

COLLECTION

Valid from September 2012 until revoked



advanced CRYSTAL

THE NEW DNA OF CRYSTAL

The advantage to being first is that you get to set the agenda. Throughout its long history, Swarovski has pioneered technologies and accomplished visions that have made waves far beyond the bounds of its own industry.

Now, Swarovski is stepping forward to announce **a dramatic change to the DNA of its crystal: the ADVANCED CRYSTAL standard.** In 2007, the company began transitioning to crystal made using a patented, lead-free* formula that has the same sparkle, dependability, and variety for which Swarovski is famous.

If you haven't noticed a difference, that's likely because **with the ADVANCED CRYSTAL standard, it's what you don't see that matters:** carefully selected raw materials made into products that have evolved along with consumers, thus providing perfect peace of mind for business partners in the ever stricter international regulatory environment.

ADVANCED CRYSTAL is more than just compliant with today's international market standards – it raises the bar for the entire industry by anticipating those of tomorrow. **Stay ahead of the future** with the most advanced crystal composition in the market and SWAROVSKI ELEMENTS, your reliable partner of choice.

SWAROVSKI ELEMENTS is the premium brand for the finest crystal elements manufactured by Swarovski. The complete assortment of SWAROVSKI ELEMENTS is available in the ADVANCED CRYSTAL standard. Your local sales representative will gladly provide further information on the availability of specific products and compliance with current laws and regulations. For the latest news on ADVANCED CRYSTAL, please visit our Business Website WWW.SWAROVSKI-ELEMENTS.COM.

ADVANCED CRYSTAL – Superior. Brilliant. Lead-free*.

SUPERIOR

- › Ahead of competition with pioneering technology.
- › Raising the bar for quality and sustainability in the industry.
- › **Exceeding today's industry standards. Anticipating those of tomorrow.**

BRILLIANT

- › Same sparkle which Swarovski is famous for.
- › Same variety and dependability.
- › **Added value to your assortment – just brilliant.**

LEAD-FREE*

- › Carefully selected raw materials providing perfect peace of mind.
 - › Patented lead-free* formula.
 - › **Because it's what you don't see that matters.**
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*Crystal glass and all other materials containing 0.009 % lead or less. Formula is patented in the US and 16 European countries.

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