Love Ashes provides handmade Cremation Keepsake Jewelry

LAKEWOOD RANCH,FL-

At a time when cremation jewelry is becoming more widely available to clients in the funeral services industry, choosing which products to feature at your business may be overwhelming. But a hand-made, one-of-akind piece may be just the fit to honor the life of a deceased loved one, and **Love Ashes** pieces fit the bill.

Love Ashes fills a unique niche in cremation jewelry. Owner and artist **Silvia Engel** leads production from her studio in Florida, making each keepsake individually upon order. Every piece is its own creation, and no two are exactly alike. This is a refreshing option to the grieving, who want to remember the individuality of the life they have lost.

Engel founded Love Ashes in 2007, inspired by the loss of her own dear pet. Love Ashes memorials give clients across the country a special way to keep their deceased loved ones close at heart. These stunning creations will be featured at



Owner and artist Silvia Engel in her studio.

the Love Ashes booth #849 at the NFDA Convention in New Orleans, October 10-13, allowing attendees to see the rich colors and truly unique style of these memorials in person.

Engel's business integrates her passion as an artist with her goal to make a meaning-ful product for her clients. Her mission is to create keepsakes that are as vibrant as the lives they represent. Her unique approach and ability to create her own product lines, along with a very affordable price point, has made Love Ashes one of the



The Embrace pendant, available in seven colors.

most popular up-and-coming memorial companies in the country.

Expanding to a national client base in 2009, Love Ashes keepsakes are made individually using ashes of cremated loved ones.



Three Embrace memorial pendants.

Each piece is made of beautiful dichroic glass and includes ashes of the deceased, which are placed in the artwork and then kilned. The artwork is made into a pendant with the ashes visible from the back of the pendant, or hidden inside. The artwork can also be mounted and framed to create a hanging or tabletop memorial.

In 2010, Love Ashes has added a new line to its already popular Classic Line and Eternity Lines. The new Embrace Line has added to the variety of Engel's products, while allowing the deceased to be remembered with vibrancy and life – a gift to those who are grieving.

The Embrace Line features brilliant colors in a soft, circular shape. They are created by layering small strips of color to create a vibrant, warm look on each piece. The Embrace line is available in seven colors. Additionally, a multi-color piece is available that blends a rainbow of the seven colors into one memorial pendant.

Current Love Ashes business partners have been delighted to carry the new lines.

"Recently, our funeral home added Love Ashes products to our merchandise selection," said Stephen Carpenter, President of Carpenter-Jenks Funeral Home & White **Dove Crematory**, RI. "The response has been beyond our expectations. Families are thrilled with the beauty and vibrant colors of these memorials, saying the pendants are a beautiful personalized tribute to their loved ones, a great testimony to

the quality and workmanship of Love Ashes.

"Silvia Engel has created a fantastic pendant and an extremely easy ordering process with a quick response on all orders," Carpenter added. "Love Ashes products are a great addition to the memorial products that we offer - they sell themselves."

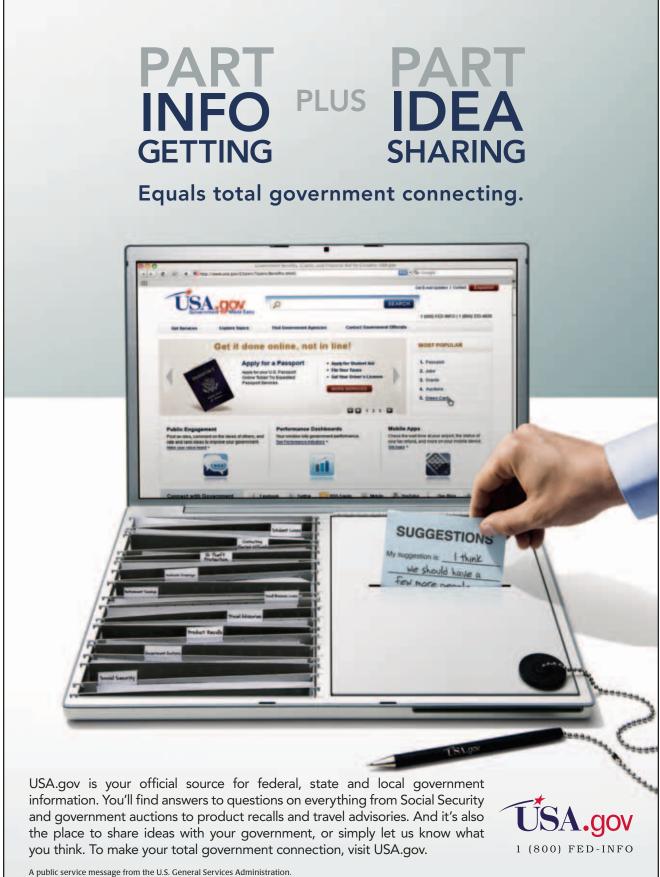
Love Ashes cremation jewelry and framed memorials are in high demand. Engel is known for her care and attention to detail in serving her clients, while also offering incredible customer service. Engel personally takes every order, assuring accuracy and a personal relationship with her clients.

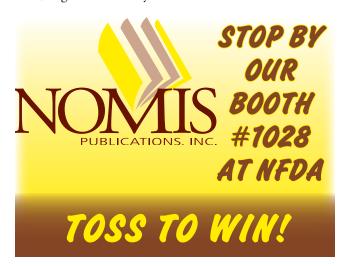
"My clients cherish Love Ashes memorials because they are as stunning as the lives they represent," said Engel. "I have been privileged to work with hundreds of clients who have trusted me to create memorials for them and provide them with great comfort during a time of grief."

Funeral homes and crematoriums across the country can offer Love Ashes to their clients who choose cremation. Love Ashes current partners have found that featuring Love Ashes has been valuable in meeting the needs of their clients.

"I want people who are grieving to be able to wear their pendants and remember their loved ones with a smile," said Engel. "These pendants allow my clients to be comforted at a difficult time, in a beautiful way."

Please visit www.loveashes.com or call 1-888-452-7278 for more information.





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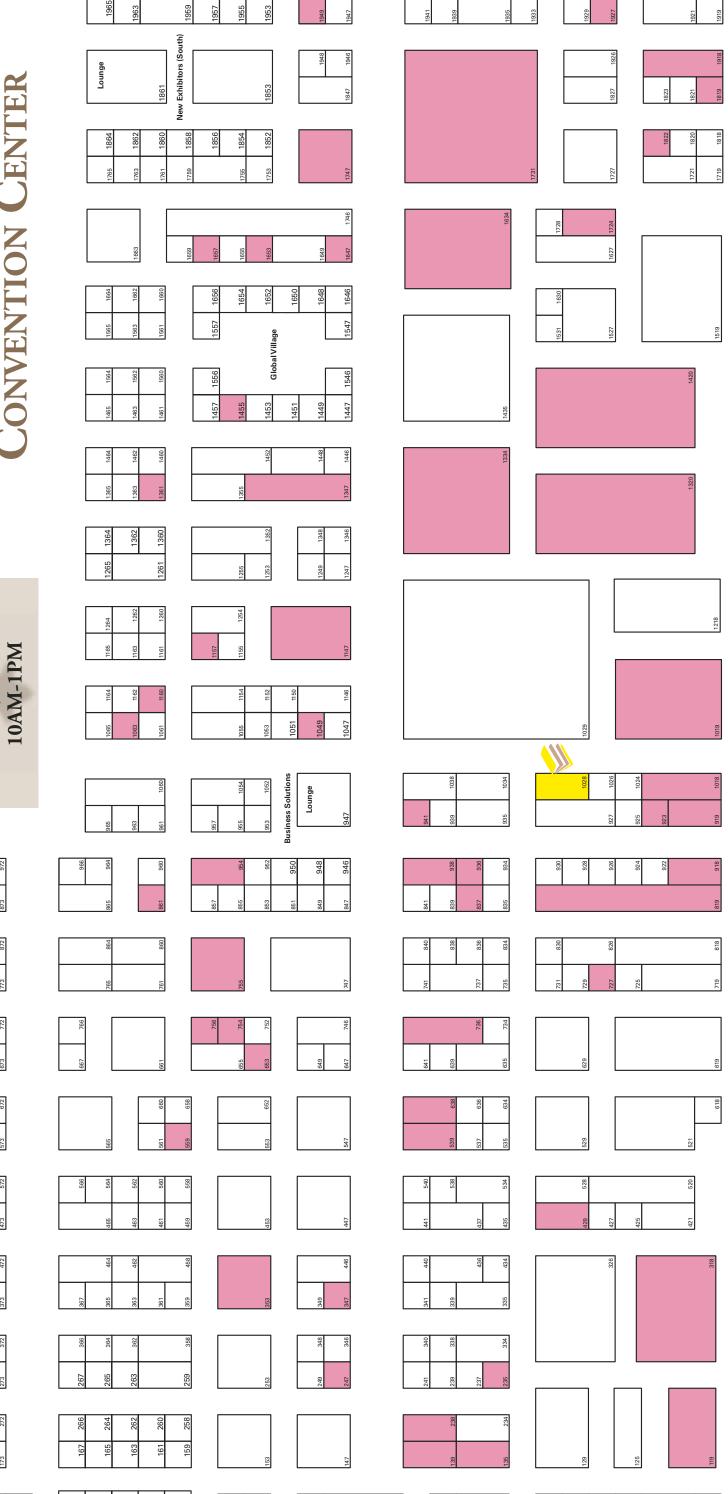




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Page A51

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