

"What Women Want"... to Be More Stylish at Work!

ChicBlvd.com conducted a study among its over 6,000 readers and found that 100% of respondents preferred a beaded ID necklace from BooJeeBeads.com over the standard "shoelace" style lanyard. As many as 90% of respondents knew someone who would like a beaded ID necklace from BooJeeBeads.com as a gift either for work or other uses. ChicBlvd.com receives feedback from its readers regarding the phenomena behind these ID necklaces.

Irvine, CA, July 8, 2008--women, regardless of their career, find BooJeeBeads™ ID necklaces a must-have for themselves or someone they know.

The survey results indicated that nearly half of the respondents don't like their photo ID and are looking for a way to jazz up their employee ID badge at work by using a pretty beaded lanyard from BooJeeBeads.com. While 100% of respondents preferred the beaded ID necklace from BooJeeBeads.com over the standard shoelace style lanyard, as many as 90% of respondents knew someone who would like a beaded ID necklace from BooJeeBeads.com as a gift either for work or other uses. ChicBlvd.com received feedback from its readers regarding the phenomena behind these ID necklaces.

Comments from ChicBlvd.com readers about BooJeeBeads.com included, "I'd buy Friendly Faces BooJeeBeads™. I love it!", "love the styles", "love the Think Pink BooJee!"

Several respondents work in a field that requires employee ID badges such as teachers, nurses and doctors. One woman stated, *"Yes, I would buy one for work--as a teacher, I would probably buy the necklace with the school bus."*

While not all of the respondents work in a profession with ID badges, nearly 90% commented that they knew people who worked in professions that uses ID badges—and would like to buy BooJeeBeads™ ID necklaces as the perfect gift.

"I know many people who would love to receive BooJeeBeads™ lanyards as a gift. I think they are ideal as office gifts. I would probably give one like the Multi-stone Pearl ID Necklace - it is lovely."

"I work in a High School AND my daughter goes to the same one! A lot of staff and teachers would like them as a gift—can't make up my mind but I love the "Ice Pop" and the " Venetian Flower" styles....I love to stand out be colorful and fun, but then sometimes I like to just be pretty and sophisticated.... "

"Yes - I'd buy the green one for my sister-in-law who is a nurse."

Whether purchases are made for personal use or for a gift, the research supported the idea that women enjoy being stylish at work and while nearly 50% of respondents said they "hate" their current photo ID, they are more than anxious to get a pretty BooJeeBead™ ID necklace to enhance their look.

About Bonitas International: The company is the global leader in fashion identification jewelry. Their product collections include ID necklaces, beaded lanyards, retractable badge reel jewelry, fashion ID clips, eyeglass leashes and more. BooJeeBeads™ ID Necklaces can be found in over 3500 retail gift shops throughout North America, Western Europe and Australia and on their retail website www.BooJeeBeads.com. Bonitas International has won numerous awards including Best New Gift Product (2007) from Orca Communications, "Hottest New Gift Market Product" (2004), "Make Mine a \$Million Business™ " award from American Express (2006) and

has been granted a Smart Business Communications system from Cisco systems.

The organization's mission is to free women around the world from the fashion disaster that comes from wearing an employee ID. In 2002 Lisa Harrington, was a pediatric nurse and PTO president who had an active business creating and selling her beaded ID necklace creations to her hospital coworkers. When her sister-in-law Kimberly Martinez heard the story of this amazing home business at a family party, she got so excited about the clever product and its' potential that she put together a business plan on the back of a holiday card envelope. High on Christmas cookies and adrenaline, she convinced Lisa that her fabulous creations needed to be shared with working women around the world. They both left their lives of working for others and never looked back.

For more on "What Women Want", visit ChicBlvd.com.

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