

# Exhibitor Highlights...

**NFDA 2010**  
NEW ORLEANS OCTOBER 10-13

## Love Ashes debuts and wins award at NFDA Convention



**LAKEWOOD RANCH, FL**— Love Ashes, a Florida based memorial company, recently took funeral directors by storm with its debut at the *National Funeral Directors Association's* (NFDA) Convention & Expo in New Orleans.

Funeral directors from across the nation proved that Love Ashes is an industry-wide favorite by voting the Company "The Best of the Best New Booth", an award that is exclusive to first time exhibitors. "Our company offers beautiful fashion-forward cremorial and memorial jewelry that consumers love," states Love Ashes' owner and artist, **Silvia Engel**. "Families today are indicating they are tired of traditional cremorial products and are pleased with our line-up of fresh products and ideas."

Since being founded in 2007, Love Ashes has introduced three stunning lines of hand-crafted glass cremation jewelry and recently introduced a new line of sterling silver memorial jewelry. "All of our products are hand-crafted," Engel explains. "When most people hear 'hand-crafted' they immediately think 'expensive'. However, with Love Ashes, that is not the case. We strive to provide high-quality products at an affordable price."

Love Ashes' products are available in fine funeral homes, crematoriums, and mortuaries across the US, UK, and Canada. To learn more about Love Ashes, or to become a Love Ashes partner, please visit the Company's website at [www.loveashes.com](http://www.loveashes.com).

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FUNERAL HOME &  
CEMETERY NEWS

## ThanoSeal™ wins NFDA 2010 Innovation Award



**PLYMOUTH, MI**— Argent International, Inc. is excited to announce that *ThanoSeal* has won the *National Funeral Directors Association* Innovation of the Year Award.

The Innovation of the Year Award was given to Argent International, Inc./

ThanoSeal at the opening ceremony of the show. The rigorous selection process involves four rounds of evaluation from industry votes to a panel of selected judges who base the selection on various criteria such as originality and practicality. Enormous in-

terest was generated at the show with hundreds of orders and reorders by embalmers from all over the globe.

ThanoSeal, introduced at NFDA last year, is a pre-cut clear polyolefin tape that is used as a wound closure and sealer for incisions, lacerations, abrasions, punctures, IV holes, skin slip or anywhere body fluids may leak. ThanoSeal minimizes the time it takes to prepare a body for showing by reducing embalming time, while avoiding sewing and possible needle injuries to the embalmer. ThanoSeal can also be cosmetized.

In addition, ThanoSeal halts any leakage, post embalming and, provides tremendous peace of mind.

Significant impact may be seen on risk management leading to possible reduced insurance costs with ThanoSeal and "Sutureless Protocol."

**Scott McAulay**, inventor of ThanoSeal, comes from four generations of embalmers and is a funeral director in California. Mr. McAulay possesses over 30 years of experience in the industry and has used his "Sutureless Protocol" for over 18 months with great success.

ThanoSeal is economical to use and is available in pre-cut sizes: 2" x 2", 4" x 4" squares, 3" Ovals and 4" x 25' rolls. If you would like more information on ThanoSeal or to see a live demonstration, please visit us online at [www.thanoseal.com](http://www.thanoseal.com).

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