

# Crazy About Jewelry!

## ~ LIFETAG® Medical Identification ~

As a jeweler with diabetes, author Susan Eisen knew it was important to alert people to her condition in the case of a medical emergency. However, the available medical identification jewelry was clunky, ugly and even stigmatizing – not exactly a fashion statement. Furthermore, as a jeweler Eisen knew firsthand how easily these essential pieces of jewelry could break, requiring people to go days without their medical identification while they had it repaired. Exasperated by the lack of options and inspired by her love of jewelry, Eisen set out to create a line of beautiful, high quality pieces with the potential to save lives.

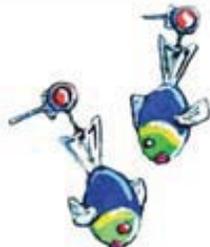
Designed for men, women and children and with enough variety to suit any taste, LIFETAG® Medical Identification jewelry is a triumph of aesthetics and safety. Besides several gorgeous variations on the traditional medical I.D. bracelet, the LIFETAG® collection includes:

- Ⓢ Stick-on Tags
- Ⓢ Key Chains
- Ⓢ Watches
- Ⓢ Pet Medical Identification Collars
- Ⓢ Pendants
- Ⓢ Dog Tags
- Ⓢ Wallet Cards
- Ⓢ Car Decals
- Ⓢ Star of David & Cross Charms
- Ⓢ Flash Drives
- Ⓢ Temporary Tattoos
- Ⓢ Shoe Tags
- Ⓢ Anklets
- Ⓢ Do-it-Yourself Jewelry Kits
- Ⓢ And More!



To learn more about LIFETAG® Medical Identification jewelry, visit [www.lifetag.com](http://www.lifetag.com) or call 888-LIFETAG.

**MEDIA CONTACT: Jenny Corsey, The Spizman Agency**  
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## ~ About the Author ~

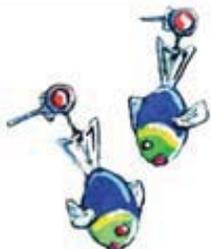
Susan Eisen, author of *Crazy About Jewelry: The Expert Guide to Buying, Selling and Caring for Your Jewelry*, is a leading jewelry expert, certified gemologist, award-winning entrepreneur and popular speaker based in El Paso, Texas. She is also the inventor of several jewelry-related products including LIFETAG® medical identification jewelry, Purse Pockets® for keeping jewelry safe during travel and TreasureTrays® for organizing and storing jewelry. *Crazy about Jewelry*, Eisen's first book, is the definitive guide for everything jewelry related. Eisen studied the design, fabrication and manufacturing techniques of jewelry making at the University of Texas at El Paso. She opened her first retail store in 1980 and added a second location in 1992. *El Paso Magazine* named Susan Eisen Fine Jewelry and Watches "The Best of El Paso Jewelry Store" and "The Best of El Paso Place to Buy Your Wedding Bands" in 2007.

Known throughout the jewelry industry for her expertise, Eisen is an Accredited Senior Appraiser of the Accredited Gemologist Association and Master Gemologist Appraiser of the American Society of Appraisers. She holds several gemology accreditations, and is frequently invited to present at seminars, national jewelry shows and industry panel discussions. She has taught courses at the University of Texas at El Paso and has been published in several trade journals such as *Professional Jeweler Magazine* and *Jeweler's Circular Keystone Magazine*. She has been featured extensively in the national media for her expertise and creations in *Parade* and *Health*.

Eisen has served in a number of professional and civic leadership roles including past president of the El Paso chapter of the American Society of Appraisers. She participated in the International Gems and Jewelry Committee of the American Society of Appraisers, American Gem Society's National Ethics Committee and National Education Committee and National Board of Directors for the Jewelers Vigilance Committee. Eisen served on the National Council of Better Business Bureaus board of directors for three years and the International Executive Council of the Gemological Institute of America for nearly a decade. Eisen won the El Paso Better Business Bureau Torch Award for Marketplace Ethics in Retail in 1998 and was one of seven national finalists. She won the El Paso Humane Society "Compassionate Woman's Award" in 2002 and the Women's Jewelry Association Award for Excellence for the Women Retailer of the Year (with 15 stores or less). She regularly donates jewelry to philanthropic causes.

*Crazy About Jewelry! The Expert Guide to Buying, Selling and Caring for Your Jewelry* by Susan Eisen (Full Circle International Publishing, 2007), paperback, \$16.95 (U.S.). ISBN 9780976691006. To order: visit [CrazyAboutJewelry.net](http://CrazyAboutJewelry.net).

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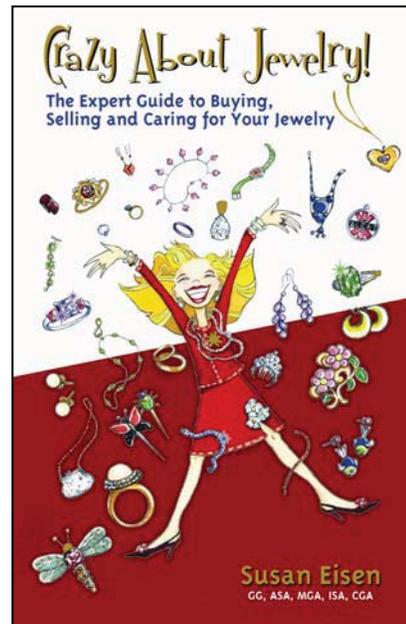
## ~ About the Book ~

*Crazy About Jewelry! The Expert Guide for Buying, Selling and Caring for Your Jewelry*, authored by international jewelry expert and appraiser Susan Eisen, is the ultimate guide to making jewelry last a lifetime. An invaluable resource for jewelry owners everywhere, this expert guide will quickly show readers how to efficiently organize, care for, maintain, expand and recreate their jewelry wardrobes into collections they'll adore for years to come.

Susan Eisen's sage advice puts common jewelry myths to bed (psst...ring removal isn't necessary when washing your hands) and provides practical solutions for everyday jewelry conundrums. Learn inside jewelry tips and tricks from this in-demand jewelry expert who travels the world managing the jewelry collections of her high-end clients. Born out of Eisen's lifelong passion for jewelry and dedication to educating consumers, *Crazy About Jewelry!* is a must-read for casual wearers and full-fledged gem enthusiasts alike.

*Crazy About Jewelry* readers will learn:

- 📍 Ten common jewelry buying mistakes
- 📍 How to choose the right jewelry for any outfit
- 📍 What to do with Grandma's wedding ring
- 📍 How to save the world with your jewelry
- 📍 Inside advice on getting rid of unwanted jewelry other than selling it
- 📍 How you can make your jewelry more comfortable
- 📍 What your jewelry says about you
- 📍 Secrets to traveling securely with jewelry
- 📍 Ways to transform your old jewelry into exciting new pieces
- 📍 Strategies for teaching your significant other how to shop for you
- 📍 Tips on cleaning, storing and taking care of your jewelry



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## ~ Endorsements ~

- “This well-written book for jewelry consumers is chock-full of savvy advice from a real professional jeweler. Susan’s intelligence, integrity and creativity sustain every word. Put yourself in her capable hands and enjoy the experience!” – **PEGGY JO DONAHUE, FORMER EDITOR-IN-CHIEF OF *PROFESSIONAL JEWELER* MAGAZINE**
- “Susan is clearly the preeminent jeweler here in El Paso, respected not only for the quality and range of her merchandise and services, but for her training and professional expertise. Client trust is a significant issue in the jewelry retail business. Susan not only educates her staff and clients, but her merchandise and services are of the highest quality.” – **MICHELE SHEDLIN, PH.D., LEAVELL PROFESSOR OF NURSING & HEALTH SCIENCES AT UNIVERSITY OF TEXAS AT EL PASO**
- “Susan is a passionate and giving person, who is selfless in doing for others what they cannot do for themselves. She said that she measured her success in life not by how much she could make, but by how much she could give away.” – **WILLIAM E. BOYAJIAN, MANAGING DIRECTOR, WORLD JEWELRY CENTER**
- “Susan has given a great deal of her time to help others in the jewelry industry. Not only does she share her success in the operation of her store, she has been very helpful in sharing how Jewelers Mutual could better serve its jeweler clients through her insights in providing insurance, prevention of losses and overall security of the finances of a jewelry business.” – **RON HARDER, CHIEF EXECUTIVE OFFICER, JEWELERS MUTUAL INSURANCE COMPANY**

## ~Awards~

- Woman Retailer of 2007 “Award for Excellence” by the Women’s Jewelry Association
- El Paso Magazine The Best of El Paso Jeweler Award 2006-07
- El Paso Inc. Best Place to buy your Bling in El Paso 2005-07
- El Paso Rehabilitation Center “Angel Award” 2004
- El Paso Humane Society “Compassionate Woman’s Award” 2002
- El Paso Diabetes Association “Golden Apple Award” 2002
- Assistance League of El Paso Award 2001
- El Paso Better Business Bureau Torch Award for Marketplace Ethics 1998

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## ~Fast Facts~

- A diamond is a mineral composed essentially of carbon crystallized at extremely high temperatures and pressures. They form 93 to 124 miles or more below the earth's surface. Diamond is the hardest of all known natural substances. Its color ranges from colorless to yellow, brown, gray, orange, green, blue, white, black, purple, pink, and, extremely rarely, red. – Gemological Institute of America ([www.gia.org](http://www.gia.org))
- Opals require special care due to their structure. Avoid using harsh chemicals to clean them and store them separately, like in a cloth pouch, from other gemstones that may scratch them. – American Gem Society ([www.americangemsociety.org](http://www.americangemsociety.org))
- Conflict diamonds are diamonds that are illegally obtained by rebel groups and then sold to fund conflict in war-torn regions, particularly in western Africa. In 2002, an inter-governmental agreement called the Kimberley Process Certification System was established to eradicate the trade in conflict diamonds. Since the Kimberley Process was established, conflict diamonds have been reduced from approximately 4% to considerably less than 1%. – World Diamond Council ([www.diamondfacts.org](http://www.diamondfacts.org))
- Natural or real pearls are made by oysters and other mollusks. Cultured pearls also are grown by mollusks, but with human intervention; that is, an irritant introduced into the shells causes a pearl to grow. A cultured pearl's value is largely based on its size and the quality of its nacre coating, which gives it luster. – American Gem Society ([www.americangemsociety.org](http://www.americangemsociety.org))

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## ~Interview Topics~



**IF BAUBLES COULD TALK**—What does your jewelry say about you? First impressions last forever so make sure your adornments send the right message. Learn what different styles, sizes and types of jewelry tell a stranger about your personality and even work ethic. Author Susan Eisen talks about advantageous ways to wear jewelry in any situations and the most appropriate jewelry for work or play.



**MIX N' MATCH**—Our mothers taught us no white after Labor Day, pumps match your handbag, and don't mix silver and gold jewelry. As a jewelry store owner for three decades, Susan Eisen knows there's no need to play it safe. She offers non-traditional tips for mixing and matching different styles, colors and stones. She knows what shape of necklace goes with what shape of neckline, when it's okay to mix real and costume jewelry, and, most importantly, she can teach you to tune into your own unique taste.



**DONATING JEWELRY YOU DON'T WANT**—Before you pitch those old earrings or sell that bracelet from last season, consider donating it to a cause. Susan Eisen can suggest creative solutions for getting rid of jewelry that no longer fits your taste and why donating it creates good karma! In *Crazy About Jewelry*, she tells about one woman who, in the midst of her divorce, tossed her diamond jewelry collection in the church offering plate. Learn how to turn your trash into treasure by gifting it to a museum or charity.



**SAFETY CHIC**—Many people with dangerous health conditions such as diabetes, heart disease and epilepsy do not wear the necessary medical identification because it is clunky, ugly and even stigmatizing. A diabetic herself who wanted to be both safe and stylish, Susan Eisen invented LIFETAG® jewelry as an aesthetically pleasing alternative to traditional medical ID tags. The LIFETAG® line now includes car decals, shoe stickers and other potentially lifesaving products. Learn about these innovative products that can alert medics to important conditions during an emergency, and the inspiration behind Susan Eisen's decision to design them.



**TRAVELING WITH TREASURE**—Suitcases, airports and bustling tourist destinations can be jewelry's worst nightmare. Susan Eisen has the best policies for traveling with some or all of your jewelry, and can help you ensure that your collection is protected at all times. She has tips for avoiding the perils of pickpockets, hints for hotel safekeeping and advice for those who are unsure if they should bring their favorite pieces along.



**RECYCLING JEWELRY INTO NEW PIECES**—Do you own jewelry that you no longer wear or enjoy, just because it holds sentimental value? Susan Eisen has helped hundreds of clients around the world turn their heirlooms, outdated pieces and otherwise unwanted items into customized masterpieces. She shares creative ideas and ingenious examples for recycling jewelry without sacrificing any emotional attachment. She also shows how easy it is to refresh a collection by simply suggesting new uses for old pieces—learn how you can love a lone earring or a clunky brooch, without changing a thing!





**JEWELRY COLLECTION PROTECTION** – Did you know that diamonds should never be stored in the same place as colored stones? Taking care of your jewelry collection can add years to the lives of pieces, prevent the heartache of lost or ruined items and save the cost of replacement. Susan Eisen shares a multitude of methods on how to take care of jewelry, from proper cleaning methods to the surest storage solutions. Learn the easiest and best ways to protect any sized jewelry collection for years of use and enjoyment.



**FLASHY FABLES** – Who says you can't wear opals unless they're your birthstone? Do you religiously remove your rings before your shower? Fretting about the order in which to wear your wedding and engagement rings? Jewelry is for enjoying; misunderstandings can waste time, cause stress and even cost money! Susan Eisen dispels common myths about jewelry and reveals the truth about flashy fables and other jewelry myths.



**GEMOLOGY 101** – Curious about cultured pearls? Ticked by tourmaline? An international certified gemstone expert, Susan Eisen answers A to Z questions about gemstones from rhinestones to diamonds. Whether you own five or five thousand pieces of jewelry, Susan Eisen can teach you something new about precious stones!



**MISTAKES JEWELRY BUYERS MAKE** – Susan Eisen has made it her mission to educate consumers about the business side of jewelry, from shady sales to full-out scams. Let her teach you the most common mistakes that jewelry shoppers make and how to avoid them. With an insider's help, anyone can be a shrewd shopper and save money, time and energy.



**LEARN HOW TO BE A SAVVY JEWELRY SHOPPER** – As a leading gemologist and consumer advocate, Susan Eisen can arm you with the information you need to be a savvy shopper. Learn how to find a reputable jeweler with superior service, what to look for when you're looking to buy, how different production processes impact the quality of jewelry, and how to judge materials and craftsmanship. Susan knows who needs the most help shopping for jewelry and has tips for getting your significant other to purchase pieces you're sure to adore (and who doesn't want that advice?).



**WATCH THIS!** – A watch tells more than just time. A timeless wardrobe staple, a watch reveals a lot about the person wearing it. Should you buy quartz or automatic, a leather or metal wristband? As an expert in fine watches, Susan Eisen knows everything about watches – from how they work to how they mesh with certain types of outfits. She can help you determine what type of watch fits your lifestyle and taste, give guidance about how to choose a particular timepiece, and share tips for caring for watches.



**APPRAISALS FROM A TO Z** – If your Aunt Ruby's gold bracelet were worth a lot, would you want to know? Should you insure it? Maybe you had it appraised a few years ago, but wonder how often the market changes. Every jeweler is not necessarily qualified to appraise jewelry, and many who are gemologists may not be keeping up with their continuing education. As a accredited appraiser, Susan understands every phase of the appraisal process. Find out why everyone needs an appraiser and learn the proper criteria for finding and selecting an expert who can help you assess the value of your collection.



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## ~ Sample Questions ~

- What is the one thing a buyer should know before purchasing jewelry?
- How can you teach your significant other to shop for what you want?
- What kind of jewelry is appropriate for the office?
- How can we get rid of unwanted jewelry (besides selling it)?
- How can we save the world with our unwanted jewelry?
- What are some different and unexpected ways to wear traditional pieces?
- How can you travel safely with valuable jewelry?
- What is LIFETAG® jewelry, and what was the inspiration behind it?
- What are some basic rules for storing jewelry?
- What is the most common misconception that people have about jewelry?
- What is the biggest mistake people make in caring for their jewelry?
- If you could own one famous piece of jewelry from anywhere in the world, what would you choose and why?
- What *do* you do with your grandmother's wedding ring?
- What is the one piece of jewelry women should never leave home without?
- Is a solitaire diamond engagement ring the only proper choice?
- Who is your favorite jewelry designer and why?
- Can a diamond ring ever be too big?
- Everyone wants diamonds. What gemstone do you think are overlooked?

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Are You at Risk? Take Our Quiz on page 17

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Diabetes THE ALTH MAY 2005

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How Often Should You Change Your



Disease Management: Diabetes, page 28

January 2000 Volume 29 Number 1

CLIP Lab Products

Automatic slide stainers for cytology and histology

Medical alert jewelry for diabetics makes a fashion and medical statement

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NEW

LIFE DIABETES TAG

The Washington Post

In Step With Serena Williams By James Brady

Summer Games For

A Physician's Advice On Alternative Medicine By Dr. Isadore Rosenfeld

LIFETAG bracelets, anklets, zipper pulls, charms and metal tags (to stick onto driver's licenses and watches, as shown) get you medical

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ファッションの対日政策を占う

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Diabetes Interview

The News Magazine for the Diabetes Community Since 1991

Business Update

Medical Identification Piece Allows For Greater Privacy

More people, including myself, feel that being a diabetic is a private issue," says Susan Eason, president of MedAlert's parent company, King of the Hill. "I want to be respected for my abilities and not penalized for my illness." Eason claims that people do not wear medical identification because they cannot find anything they like and feel comfortable wearing. Eason's desire to find something attractive to women in the workplace, with diabetes resulted in MedAlert's 2.7 million members would appeal to people with diabetes resulted in the creation of LifeTag. LifeTag can be worn on a



## { GOOD QUESTION }

**Q** How can I keep my salon highlights looking fresh and bright this summer?

**A** A few at-home tricks can help prolong your salon highlights by 3 to 4 weeks. For starters, switch to products with UV filters. Redken's Color Extend line and Frédéric Fekkai's Summer Hair Collection have UV protectors that keep color from fading, plus moisturizing ingredients like vitamin E. Next, prep your hair before the pool or beach.

"Chlorine not only makes hair brittle but can turn highlights green," says KJ D'Aubyn, master colorist and creator of the D'Aubyn Color System. "And salt water amplifies the sun's harmful effects on hair, drying out your strands and dulling the color." She suggests coating your hair with a regular conditioner before swimming to create a buffer from both salt and chlorine.

Once a month, try using a clear glaze to boost your highlights, D'Aubyn advises. Clairol Natural Instincts Shine Happy (\$7.99) is a colorless formula that you apply like shampoo, leave in for 10 minutes, and rinse out. —*Karina Timmel*

## In Brief

### Spa treatments for the brokenhearted

Forget drowning your relationship sorrows in a pint of Chunky Monkey. Head to one of the spas that want to pamper your breakup blues away. The "I Will Survive" package (\$375) from the Lamar Everyday Spa in Scottsdale, Arizona, includes a 70-minute yoga class and four treatments: hot-stone massage, scalp treatment, facial, and algae wrap (supposed to remove toxins like poisoned relationships). The "Breakup Quick Fix" (\$320) at The Spa at Split Rock in Wilton, Connecticut, includes a Moving On facial, an Eye Realize eye treatment, and a Got You Out From Under My Skin full-body salt scrub. And the multilocation Bliss Spa's "Nerve Whacker" (\$140) is a 75-minute full-body massage that uses sweet orange, chamomile, and spearmint essential oils "to track down and whack down tension, nerves, and related mood swerves." Almost worth breaking up for, no?

### A fashionable medical bracelet

A medical-alert bracelet is a potential lifesaver for those with conditions like asthma, diabetes, or epilepsy. But why can't it be a fashion accessory, too? That question led jewelry designer Susan Eisen to create LifeTag, a bracelet that tells others you have a medical condition without the chunky, heavy look of many conventional bands. LifeTags have a traditional alert tag, but the chains are a bit more feminine and fashion-forward, including sterling-silver or gold links, crystal and glass beads, and rubber watchband styles. You can also have a LifeTag custom-made from a bracelet you already have. Prices start at \$39 (888-543-3824 or [www.lifetag.com](http://www.lifetag.com)).

### See the light, save your hair

If you're one of the 30 million American women dealing with thinning hair or hair loss, a new light procedure may be for you. Light BioScience, LLC's Gentlewaves LED Photomodulation uses pulses of low-level light energy to stimulate hair growth and slow hair loss, says David H. McDaniel, MD, assistant professor of clinical dermatology and plastic surgery at Eastern Virginia Medical School. (This is a different light than what's used for wrinkle reduction.) In his study of 20 patients, some had less hair loss while others experienced new hair growth. Researchers believe the light alters hair genes (which is also how products with the topical medicine minoxidil are thought to work). McDaniel's patients needed anywhere from 8 to 36 of the painless, under-a-minute treatments to see results. This is not yet approved by the Food and Drug Administration, and larger clinical trials are under way across the country.

