

Love.  
Romance.  
Commitment.



Destruction.

**We need to clean up the gold mining industry before  
it tarnishes the jewelry business.**

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Cyanide, contaminated water, and displaced communities probably aren't what you want your customers thinking about when they consider buying gold jewelry. But that's becoming more and more likely as media coverage and public awareness of the mining industry's irresponsible practices grow. As a jewelry retailer, you know better than anyone how important it is to maintain consumer confidence in gold. What can you do to preserve gold's glowing reputation? Visit [www.NoDirtyGold.org/retailers](http://www.NoDirtyGold.org/retailers) and urge the mining industry to make real reforms that respect local communities and the environment. You'll be protecting a very important relationship: the one between you and your customers.

[www.NoDirtyGold.org/retailers](http://www.NoDirtyGold.org/retailers)

