

Jo Jo's
Jewelry & Gifts



Newsletter

April 26, 2011

Volume 1, Number 3

Upcoming Holidays

- Administrative Professional's Day – April 27th
- Mother's Day – May 8th

New Items In Store

- Fenton Art Glass – [Click Here](#)
- Birthstone Footprint Charms

Specials

- 25% Off Hot Diamonds
- 25% Off Designer Costume Jewelry & Watches
- 25% Off Seraphim Angels
- 25% Off Select Colonial Candles
- See Special Coupons in Email

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Jewelry Tip #3

Summer is quickly approaching and that means pool and hot tub season as well. It is important to remove your jewelry before entering a pool or hot tub because the chlorine in the water can cause the mounting of your jewelry to weaken or discolor. The heat of a hot tub mixed with chlorine can also cause irreversible damage to your gold and silver jewelry.

Always remember that cleaning and inspecting of your jewelry on a regular basis is important to maintain your special jewelry and prevent lost or chipped stones, loose stones, and much more. Stop in today to have your jewelry cleaned and inspected for FREE!

Mother's Day



Birthstone jewelry became very popular in the 20th century. The gift of a birthstone is meant to commemorate a birth, a birthday, or simply to bestow the giver's best wishes for good health and good fortune. The Footprint Birthstone Charm featured to the left can be purchased for \$19.99 and any of the 12 monthly birthstones can be added.

Stop in today to get yours!

Many mother's rings and pendants are available for special order as well. Stop in to check out the different options or visit www.palomarjewelry.com. On www.palomarjewelry.com you can design and print the ring you wish to order, then stop in store by May 2nd to ensure Mother's Day delivery!

The tradition of Mother's Day started in 1872 in the United States. Carnations were the first supplied flower for the holiday. President Woodrow Wilson made Mother's Day an official holiday in 1914. "According to IBISWorld, a publisher of business research, Americans will spend approximately \$2.6 billion on flowers, \$1.53 billion on pampering gifts—like spa treatments—and another \$68 million on greeting cards¹".

1. http://en.wikipedia.org/wiki/Mother's_Day