



Gem of an Idea

A Sparkling Way To Promote Heart Health

(NAPSA)—When you get down to the heart of the matter, jewelry is a beautiful way to promote awareness of important women's health issues.

That's because a new collection of heart-shaped jewelry has been created to show support for women's heart health programs. The 2010 *Heart Truth* Collection was created by Swarovski, the leading designer and producer of fashion jewelry.

For the sixth year, Swarovski is a national sponsor of *The Heart Truth's* Red Dress Collection Fashion Show during New York fashion week.

The collection includes a Red Dress pin, a Red Dress charm and a heart-shaped necklace, bracelet and pair of earrings.



This *Heart Truth* pendant is helping to spread the message that women should pay attention to their No. 1 health threat.



The Red Dress® serves as a national symbol for women and heart disease.

for the National Institutes of Health on behalf of *The Heart Truth*® campaign in support of women's heart health education and research.

The Heart Truth® campaign seeks to raise awareness of the Red Dress® as the national symbol for women and heart disease and to deliver an urgent wake-up call to American women about their No. 1 health threat.

For more information, please visit www.swarovski.com or www.hearttruth.gov.

The Heart Truth, its logo and *The Red Dress* are trademarks of HHS. Participation by Swarovski does not imply endorsement by HHS/NIH/NHLBI.

Swarovski will donate \$100,000 from the sales of its 2010 *Heart Truth* Collection to the Foundation