choice; and are available on either the signature sterling silver chain or the new sterling silver cable chain. For an even more affordable option, the new **"Satin and Suede Cord Affirmation Necklaces" (\$22)** each feature one affirmation heart/disc of your choice and come in a multitude of colors.

For the little ones in your life this Valentines Day, the **"Girl's Affirmation Necklace" (\$35)** is always a big hit. This sterling silver necklace features one affirmation disc of your choice and comes on the signature sterling silver chain.

New for **Spring 2006**, the girls at Charmed Life Jewelry are very excited to introduce their new line of **Crystal Tanks and Tees** for women. The new premium quality ribbed tanks **(\$25-\$27)** are emblazoned with 'Charmed Life' on the front and come in hot pink with silver crystals and white with lime green crystals, and a removable hot pink flower. The soft cotton Tee's **(\$25-\$27)** come in white with lime green crystals and black with silver crystals. And because the founders at Charmed Life care about the young women in your life, they have designed a miniature version of the white tank with lime green crystals **(\$15)** and an adorable pink lettuce edged tee with silver crystals **(\$15)**.

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!

Charmed Life Jewelry products are available at select boutiques nationwide and online at www.charmedlifejewelry.com.

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.