

# JEWELRY NEWS & VIEWS

www.RJJewelersAuburnNY.com

Auburn, New York

Winter 2014, 5th Issue

## IN THIS ISSUE:

RJ JEWELERS  
DIAMONDS ♦ GOLD ♦ GIFTWARE

Special Holiday Offers!

## Valentine Sale!

**Jan. 20th - Feb. 14th**  
**20% to 30% Off!**

*Selected jewelry and gifts items.*

**“New”**

**Rhythm Of Love  
Jewelry Collection**

**Birthstones For  
January, February  
& March!**

**“JEWELRY TIPS”**

**Custom Jewelry Design  
& Repairs by  
Stephen Gonzales**

**Visit RJ Jewelers Today!**



217 Grant Avenue

Auburn Plaza ♦ Auburn, NY 13021

Store: 315-252-7954

www.RJJewelersAuburnNY.com

## RJ Jewelers Is Giving Away \$1,200 To Its Customers In 2014!

Starting this last December, RJ Jewelers ran a promotion to give away a \$100 Jewelry Gift Card to one of their customers. The drawing was held on the 3rd Saturday in December. The winner of the \$100 Gift Card was Elmer Fethers from Lansing, NY. This promotion was a huge success and over 130 RJ Jewelers customers signed up on our website to enter the drawing. So we have decided to run this promotion as a monthly event throughout the next year. That's a total giveaway of \$1,200 in Jewelry Gift Cards for the year 2014. These gift cards may be used towards any jewelry, watch or gift item in-store including any repair service or custom design. The gift cards may also be transferred to another person. The gift cards may not be redeemed for cash. You only need to enter once online with your email at:

[www.RJJewelersAuburnNY.com](http://www.RJJewelersAuburnNY.com)



## Show Your Love 3 Ways on Valentine's Day *Only available at RJ Jewelers!*

**Your Valentine's Day Gift Set Includes:**

*A real rose lacquered and trimmed in 24k gold,  
that lasts forever with gift box.*

*A heart shaped box of chocolates from Russell Stover.*

*A pair of stud earrings with Swarovski Crystals  
and sterling posts, and gift box.*

## All for only \$99!

**Call RJ Jewelers to reserve your Valentine Gift Set**

**315-252-7945**



## January's Birthstone "GARNET"

Garnet, the birthstone for January, signifies eternal friendship and trust and is the perfect gift for a friend. *Garnet*, derived from the word *granatum*, means seed, and is called so because of the gemstone's resemblance to a pomegranate seed. References to the gemstone dates back to 3100 B.C., when the Egyptians used garnets as inlays jewelry. *Garnet* is the name of a group of minerals that comes in a rainbow of colors, from the deep red of the pyrope garnet to the vibrant green of tsavorites. Today, the most important sources for garnet are Africa, Sri Lanka, and India.



## February's Birthstone Is "AMETHYST"

Amethyst, the gemstone believed by ancient Greeks and Romans to ward off the intoxicating powers of Bacchus, also is said to keep the wearer clear-headed and quick-witted. Throughout history, the gemstone has been associated with many myths, legends, religions, and numerous cultures. English regalia were even decorated with amethysts during the Middle Ages to symbolize royalty. It has been associated with many myths, legends, religions, and numerous cultures. Amethyst is purple quartz, a beautiful blend of violet and red that can found in every corner of the earth. Historically, the finest amethyst were found in Russia and were featured in much royal European jewelry. Today, while Brazil is the primary source of this gemstone, fine material can be found elsewhere, especially in Zambia.



## March Has A Unique Birthstone "AQUAMARINE"

The name aquamarine is derived from the Latin word aqua, meaning water, and marina, meaning the sea. This gemstone was believed to protect sailors, as well as to guarantee a safe voyage. The serene color of aquamarine is said to cool the temper, allowing the wearer to remain calm and levelheaded. Its pale, cool color beautifully complements spring and summer wardrobes. Aquamarine is most often light in tone and ranges from greenish blue to blue-green; the color usually is more intense in larger stones. This gemstone is mined mainly in Brazil, but also is found in Nigeria, Madagascar, Zambia, Pakistan, and Mozambique.



## "New" Rhythm of Love Diamond Jewelry Collection

Gems One Corporation, a global diamond jewelry manufacturer with facilities in Mumbai, Hong Kong, Bangkok, and New York City, launched their new Rhythm of Love brand of diamond jewelry at the Smart Show in Chicago. According to Anuj Jain, Gems One's President, "the special mechanism used to create the 'vibrating diamond' look in the manufacture of Rhythm of Love collection represents the next big thing in diamond jewelry." We are extremely happy to bring this unique collection to you on display now at RJ Jewelers." You will love this amazingly brilliant diamond collection where the diamond never stops moving! The diamond dances inside the setting. From every angle light is reflected creating an amazing sparkle and scintillation. Powered by her heartbeat. When a lady wears one of the Rhythm of Love pieces all eyes are on her!



## Great Gift Ideas From Rembrandt Charms!

Rembrandt Charms and Pendants for necklaces and bracelets. All occasions and designs available in sterling silver or gold. Choose from hundreds of categories, hobbies, sports, music, birthstones, and just to say I Love You!





# Happy Valentine's Day

## The Ten New Laws of Love

by Maurice Taylor and Seana McGee

At the Heart of Our Teachings: Ten natural "new" laws of love - perhaps the most powerful breakup-prevention program available today. We hope they move you by what is truly possible, and inspire you to begin creating your own New Couple.

### **Chemistry: The First New Law of Love**

Chemistry is the magic, the special energies that signal partners possess the raw material for success. Chemistry is not optional because it provides the synergy couples need to get through the rapids of relationship - and keep them high on course to their grandest goals.

### **Priority: The Second New Law of Love**

Priority is a couple's commitment to keep the health of their relationship front and central. It asks partners to begin to psychologically "leave the nest" of their first families - and to address any compulsions and addictions, including codependence - in order to be fully available to their second family.

### **Emotional Integrity: The Third New Law of Love**

Emotional Integrity asks partners to create an "emotional safe zone" with each other. They do this by taking responsibility for their feelings - especially by learning the difference between "acting them out" and expressing them healthily. This law also guides partners in identifying and healing blind spots and "buttons" that cause disharmony in all relationships.

### **Deep Listening: The Fourth New Law of Love**

Deep Listening is the greatest act of love - and a skill. It is partners' ability to hear each other's words, and the feelings underneath, with compassion and empathy.

### **Equality: The Fifth New Law of Love**

Equality is about fairness and respect. It involves acknowledging power imbalances in the relationship and helps partners see through the tyranny of unnegotiated - and often antiquated - roles, responsibilities and unconscious expectations.

### **Peacemaking: The Sixth New Law of Love**

Peacemaking is a couple's commitment to maintain their emotional safe zone through the use of anger management and conflict resolution tools and New Couple agreements.

### **Self-Love: The Seventh New Law of Love**

Relationship landmines are precise gauges of pockets of low self-love and unfinished emotional business from childhood. This law teaches partners how to deeply defuse conflict and fall back in love with everyone.

### **Mission in Life: The Eighth New Law of Love**

This law teaches that true love cannot be sustained until both parties are on some level engaged in his or her own true work. Mission in Life is partners' commitment to the fulfillment of their own and the other's life purpose. Intimates are either a mission's most powerful support or its most formidable saboteur.

### **Walking: The Ninth New Law of Love**

Walking involves addressing the primary insecurities that plague all partners, because emotional and financial dependencies can mean slow death - of respect, trust and passion. When inti-

mates are willing and able to leave the relationship if need be, it's their best insurance that they won't!

**Transformational Education: The Tenth New Law of Love**  
Transformational Education is the fail-safe mechanism of the Ten New Laws of Love. It represents partners' commitment to do whatever learning and healing is necessary if they get stuck on any of the first nine laws.

visit <http://www.newcouple.com>

*"The complexities of love may seem mysterious, but the wisdom in McGee and Taylor's The New Couple and its Ten New Laws of Love guides us to awareness, wholeness, and infinite blessings."*

Deepak Chopra, M.D.



### **The Engagement Ring Specialists**



*Coast*  
DIAMOND

Coast Diamond  
6-Prong Diamond  
Engagement Ring



**DORA**

Ladies & Mens  
Wedding Bands  
by DORA



*Simon G.*



Ladies Fancy Twist Fluted Pavé Diamond Engagement Ring and 18K rose gold engagement rings and bands.



## JEWELRY TIPS

Before you buy an engagement ring, there are a few points to consider. Know your 4 Cs

The "4 Cs," are cut (the shape of the diamond - round, square, oval), clarity (the degree to which the diamond is free of flaws), carat (the size, or more accurately, the weight) and color (from white to faint yellow).

Know your budget. Heard of the 2-month salary rule? That's just a guide. It's more important to come up with a number you feel comfortable with. Plus: Check out ways to save on an engagement ring and store layaway plans.

Know how to shop. Your jeweler should let you examine loose stones (stones outside of a ring setting) so you can examine them. Once you've picked your stone, you'll pick the ring setting and the ring metal.

## LOVE LINKS

### Getting Engaged This Winter?

Check out this site "the knot"

### Marriage Proposals:

### 50 Romantic Ways To Propose

<http://wedding.theknot.com/getting-engaged/marriage-proposals>



**DatingAdvice.com** is a collection of dating experts who dispense wisdom on "all things dating" daily.

<http://www.datingadvice.com/singles?city=Auburn&state>

Top 10 Dating Sites » Auburn, NY

The 10 most popular dating sites for Auburn singles, based on the number of users in Auburn and surrounding areas. Click "Visit Site" to browse Auburn profiles 100% free.

Happy Dating!

## A Jeweler You Can Trust

Having a jeweler that you can trust is a very important aspect whenever you are doing anything with regards to jewelry. A trustworthy and knowledgeable sales associate will make your jewelry buying process or repair a much more satisfying experience. A jeweler that knows round his craft can foresee not only a finished product, but unforeseen problems as well. Not all jewelry stores offer the same services; or for that matter, the same experience. Your jeweler should be able to do any repairs, or custom design that they advertise, in house. Avoid unestablished stores. An ideal jeweler has been in business, at the very least, for 10-15 years. This ensures that you are dealing with a jeweler that has seen their fair share of customers; thus, has a fair share of experience. You want to avoid stores that do not repair "on site". Everything that we repair or create, is accomplished right in store. We never send your pieces to another jeweler to do the work. At night, everything we are working on, including finished pieces, gets locked away in our vault. You can rest assured we will take care of your piece as if it were our own. We know that many pieces have belonged to a family for generations, and are considered heirlooms. Here at RJ Jewelers, we treat your jewelry with the same respect that we have for our own personal pieces. It is important to us to continue serving our customers with loyalty, trust, and experience, like we have for 28 years.



Goldsmith, Stephen Gonzales

**217 Grant Avenue  
Auburn Plaza**

[www.RJJewelersAuburnNY.com](http://www.RJJewelersAuburnNY.com)

Email: [rjjlrs@localnet.com](mailto:rjjlrs@localnet.com)

RJ JEWELERS

DIAMONDS ♦ GOLD ♦ WATCHES ♦ GIFTWARE

**315-252-7954**

Store Hours:

Mon. - Fri. 10am to 5:30pm,

Sat. 10am to 5pm,

Closed Sundays

**FREE**

**Jewelry Cleaning  
& Inspection Service**

*Our on-site experts will ensure your jewelry stays beautiful and secure.*



**FREE  
Gift Wrapping!**

**Fill out our Gift Registry!**

**RJ Jewelers Expert  
On-Site Repairs**

Bring this coupon to RJ Jewelers

**Save \$20** On Your  
Next  
Jewelry Repair of \$100 or more.

*Coupon good for any jewelry or watch repair.*

*Excludes battery replacement costs.*

*Not valid with any other offer.*

*Offer good through 2014. One per customer.*

**10% Off!**

*Receive a 10% Off Discount  
with this coupon on any regular  
priced jewelry, watch or gift  
purchase at RJ Jewelers through  
December 31st 2014!*

**We Buy Gold, Silver  
& Diamond Jewelry!**  
**Easy Financing Available!**