

OUR MOTHER-AND-SON JOURNEY

Several years ago, my promising millennial son was so overwhelmed by the pain of anxiety and depression that he could barely get out of bed to attend his own college graduation.

Today he is well on his way to a successful career in the finance industry. He is effectively managing his anxiety and enjoying life. Had we not actively sought to understand one another's generations and embark on the journey to healing together, chances are he would not have made such exceptional progress.

By wearing GTH Jewelry, we are reminded of the critical role we can all play in connecting the generations, in building lasting relationships that empower, and in supporting those who are fighting anxiety and depression.

THE INUKSHUK

For thousands of years, the Inuit people have been building Inukshuks to provide tribes navigating through Arctic blizzards with landmarks to prime hunting and fishing grounds. Similarly, through one-on-one conversations with individuals in other generations for the purpose of growth and edification, we build postmodern Inukshuks—Guideposts to Hope (GTH).

The GTH Inukshuk was designed and crafted by Artisans Jewelry Colorado Mountain Gems in Idaho Springs, in the foothills of the Rocky Mountains. Choose the standard pendant made of pure silver on a box chain of the same precious metal. Or select the version with a patina finish and gemstone to represent your generation. It's reversible!

 AMBRA WATKINS

GEMSTONE COLOR SIGNIFICANCE

The G.I. Generation: 1901-1924 (Black)

Hardworking. Stoic. Self-reliant. They keep emotions, fears and insecurities private. **Black** stands for power and control, for holding onto information. It's disciplined, independent and strong willed.

The Silent Generation: 1925-1945 (Blue)

Of strong character. Loyal. Reliable. Innovative. They desire peace, security and the common good. **Blue** is cool and calming. It stands for creativity, intelligence, loyalty, wisdom and trust. Blue is reserved. It doesn't call attention to itself.

Baby Boomers: 1946-1964 (Green)

Born in an era of economic growth. Enthusiastic. Confident. Rights oriented. They seek ways to stay young and active. **Green** represents a balance between heart and emotions. It is loving and nurturing and stands for growth and renewal.

Generation X (1965-1982) (Yellow)

Pragmatic. Adept at finding new ways of getting things done. Well-educated. Results-oriented. **Yellow** stands for the academic and analytical—creativity in the pragmatic sense. It's the practical thinker, not the dreamer.

The Millennials: 1983-2001 (Orange)

Relentlessly optimistic. They spend 18 hours a day consuming media and 3 hours on the cell phone. They're eager to give back. **Orange** is optimistic. It's about adventure and social communication. It's gut instinct and the ability to bounce back.

Generation Z: 2002-Present (White)

Core values are still evolving. **White** stands for purity and innocence. It contains every color in the spectrum.