



There's nothing romantic about a toxic gold mine.

Leading jewelers agree: it's time to clean up gold mining.

It doesn't make for a pretty story, but the truth is that irresponsible mining practices are tarnishing your gold jewelry. Gold mining is one of the dirtiest industries in the world—it contaminates drinking water, destroys traditional ways of life, and uproots people from their homes. Producing gold for one wedding ring alone generates on average 20 tons of toxic waste. Not very romantic, is it? But there is a brighter side. Leading jewelry retailers are now urging the gold mining industry to make real reforms that respect human rights and the environment. Ask your favorite jeweler what they're doing to support responsible gold mining. If they haven't added their name to the growing list of leading retailers, you can take your business elsewhere. Because when it comes to your gold jewelry, you want nothing but the beauty to shine through. www.NoDirtyGold.org

Retailers who are leading the way:

- ◆ Tiffany & Co.
- ◆ Helzberg Diamonds
- ◆ Signet Group
- ◆ Fortunoff
- ◆ Cartier
- ◆ Piaget
- ◆ Van Cleef & Arpels
- ◆ Zale Corp.

Retailers who are lagging behind:

- ◆ Rolex
- ◆ Wal-Mart
- ◆ Fred Meyer Jewelers
- ◆ JCPenney
- ◆ Sears/KMart
- ◆ Jostens
- ◆ QVC
- ◆ Whitehall Jewellers Inc.

