

Best in Personalization



► **First place: Heartsong Memory Beads, San Diego, California**



KIP WINNER SPOTLIGHT

*Dolly@Heartsong
MemoryBeads.com*

► Dolly Libby, artist and company owner.

***www.Heartsong
MemoryBeads.com***

WHAT THE JUDGES SAID

■ A touching tribute created by someone with “experience of the heart.” Very pretty and functional.

■ Very classy and personal product that helps the mourner carry the memory every day.

■ Reasonable pricing. There is definitely a niche market, and many products in it are catered to the “elite” in price. Innovative idea and process. Seems safe in handling the cremains. Idea seems to resonate in community with a lot of unique uses and ways to celebrate using the product.

■ A great personal way to always carry the family member with you.

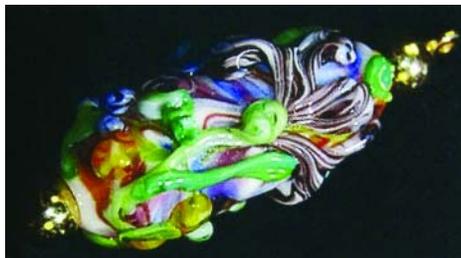
■ What a great idea for those families who wish to remember their loved ones with a tactile object they can keep close. The pricing seems reasonable and the small kit for collecting cremains is nice.

■ Nice designs, presentations and materials. Very lovely.

■ Gorgeous jewelry that holds loved ones’ remains, and no one else would ever know unless you choose to share it. A beautiful way to keep them with you. Very marketable. Great testimonials. Direct, easy to understand instructions.

KIP AWARDS: MOST PERSONALIZED PRODUCT

An artist who created a personal keepsake for herself in remembrance of her son now does the same for others.



Above left, the small sterile scoop and cremated remains container the funeral home uses to send about half a teaspoon of cremated remains to Heartsong. Above right, a packaged bead. Left, some of the beads created by Heartsong. Below, key chains and a necklace.

Beads keep memories close

Dolly Libby made her first “memory bead” for herself with some of her son’s cremated remains. “The first bead was a little rough, but I put it on a chain around my neck and was amazed at the sense of peace I felt wearing it. I was surprised how many times a day I would touch it and feel a sense of Dylan with me.”

Having perfected the technique of fusing cremated remains with glass to create beads of different shapes, sizes and colors, Libby and her husband, Bill, market the beads through a Web site and directly to funeral homes.

A variety of bead sizes and styles, both masculine and feminine, are available. Libby also will work with a client on a custom design, if desired. The beads can be set into necklaces, bracelets and key chains, or left loose.

The feedback Libby gets from clients



indicates they share her feeling about the beads:

“So far I wear mine everywhere.”

“I just can’t imagine not wearing this bracelet every day.”

“Abram’s bead travels with me everywhere ... (it) has the colors of the Costa Rican water, which forever will remind me of the trip we took with Abram to celebrate his high school graduation.” □