

Dear Charmelle Distributor,

Enclosed is our latest Collection "Fine & Well Being Jewelry" by CHARMELLE.

We are very happy and proud of being able to offer you and all our customers this beautiful collection of new Fine Jewelry as well as Jewelry designs that enhance your overall health and well being. Magnetic therapy is growing rapidly world-wide and we want to make sure that you are able to offer this to all your clients.

Enclosed is a Q&A that will be very helpful for you when selling and showing this latest Collection from Charmelle. If you have any other questions please feel free to contact the CHARMELLE home office at any time.

*Good Luck with all your sales and building your business!
Charmelle Inc.*

CHARMELLE FINE JEWELRY Q&A

Q. What material is being used in CHARMELLE Fine Jewelry?

A. The base material in all Charmelle Fine Jewelry is genuine 925 Sterling Silver and it is plated with real Rhodium.

Q. What is Rhodium?

A. Rhodium is a precious hard metal (similar color as white gold). Rhodium is actually even more expensive than genuine gold.

Q. Why is CHARMELLE plating the genuine Silver with Rhodium?

A. We do this in order to avoid discoloration of the silver as it easily gets dark. With the CHARMELLE jewelry you will not experience any tarnishing, as the base material is 925 Sterling Silver.

Q. Are the CHARMELLE Fine Jewelry with real/genuine Diamonds?

A. No. Charmelle uses high quality Cubic Zirconia's on all its Fine Jewelry.

Q. What is "Cubic Zirconia"?

A. Cubic Zirconia's are the closest to genuine diamonds man has developed -- in brilliance (only a difference of 7/1000) and in hardness (with a value of 8.5). The Zircon oxide (used in Cubic Zirconia's) is such a good imitation of diamonds, that it is indistinguishable from a genuine diamond at a distance of 1.64 feet.

Q. What is "Faux" Pearl?

A. CHARMELLE Faux Pearls are made from glass. In order to replicate the opalescence look of real pearls, the glass pearls are repeatedly dipped into a lacquer bath of ground up fish scales and glue. To further replicate the look of real pearls, the pearls are hand knotted between each individual pearl.

Q. What is "Freshwater" Pearl?

A. Freshwater pearls are genuine cultured pearls. These pearls are from cold fresh water rivers and lakes from all over the world. The Freshwater Pearl is natural (off white) in color. In CHARMELLE there are a number of freshwater pearls that have been colored by man in special liquids thus they will always vary in color as the freshwater pearls are natural and every single pearl reacts differently.

CHARMELLE MAGNET JEWELRY Q&A

Q. Can I wear my magnetic jewelry in the bath or shower?

A. Yes. You can wear your magnetic jewelry in the bath or shower provided that it has no stones or cubic zirconia crystals. Jewelry with crystals that are glued in place should not be worn in water. You should never wear your jewelry in the swimming pool or in sea water, as chemical reactions with the chlorine/salt can damage the gold/rhodium plating.

Q. How long will the magnets last?

A. The neodymium magnets in CHARMELLE magnet jewelry have a lifetime guarantee (neodymium loses about 1% of its magnetic strength every 100 years).

Q. Do I have to wear the magnets all the time?

A. You can wear your magnetic jewelry day and night (some people never take it off) or only during the daytime. Magnet therapy is a natural therapy and individual reactions vary. See what works best for you.

Q. Does the magnetic bracelet/necklace have to be in contact with the skin?

A. No. You can wear your magnetic jewelry loosely around your wrist or on top of your blouse/shirt.

Q. Can I wear my CHARMELLE magnet jewelry together with the Precious Power?

A. Yes. This is no problem at all.

Q. Can I wear my magnetic bracelet on the same wrist as my watch?

A. Yes. Your watch will stop only if the magnets are directly in the area of the battery and will start again as soon as they are moved away from it. You can safely wear a magnetic bangle or bracelet next to your watch provided that it is correctly positioned.

Q. Will my wrist turn green if I wear the MARS copper magnetic bangle?

A. Some people find that the bangle discolors their wrist as a result of the natural reaction between the acidity of their skin and the copper (this is not harmful in any way or form). The green mark washes off easily with soap and water.

Q. How strong are the magnets in CHARMELLE products?

A. Each magnet jewelry normally has a strength of 1200 gauss (unless otherwise indicated) and is worn with the north pole facing the body. The gauss number indicates the number of lines of magnetic force passing through one square centimeter.

Q. Is it OK for all people to wear magnetic jewelry?

A. Yes. Everyone can wear magnetic jewelry, however pregnant women and people with pacemakers should not wear magnetic jewelry! CHARMELLE Precious Power Jewelry is perfectly fine and harmless for anyone to wear.

Q. Is necklace NL2327 and bracelet BR2328 on page 23 in the Fine & Well Being Jewelry Collection magnets?

A. No. These two designs only have magnet clasps and are not Magnetic Therapy Jewelry.

Q. What is the guarantee of Charmelle Magnetic Jewelry?

A. Charmelle offers a 14-day money back guarantee. Just return the unworn piece in its original packaging together with your receipt. For health reasons pierced earrings are not returnable. CHARMELLE also offers a 6 months manufacturing guarantee for defective material or workmanship. CHARMELLE will either repair or replace the product free of charge - subject to availability.