

Liz Earle Ethical Jewellery for Fairtrade Fortnight

Submitted by: Liz Earle London

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Fair and Fine Botany Collection by Liz Earle

Ethical jewellery for Fairtrade Fortnight

“What you wear next to your skin is as important as what you put on it”

Liz Earle MBE

From the botanicals she used in skincare to the nutritious foods featured in her quarterly magazine Liz Earle Wellbeing, Liz Earle MBE has always been committed to the importance of sourcing the best natural ingredients.

This exact same philosophy is at the heart of her award-winning Fairtrade jewellery collection, the Fair and Fine Botany Collection by Liz Earle.

Liz says: “Based on my lifelong love for botanicals and a passion to promote fair and sustainable sourcing, I’ve worked with Cred Jewellery, world leaders in Fairtrade precious metals and natural gems to create my first Botany Collection. Each piece is handmade in Fairtrade sterling silver and 24ct Fairtrade vermeil gold, all sourced from artisanal mines. Having just returned from Kenya to see Fairtrade gold mining in action, I’m more convinced than ever that Fairtrade gold and silver is the right way forward to make a genuine difference – and the best way to avoid wearing the wages of war on your skin.”

To celebrate Fairtrade Fortnight, Liz Earle and Cred Jewellery are offering 40% off Fair and Fine Botany Collection by Liz Earle at credjewellery.com with code LIZEARLEMUM40. Offer runs 5 to 26 March 2017.

Each piece in the Fair and Fine Botany Collection by Liz Earle has the Fairtrade gold hallmark stamp. Cred Jewellery works closely with small-scale mining communities in Peru to offer complete transparency in the supply chain. Working this way ensures the craftsmen are paid fairly and that all materials are sourced responsibly without damaging the environment.

Visit credjewellery.com/collections/liz-earle-jewellery

For further information and images, and to discuss interview requests, please contact Ceri Moorhouse: 020 3841 7310 ceri@lizearlewellbeing.com

Notes for editors:

Designs in the Fair and Fine Botany Collection by Liz Earle include:

- Eucalyptus – a symbol of healing and protection

- Ivy – a symbol of eternity, love and friendship
- Wild Rose – a symbol of love and femininity
- Neroli – a symbol of fruitfulness, purity and grace

The collection features rings, earrings, bracelets and necklaces, including pieces which can be adapted and worn in different ways, such as 'stackable' rings, stud earrings with optional leaf or crystal drops, and necklaces with adaptable link chains. Prices start from £136.

Liz Earle MBE has been a celebrated and trusted name in beauty, nutrition and wellbeing for over 25 years. An influential television broadcaster, she is the author of over 30 best-selling books and the editor-in-chief of quarterly magazine Liz Earle Wellbeing. She founded the LiveTwice charity in 2010, and is a Patron of Ace Africa. She also co-founded the Liz Earle Beauty Co. in 1995.

Fairtrade Fortnight 2017 runs from Monday 27 February to Sunday 12 March fairtrade.org.uk