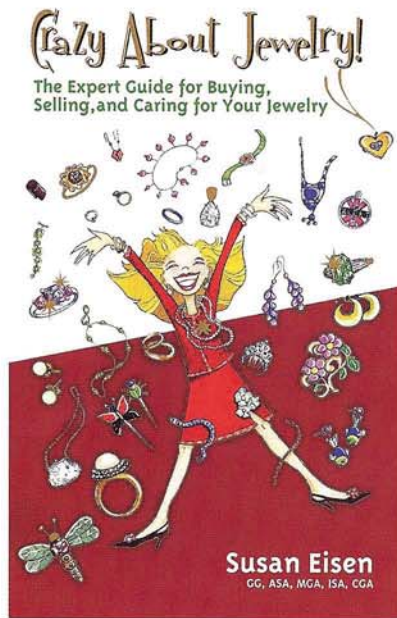


# Crazy About Jewelry!

## The Expert Guide to Buying, Selling and Caring for Your Jewelry

>> T. R. Flora, Contributing Writer



Cover of *Crazy About Jewelry! The Expert Guide to Buying, Selling and Caring for Your Jewelry*.

As a jeweler with diabetes, Susan Eisen knew how important it was to alert people to her condition in the case of a medical emergency. But the available medical identification jewelry was clunky, not attractive, often stigmatizing, and far from being a fashion statement. She also knew that these essential pieces of jewelry could easily break, requiring people to go without their medical ID while they were being repaired. As a solution, Eisen created a line of beautiful, high quality pieces with the potential to save lives. Her LIFETAG® Medical Identification jewelry and accessories are a triumph of aesthetics and safety.

Eisen went on to create other jewelry-related items such as Purse Pockets® for keeping jewelry safe during travel and TreasureTrays® for organizing and storing jewelry.

A holder of several gemological accreditations, she also studied the design, fabrication, and manufacturing techniques of jewelry-making at the University of Texas at El Paso. She opened her first award-winning retail store in 1980 and added a second location in 1992.

With so much experience in the industry, writing a book was the next logical step in her jewelry-filled career. Crazy about Jewelry! is the definitive guide for everything related to jewelry. An invaluable resource for jewelry owners, this book explains how to efficiently organize, care for, maintain, expand, and recreate jewelry wardrobes into collections to be enjoyed for years to come.

Eisen debunks common jewelry myths, provides practical solutions for everyday jewelry conundrums, explains gemstones, and offers inside jewelry tips and tricks. Among

**Crazy About Jewelry! The Expert Guide to Buying, Selling and Caring for Your Jewelry**



Susan Eisen

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Website: CrazyAboutJewelry.net  
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## Susan Eisen – Awards and Endorsements

Woman Retailer of 2007, "Award for Excellence," 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

"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, Professional Jeweler.

"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. 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, 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." – Bill 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, CEO, Jewelers Mutual Insurance Company.

the many topics covered are: 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 jewelry; advice on getting rid of unwanted jewelry other than selling it; how to make jewelry more comfortable; what a person's jewelry says about her; secrets to keeping jewelry safe when traveling; ways to transform old jewelry into interesting new pieces; strategies for teaching a significant other how to shop for jewels; tips on cleaning, storing, and taking care of Jewelry; Crazy About Jewelry! is an informative, entertaining, and useful addition to the jewelry library of casual wearers as well as full-fledged gem enthusiasts. JQ

