



# CONNOISSEURS.

NOW IS YOUR MOMENT TO

# DAZZLE

3 BREAKTHROUGH NEW PRODUCTS  
IN JEWELRY CARE



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## CONNOISSEURS JEWELRY CLEANERS, SONIC DAZZLE STIK AND DAZZLE DROPS, EARN GOOD HOUSEKEEPING SEAL

PR Newswire, Woburn, MA, October 1, 2015

Three breakthrough new products from Connoisseurs Products Corp. have earned the Good Housekeeping Seal. The 130-year old magazine, a trusted resource for 25 million worldwide readers, has awarded the coveted Seal to the Connoisseurs® Sonic Dazzle Stik™ Jewelry Cleansing Power Brush, Dazzle Drops™ Advanced Jewelry Cleaner and Dazzle Drops™ Silver Jewelry Cleaner.

**These products and their performance claims have been evaluated and accepted by the Good Housekeeping Institute to earn the Good Housekeeping Seal.**

"We are delighted that our new Sonic Dazzle Stik and Dazzle Drops jewelry cleaners have earned the prestigious Good Housekeeping Seal," said Douglas Dorfman, President and CEO of Connoisseurs. "We know these new jewelry cleaning products will forever change the face of jewelry care."

### A Better Way to Clean Jewelry

- **The Sonic Dazzle Stik Jewelry Cleansing Power Brush** cleans jewelry at 5,000 oscillations per minute "like a jeweler cleaned it." It is packaged with two cleansing formulas: one that works on gold, platinum, diamonds, precious and semi-precious stones, pearls and costume jewelry; and one that works on silver jewelry. Refills are sold separately.
- **Dazzle Drops Advanced Jewelry Cleaner** makes fresh solution every time so there is "no more cleaning in dirty solution." The product is packaged with a cleansing container, dipping scoop and brush. It is effective on gold, platinum, diamonds, precious and semi-precious stones, pearls and costume jewelry.
- **Dazzle Drops Silver Jewelry Cleaner.** Until now, most traditional dips for cleaning silver jewelry may have removed tarnish, but they did not polish and prevent tarnish buildup. Dazzle Drops "does it all"...cleans, polishes and protects from tarnish buildup, thanks to Connoisseurs' exclusive Tarnish Control Formula.
- **Both Dazzle Drops jewelry cleaners are NON-TOXIC.**

### A Seal-Holder Since 1999

Connoisseurs Products Corp. has been a Good Housekeeping Seal-holding brand since 1999, with a total of 22 jewelry cleaning products having earned the Seal. Good Housekeeping provides consumers with a two-year limited warranty for all Seal-holding Connoisseurs products from date of purchase.

### Available at a Retailer Near You

The new Sonic Dazzle Stik and both new Dazzle Drops Jewelry Cleaners are available in the cosmetics or jewelry departments of most major retailers, drug chains, and at jewelry stores throughout the country.

Connoisseurs is the global leader in jewelry cleaning. For more information, visit [www.Connoisseurs.com](http://www.Connoisseurs.com)

**For product orders, please contact:** Ron Mangini, Sr. V.P of Sales, 800-851-5333, Ext. 294, [Rmangini@Connoisseurs.com](mailto:Rmangini@Connoisseurs.com)

