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Special Advertisement

## Medical Identification

*with pizzazz*

by Susan Eisen

When I was thirty-eight years old, I was diagnosed with Type I diabetes. It was a shock, but I was glad that it wasn't something worse and knew I would be able to live normally with the disease.

During my diagnosis, a nurse told me that I needed to wear medical ID. Intrigued by the idea of creating a new jewelry product for myself and others, I asked her, "What do

most patients tell you when you tell them about medical ID?"

She replied, "Most of them don't like to wear it. They either complain they don't like what's out there or they're just not jewelry people." So I

began a quest to find the perfect type of medical identification for both types of people - those who don't like wearing any jewelry and those, like me, who love jewelry but don't want jewelry that brands them with a serious medical problem.

As a jeweler, I couldn't see myself wearing an unattractive piece of medical identification jewelry while I was behind the counter selling something beautiful to a customer. Through trial and error, and research and development, I finally came up with a product called LIFETAG® - "Jewelry that can save your life." LIFETAG® is a stick-on product that attaches to your existing jewelry. For people who don't like to wear jewelry, this is the perfect solution because it can be added to something they already wear, like a watch, or to something they regularly carry, like their driver's license or wallet.

The biggest challenge was creating medical identification jewelry that people who enjoy wearing jewelry would be willing and even happy to wear. This led to my creation of a medical ID tag that looks like a charm and can be added to any existing jewelry from a diamond tennis bracelet to one made of silver or gold. Its ability to be attractive, attach to any kind of fine jewelry and send an important medical emergency message

has made it successful. It's nice looking and doesn't shout, "I'm sick! I have a serious medical condition!"

If you have a medical condition and have not been wearing some form of medical ID, I totally understand where you're coming from. I was there for eight years. Looking back, I realize it only takes one emergency for a medical ID to save your life.

Almost everyone has a family member or friend with a medical condition needing identification and if they refuse to wear medical ID, give them a LIFETAG® because it's one of the most important pieces of jewelry they'll ever own! I can't stress enough how vitally important it is to wear medical identification. If you don't wear any now, make it a priority to find the right piece of ID you will enjoy wearing every day to save your life.

In my LIFETAG® line, we offer all kinds of bracelets using many types of metals, and even using rubber - whatever seems to be the fashion of the time. I design them with colored stones, diamonds and even more trendy materials like colored glass and enamel so there's nothing you have to sacrifice in order to wear attractive medical ID.

You may feel there's a small risk that your ID won't be noticed, but if you refuse to wear any at all, there's a 100% chance that medical personnel won't know anything about your needs. Anything is better than nothing!

If you have not been wearing any kind of medical ID up until now, your decision to wear a LIFETAG® will result in a 100% improvement in your chances of being identified. Do yourself a favor. For a long, healthy life free of any serious emergency situations, wear medical ID. You'll feel so much more secure about being identified with your medical condition and you'll save yourself and your loved ones a lot of stress and worry.

How wonderful it has been for me to be able to do what I love to do, design jewelry and save someone's life, all at the same time. It doesn't get much better than that!

*This is an excerpt from "Crazy About Jewelry...The Expert Guide to Buying, Selling, and Caring for your Jewelry," Full Circle International Publishing, Fall 2007.*



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