



FOR IMMEDIATE RELEASE

**LOVE HEALS REACHES BENCHMARK OF 700,000 TREES PLANTED WITH GREENER ETHIOPIA
FILMMAKER JACE FREEMAN CREATES DOCUMENTARY CAPTURING THE TREE PLANTING**

November 4, 2011, Ojai, CA—Love Heals has been planting 10 trees in Ethiopia for each piece of jewelry sold since 2007, in conjunction with non-profit Greener Ethiopia. This month, Love Heals reaches benchmark numbers with the planting of over 700,000 trees helping forever change the landscape and the lives of the villagers in Ethiopia. Jace Freeman, a documentary film maker with The Moving Picture Boys (known most notably for his recent film “The Country Club”) was moved to document the yearly tree planting ceremony and the impact Greener Ethiopia and Love Heals has made. “I was fortunate to have the opportunity to shine a light on some great things being done in remote African villages by dedicated people,” says Jace.



Greener Ethiopia was founded in 2002 from a group of people concerned about the future of the Ethiopian people and land. The founders had extensive non-profit and farming/forestry management experience as well as vast knowledge of government policies and Ethiopian culture. Ethiopian people have struggled for decades with deforestation. It erodes the land, turning soil barren and unable to sustain crops and trees for the people and the diverse natural habitat. In addition, planting millions of food-bearing trees offsets carbon emissions and creates economic potential.

Love Heals has always woven charity into its brand ethos. In addition to its work with Greener Ethiopia, Love Heals has also launched Love Does Heal, a direct to consumer series of collections available online as well as with loyal retail boutiques nationwide. “We find that buyers and consumers gravitate towards the act of giving. Love does heal and the act of giving is intrinsically linked to our social fabric,” says Gunnar Lovelace, CEO of Love Heals.

To view the documentary by The Moving Picture Boys, please visit: http://www.loveheals.com/tree_planting

Love Heals is a socially conscious family business based in Ojai, California. The jewelry is handcrafted by American workers from ethically sourced materials. Mother and son founders Adriana and Gunnar have been designing together for over a decade and draw inspiration from world travel. For each piece sold, ten trees are planted in Ethiopia through Greener Ethiopia (www.greenerethiopia.org). Love Heals jewelry is sold in hundreds of high-end luxury retail locations such as Neiman Marcus, Fred Segal and Planet Blue.

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LOVE HEALS PARTNERS WITH VITAMIN ANGELS AND LAUNCHES CHARITY COLLECTION “VISION” TO CONNECT UNDERNOURISHED CHILDREN WITH VITAL MICRONUTRIENTS TO WARD OFF BLINDNESS.

Ojai, CA, November 1, 2011—Love Heals continues to echo their altruistic message of charity, social awareness and the power of retail consciousness with the launch of the charity collection “Vision” to benefit Vitamin Angels- a non-profit, 501c3 charitable organization that connects infants and children with essential nutrients. With each Vision piece sold, Love Heals will help reach eight at-risk children with essential nutrients to improve their health and reduce the risk of vitamin deficiency-related blindness. The Vision collection adheres to the Love Heals signature hand-made, bohemian jewelry made from ethically sourced materials.



Lack of essential nutrients is responsible for one-third of the worldwide deaths of children under five years old. “Partnering with Love Heals on their Vision line will make it possible for us to preserve the sight of children around the world and extend Vitamin Angels’ greater vision of alleviating micronutrient deficiencies amongst underserved children,” said Howard B. Schiffer, President and founder of Vitamin Angels.

Love Heals has always woven charity into its brand ethos. In addition to the Vision Collection and other Love Does Heal charity lines, Love Heals plants 10 trees in Ethiopia for each piece sold through Greener Ethiopia. To date, that adds up to over 700,000 trees forever changing the lives of the Ethiopian people and the landscape. “We find that buyers and consumers gravitate towards the act of giving. Love does heal, and the act of giving is intrinsically linked to our social fabric. The fact that we can provide work to Americans, ethically source our materials and give back to people in need- well it’s what keeps us creative and is the beauty behind our business model,” adds Gunnar.

The Love Heals Charity Collection, Vision, is available online at www.loveheals.com as well as at loyal Love Heals retailers nationwide. For more information about Vitamin Angels, please visit: vitaminangels.org

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FOR IMMEDIATE RELEASE

LOVE HEALS LAUNCHES CHARITY COLLECTION “HOPE” TO BENEFIT CHILDREN WITH AUTISM AND RESEARCH THROUGH GENERATION RESCUE

Ojai, CA, November 1, 2011—Love Heals continues to echo their altruistic message of charity, social awareness and the power of retail consciousness with the launch of the charity collection “Hope” to benefit Generation Rescue, a non-profit dedicated to bringing education and resources to autistic children and their families. The collection adheres to the Love Heals signature hand-made, bohemian jewelry made from ethically sourced materials.

Every fifteen minutes a new child is diagnosed with autism. Purchasing a piece from the Hope collection improves the quality of a child’s life and benefits research into the causes of autism through partnership with Generation Rescue. Celebrity advocate Jenny McCarthy made it her mission to recover her son from autism and in succeeding in this journey she made a promise to spread information, resources and most importantly hope to help families around the world.



“We are grateful to have this opportunity to partner with Love Heals and raise money for families affected by autism. The Hope Collection represents optimism for all with an autism diagnosis,” says Candace McDonald, Executive Director at Generation Rescue.

Love Heals has always woven charity into its brand ethos. In addition to the Vision Collection and other Love Does Heal charity lines, Love Heals plants 10 trees in

Ethiopia for each piece sold through Greener Ethiopia. To date, that adds up to over 700,000 trees— forever changing the lives of the Ethiopian people and the landscape. “We find that buyers and consumers gravitate towards the act of giving. Love does heal and the act of giving is intrinsically linked to our social fabric,” says Gunnar Lovelace, CEO of Love Heals.

The Love Heals Charity Collections are available online at www.loveheals.com, the Generation Rescue online shop, <http://generationrescue.org/store> as well as at loyal Love Heals retailers nationwide.

Love Heals is a socially conscious family business based in Ojai, California. The jewelry is handcrafted by American workers from ethically sourced materials. Mother and son founders Adriana and Gunnar have been designing together for over a decade and draw inspiration from world travel. For each piece sold, ten trees are planted in Ethiopia through Greener Ethiopia (www.greenerethiopia.org). Love Heals jewelry is sold in hundreds of high-end luxury retail locations such as Neiman Marcus, Fred Segal and Planet Blue.



FOR IMMEDIATE RELEASE

BE CREATIVE JEWELRY BAR REACHES BENCHMARKS IN LESS THAN ONE YEAR

August 31, 2011, OJAI, CA-- Since its launch in September 2010, the Be Creative in-store jewelry bar reached benchmark numbers on the eve of its one year anniversary by being sold in over 200 boutiques nationwide, including Fred Segal and Planet Blue, as well as funding the planting of over 150,000 trees in Ethiopia. The success behind Be Creative rides intrinsically on the heels of the Love Heals designer collection of timeless, hand-made, bohemian jewelry made from ethically sourced materials. The brand echoes an altruistic message of charity, social awareness and the power of retail consciousness- for each piece sold, ten trees are planted in Ethiopia with over 600,000 trees planted to date.



The Be Creative Jewelry Bar is comprised of a simple reclaimed red wood display adorned with handmade wire-wrapped and braided strands, white bronze charms with meaning, healing gemstones, pearls and prism drops. Taking up less than one square foot of retail counter space, the jewelry bar allows customers to design a custom piece of jewelry with their own personal message. The charms and gems feature a 9mm soldered jump-ring which easily slides over the strand. The customer drives the price point and can walk away with a simple piece at around \$50 on up to a long pearl strand with layered charms and gems for around \$300.

The idea to launch the Be Creative Jewelry Bar grew organically from constant requests from retail customers and shop owners wanting to customize their necklaces in addition to the change in spending patterns within the retail sector.

“We wanted to adapt the Love Heals message into something more assessable and interactive,” says Gunnar Lovelace,

Owner and President of Love Heals. “The intrinsic value of the jewelry as a whole is what customers gravitate towards at the retail counter. Customers walk away feeling good-- and in this economic and social climate, to walk away with a memento of hope and the feeling that you helped the world in some way is what Love Heals is about,” adds Gunnar.

Love Heals is a family business out of Ojai, California. Founders Adriana Goddard and Gunnar Lovelace, a mother and son design team, have been designing jewelry for over twelve years and draw from travels around the world to inspire and be inspired. The jewelry is handmade in Ojai, California from ethically sourced materials. For each piece sold, ten trees are planted in Ethiopia through Greener Ethiopia (www.greenerethiopia.org). Love Heals jewelry is sold in hundreds of high-end luxury retail locations such as Neiman Marcus, Fred Segal, Planet Blue and Calypso, and has been featured in a wide variety of television shows, films and worn by celebrities such as Vanessa Hudgens, Ashley Tisdale, Faith Hill, Oprah, Alicia Silverstone, Taylor Swift, Keith Richards, Brittany Spears, among others.

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FOR IMMEDIATE RELEASE

LOVE HEALS LAUNCHES THEIR SOCIALLY CONSCIOUS BOHEMIAN JEWELRY COLLECTION IN ALL NEIMAN MARCUS STORES

10/5/2010, Ojai, CA-- Love Heals, the ethically-minded luxury jewelry line renowned for its mission to giving back, announces their collection of handmade, bohemian jewelry will be available in all Neiman Marcus Stores Nationwide. The collection made its debut in Neiman Marcus in May after the jewelry buyer for Neiman Marcus stumbled upon the collection at a trade show in New York City. She noted the genuine materials and craftsmanship along with the charity note and knew it would be a perfect match for the iconic department chain. "We are thrilled to launch the collection throughout Neiman Marcus and look forward to our relationship and the prospect of launching the collection in their catalog, Neiman Marcus Direct," says Gunnar Lovelace, CEO of Love Heals.



Love Heals has made a steady progression in sales since its launch in 2005 when the socially-conscious design team worked out of a yurt dome on an organic farm. Recently Love Heals opened up shop in the heart of downtown Ojai in a landmark bank, which still houses original features such as wood countertops and a steel vault that is now used to stow jewelry. Love Heals sources the highest quality materials by carefully reviewing the labor, manufacturing and environmental practices of its suppliers and vendors. This includes buying gems and pearls from companies with fair labor practices, using

sustainable leather with non-toxic dyes, using recycled metals in many designs, working with metal plating that uses eco-friendly practices, and avoiding widespread use of controversial materials such as coral or ivory. Love Heals reviews their suppliers on a regular basis to make sure they continue to maintain and improve their practices. This is a constantly evolving goal that has allowed them to donate to dozens of non-profits and expand their commitment to sharing beauty with the world while continuing to give back.

Love Heals is a family business based in Ojai, California. Founders Adriana and Gunnar have been designing jewelry for over twelve years together, and draw from travels around the world. Love Heals is handcrafted by American workers and uses ethically sourced materials from around the globe. For each piece sold, ten trees are planted in Ethiopia, <http://www.greenerethiopia.com>



**FRED SEGAL + LOVE HEALS HOST A CHARITY FASHION EVENT TO
BENEFIT GREENER ETHIOPIA ON THURSDAY SEPTEMBER 23**

FOR IMMEDIATE RELEASE

Los Angeles, CA (September 13, 2010) -- **Fred Segal Santa Monica** and **Love Heals Jewelry** have teamed up to host a charity fashion event to benefit **Greener Ethiopia** on Thursday, September 23. The event will celebrate the official launch of the Love Heals Design Studio and the re-launch of the Fred Segal Rocks N Silk store, in addition to raising awareness and funds for the tree-planting charity. The star-studded bash will kick off at **6:00pm** at **Fred Segal Rocks N Silk** (500 Broadway, Santa Monica, CA) and red carpet interviews will begin at 6:30pm. In honor of Greener Ethiopia, each attending guest will receive a live sapling Moringa tree to take home and plant!

The Charity Fashion Event will be jam-packed with fashion fun and stylish surprises. Guests can discover their inner artist at the **exclusive launch of the LOVE HEALS DESIGN STUDIO** – create your own personalized piece of ethically-sourced eco-jewelry the BE CREATIVE Jewelry Bar or design a fully customized piece using the innovative DIGITAL DESIGNER, a drag-and-drop jewelry design tool using a touchscreen computer. Indulge at the luxe beauty bar provided by **BLISS** – get pampered with oxygen facials, hand and arm massages, a brow wax, manicures + minx pinkie applications! Groove to the live tunes spinning from **KCRW's DJ Jeremy Sole** and catch a special live performance of **African drummers and dancers**, provided by Transglobal Entertainment, while nibbling on **Ethiopian-inspired hors d'oeuvres** and Moringa-infused desserts from RAW Trips and sipping cocktails and beverages provided by PAMA liquor, Izze Soda and Fiji water. Marvel at the work of Greener Ethiopia in the **art installation** that explains the tree-planting process in the African villages from the organization that has planted over 20 million trees. The multi-media exhibit includes introductions from representatives of Greener Ethiopia, life-size photographs, and Moringa tree sapling displays. The latest fashions from Fred Segal Rocks N Silk and Love Heals will drape models in a static fashion presentation.

For further event information and press registration, please contact leah@llkent.com.

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LOVE HEALS + GREENER ETHIOPIA

Love Heals, the eco-luxury jewelry line devoted to giving back, has worked alongside Greener Ethiopia for the past three years. For every piece of Love Heals jewelry sold, ten trees are planted with Greener Ethiopia – to date, Love Heals has planted over 404,000 trees with the organization. On the night of the Fred Segal event, 100% of Love Heals sales from BE CREATIVE or DIGITAL DESIGNER will go directly to benefit Greener Ethiopia.
www.loveheals.com/discover

RE-LAUNCH OF FRED SEGAL ROCKS N SILK

Celebrating an entirely new look and management team, the event will spotlight the recently re-vamped interior of Fred Segal's Rocks N Silk. New owner Joi Davis has incorporated new fashion flavor into the traditional roster of designers found at Rocks N Silk, and has created a sexier, more streamlined feel for the space that now takes on a bold new attitude with a feminine edge.



FOR IMMEDIATE RELEASE

LOVE HEALS OPENS THEIR FIRST FLAGSHIP STORE IN HISTORIC DOWNTOWN OJAI

March 20, 2010, Ojai, CA-- Love Heals is thrilled to announce the opening of their first flagship retail store in the historic landmark Ojai State Bank, which was operational from 1907 to 1917. “We have been residents of Ojai for over 28 years and to occupy this monumental, historical landmark is an honor,” says Adrianna Goddard, Designer and Co-Founder. The retail store is a stark contrast from Love Heals’ humble beginnings. The mother, son and daughter design team began Love Heals in a yurt dome on an all-organic five acre communal living farm in upper Ojai.



Many of the original elements of the Ojai State Bank have been preserved, like the original bank counter, hardwood floors and a concrete bank vault- which still houses the safe as well as the cubbyholes that contained the bank deposit slips. Instead of securing bank slips, the vault now protects hundreds of Love Heals designs- many of which are one-of-a-kind pieces made in the workshop behind the storefront- which previously served as the Ojai Courthouse and eventually the venue for Ojai City Council Meetings. “We are looking forward to being a part of the Ojai retail community, nurturing Love Heals and our mission to give back,” adds Adriana.

Founders Adriana and Gunnar have been designing jewelry for over twelve years together, and draw from travels around the world. Love Heals is handcrafted by American workers using ethically sourced materials. Love Heals sources the highest quality materials by carefully reviewing the labor, manufacturing and environmental practices of its suppliers and vendors. This includes buying gems and pearls from companies with fair labor practices, using sustainable leather with non-toxic dyes, using recycled metals in many designs, working with metal plating that uses eco-friendly practices, and avoiding widespread use of controversial materials such as coral or ivory. Love Heals reviews their suppliers on a regular basis to make sure they continue to maintain and improve their practices. This is a constantly evolving goal that has allowed them to donate to dozens of nonprofits and expand their commitment to sharing beauty with the world while continuing to give back.

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