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POINT & CLICK
ON BOLD LINKS

Equipment

Bodylicious

Shewee Go



The Shewee Go is a urinating device for active sports-women, which may be worn for all adventure sports pursuits and is also suitable for medical applications. Its unique design allows women the comfort and freedom of urinating on the go with ease. Shewee Go is worn like a g-string or thong and is fitted inside tight fitting elasticised shorts for comfort and privacy. Held in position with three adjustable and flexible straps, the soft rubber Shewee Go seals comfortably in place outside the body.

Customdivers.com

Oceanic Veo

The Oceanic VEO 3.0 continues Oceanic's tradition of designing rugged, feature-rich personal dive computers that are intuitively easy to use and reasonably priced. Featuring Oceanic's exclusive Dual Algorithm, 2-Nitrox Mix Compatibility, Audible Alarms, 3-Button Interface with settings "Step Back", and so much more. All in a strong, lightweight "hockey-puck" module for your wrist or console. oceanicworldwide.com



Definition

Subgear re-defines Definition wetsuits, making them more protective and better looking than ever. And they continue to be one of the most technical, feature-rich wetsuits on the market, no matter what you compare them to. Definition suits truly define what a diving suit should be.

[More info](#)



Short Deluxe Harness

The Short Deluxe Harness is a comfortable, streamlined harness designed for women or any diver who is smaller in stature. Using only eight feet of webbing versus the standard 11, this version of the Deluxe Harness is better suited for divers of shorter or leaner build. Special two-inch, low-profile D-rings are smaller in order to give a more proportional fit, yet they are still easy to access and use. Swivel points on the shoulder straps ensure a comfortable fit, which is especially important for women due to the bust line. diverite.com

Frog plus

Cressi's new fin has been created for those who are trying scuba diving for the first time or who dive occasionally and want to perform long kicks and dives without any specific training. The shoe pocket is positioned under the blade, a system that is now used by Cressi on all its models to guarantee a larger and more uniform surface area of the blade. The shoe pocket, made from soft elastomers, is extraordinarily comfortable, making the fin easy to put on and take off, even in the water, a remarkable feature, capable of helping the diver in any situation.

cressi.com





Waterproof Silicone seals

These new silicone seals are deemed to replace the latex seals currently in wide use in drysuits. Not only do they have a superior tear resistance, but the hypoallergenic medical grade silicone produces no latex allergy. It is considerably more stretchy than latex, and therefore, easier to don and duff and comfortable to wear. Silicon also has a higher resistance to UV-radiation, ozone and chemicals than latex does. These seals are compatible with most common wrist ring systems and drysuits and are easily replaced.

www.waterproof.se



XP10

New all round diving computer designed for divers who appreciate detailed, yet easily accessible information. It is truly a complete dive computer for all levels of adventure. It displays all important dive and decompression data plus full dive data memory. Nitrox settings between 21% and 50% in 1% increments. Full watch functions. Basic choice of adjustments without the need of a PC. Adjustable ppO₂ between 1.0 and 1.6bar. Data can be transmitted via infrared interface (IrDA) with Dive-Log software. Available in wrist or 3-gauge console. subgear.com



MB Sub

The X1-VB allows an incredible signaling effect with the full-focused light beam with 17.500 lux. Just turning the front by half a turn generates a really good illumination with a beam of 25 degrees.



The fixed-focus version X1-FF is also an excellent backup lamp. This version uses only the extreme narrow beam of 3 degrees, which allows signaling in very poor visibility. The X1-FF has a brightness of 21-000 lux. The X1 family is designed with a modular system with two different battery containers, one for three AA cells and one for three C cells. All components are interchangeable. mb-sub.com

Backplate fasteners

These stainless steel knurled M8 fasteners provide an easier fit and allow flush fitting when mounting backplates to twinning bands and may be preferred as an alternative to wing nuts or mushroom fittings. There is no more need to search around for your screw driver with these backplate fasteners. Available singly at GB£9.50 each, remember to order two off for use with twinning bands. Made from stainless steel. customdivers.com



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www.DIVEGEAREXPRESS.com

2ndSkin

Lighter, more comfortable, warmer and modular, the shorty is made of Metalite to create a water barrier for your second skin. In addition, the steamer is equipped with a back SilverSeal zip and zipped wrists and ankles to complete the concept. TIZIP silverseal. Dry and easy. Spine pad. Protection and comfort. Neck seal with zip. Perfect fit. mares.com



EZ Solenoid Inline Shutoff

Brainchild of rebreather diver and instructor, Gregg Stanton, the EZ Inline Solenoid Shut-off gives control to the rebreather diver dealing with ascents and troubleshooting. Located near the manual addition valve, it also allows for easy connection of an off-board oxygen source. Only one hose leaves the oxygen cylinder and plugs into the manifold mounted to the oxygen addition. diverite.com

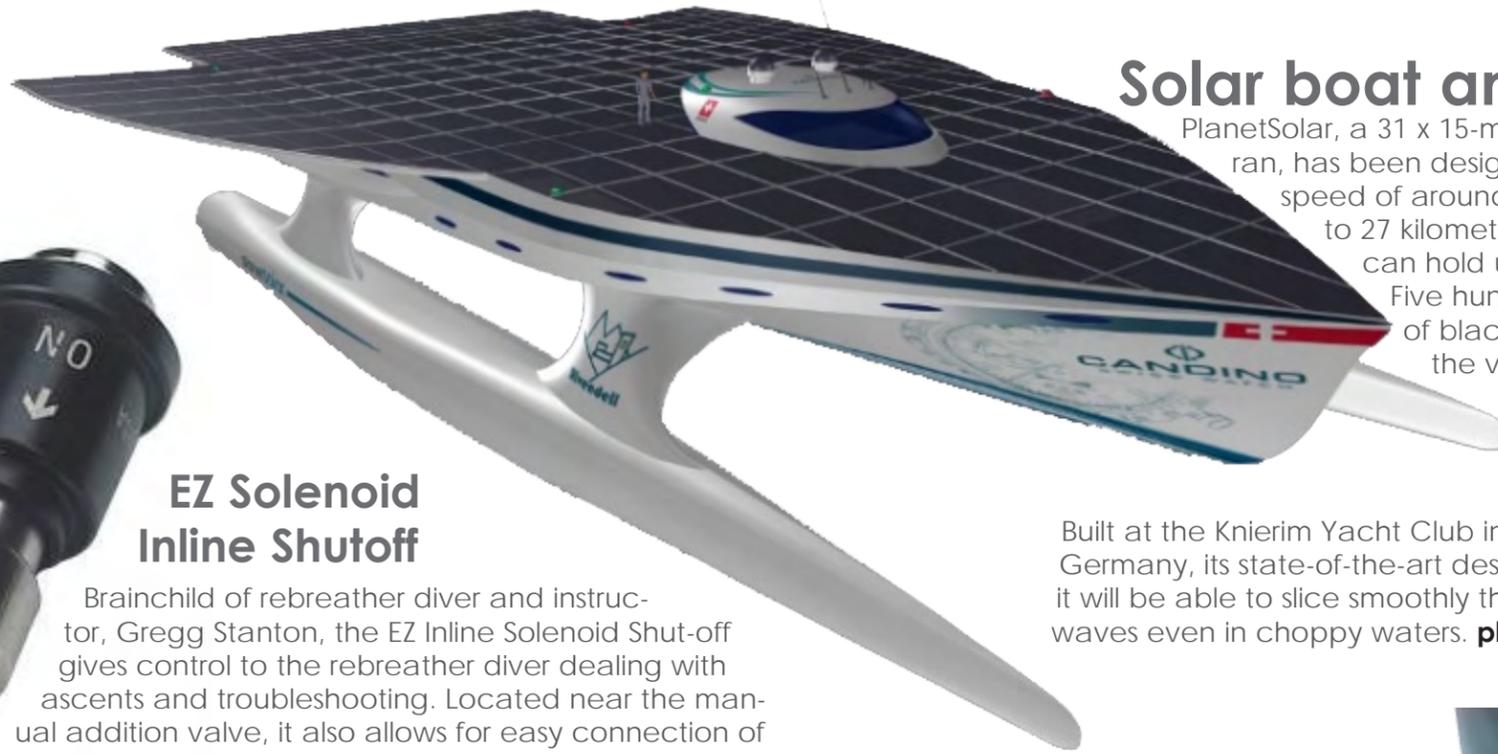
Hollis Sidemount Harness

The Hollis SMS100 system will be shipping by the end of April. Hollis calls this a "complete sidemount system" because it includes not only a kit for the harness, but a kit for the primary regulator system and deco system as well. All the regs, hoses, clips and such are included in the kits. The harness is prestrung and ready to dive out of the bag. Much easier for beginners, transitioning divers and, of course, the techies to understand. Pricing is still pending. www.hollisgear.com



Solar boat anyone?

PlanetSolar, a 31 x 15-metre white catamaran, has been designed to reach a top speed of around 15 knots, equivalent to 27 kilometres per hour, and can hold up to 50 passengers. Five hundred square metres of black solar panels top the vessel, with a bright white cockpit sticking up in the centre.



Built at the Knierim Yacht Club in Kiel in northern Germany, its state-of-the-art design also means it will be able to slice smoothly through the waves even in choppy waters. planetsolar.org

O'Three heat packs

A truly controllable heat source. The HUV's outstanding feature is the innovative combination switch. This compact unit enables the user to be in total control of not just the power supply, but one's direct feed as well. With today's techniques, it is not unusual for run times to exceed 120 minutes, and in the extreme, 500 minutes and more. Combine this with the variation between the heat that can be experienced whilst kitting up and waiting around at the surface, to those chilling temperatures endured at depth, finished off by long hangs just as fatigue is truly taking hold—it's a tall order to say the least to produce an under-suit that has the ability to cover all bases. During these types of exhausting dives, our bodies are at the edge, especially during the last third. HUV has been specifically designed to give you the ability to apply heat at any time throughout your dive. othree.co.uk





D-Synchro

The D-Synchro is SeacSubs top-of-the-line regulator that unites top performance with sturdy reliability. The first stage in forged brass allows excellent positioning of the hoses. The compact second stage is lightweight to guarantee efficiency and excellent hydro-dynamics for cold water diving under 10°C. The first stage is made in forged brass with shiny chrome finish and the second stage is manufactured in ultralight technopolymers. Has two high pressure ports and four low pressure outlets, two of which are inclined at 30°. seacsub.com



Sport Sub

The SportSub is the culmination of over 20 years of product refinement. Hailed by its inventor as the world's most sophisticated and practical submersible technology for recreational, commercial, and shallow water industrial operations. Keeping the operator at ambient pressure, the air pocket in the cockpit is regulated so that it never shrinks or expands, keeping buoyancy precisely controlled. With two thrusters and a fly by the wire joystick, the sub-mariner pilot is treated to up to one hour at a maximum depth of 30 feet. www.ivccorp.com

Recore Recycled

The Gul Surf Company of Cornwall UK has a new line of surfing-oriented wetsuits that divers may wish to take notice of. The RECORE recycled polyester Bamboo Thermospan Environmental Wetsuit line features an inner liner of fast wicking thermal fibres to keep skin dry and warm. In an ecologically friendly 3mm non-petroleum-based super stretch neoprene, the suit is blind stitched to create a 100 percent water seal with chest entry and seam-free shoulders. G-lock wrist and ankle seals reduce cold water flush. The suit is finished with YKK zip with metal puller and Powertex knees for flexibility and durability. gul.com



PROPULSION

Materials science at the service of a fin.

- The blade allows perfect performance/force compromise.
- The fluid dynamic channels collect, contain, and channel water with no dispersion.
- The ample shoe offers the right comfort and support.

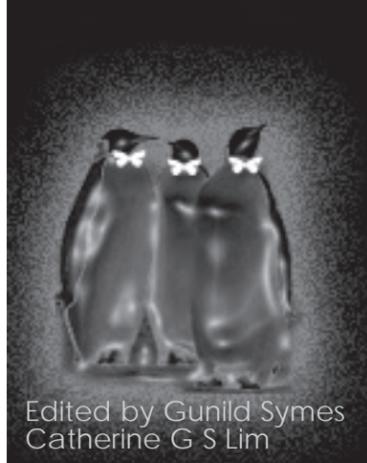


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www.seacsub.com

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Edited by Gunild Symes
Catherine G S Lim

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POINT & CLICK
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Sea Glass *Recycling Ocean Gems*



Jessica Lee

The subtle beauty of this necklace belies the creative energies behind its creation. Handcrafted by Oregon artist Jessica Lee, this piece showcases seven sea glass stones weathered by the forces of nature. They are encased in sterling silver, and held together by a sterling clasp adorned with semi-precious stones. Adjustable from 16 to 17.5 inches, this necklace is exquisitely designed for earth-loving individuals. Price: US\$90.00. www.greensceneshop.com

Sea glass has become very popular as a component in jewelry, chimes, sun catchers and ornaments. Tumbled by the ocean waves, sea glass comes from tossed bottles and jars that have found their way to the sea. The sand and surf softens the edges of the broken glass as it tumbles in the waves creating smooth, frosty pieces of sea glass, or beach glass.

Green, clear, and brown are the most common colors of sea glass, but other colors from pink to red to amber to blue are rare finds, since most of the glass bottles produced since the early 1900's were of the three common colors. Although it can be found world wide, sea glass is becoming more rare as beach combers around the world have been hunting for sea glass, often for their entire lifetimes. Sea glass has been further reduced by the introduction of plastic bottles and glass recycling, so less glass has found its way to the ocean as trash. But the touch of the sea still leaves gems for us to find. Another way to reduce, reuse, and recycle, sea glass jewelry and decor has become something we can enjoy that's good for the environment. SOURCE: SEAGLASSJEWELRYDESIGNS.COM



Spirit of the Sea

Imagine wearing this delicately designed bracelet on your wrist. The light tones give it an airy feel, so it easily complements any outfit or beachwear. The single red gem (you won't believe it's actually sea glass!) stand out amidst the line of seven icy white sea glass stones fitted in sterling silver. Framed by real freshwater pearls and glass beads, this 8.5 inch cuff bracelet comes without any sharp edges. The company gets their sea glass from the East Coast of North America, Bermuda, the Caribbean and Puerto Rico. Price: US\$295.00. www.spiritoftheseaglassjewelry.com

Sea Glass Jewelry Designs

Vermont artist, Jennifer Wagner has been collecting sea glass for six years along the beaches of the Californian coast. She creates jewelry from genuine surf-tumbled sea glass, which she has gathered. The artists also creates sun catchers and ornaments. Aqua Mix Earrings shown above come from her Bent Collection. See more styles: Seaglassjewelrydesigns.com



West Coast Sea Glass

Genuine sea glass jewelry created by serious sea glass hunters and trained jewelry artists of the U.S. Pacific Northwest, Mary Beth and Lindsay. Emerald Green and Aqua Blue Earrings and Pendant (above) have short stacks of aqua and limey green sea glass hanging on sterling silver earwires and feature a bright pewter sea star. Pendant on 16" sterling chain. Price: US\$74.00 www.westcoastseaglass.net Key Lime Ring (left) sports a delicious "limey-est" of gems from England's North Sea. It is a sea glass hunter's dream! It's about 5/8" long and set in .925 sterling silver. Size 6.5. Price: US\$142.00 www.westcoastseaglass.net



Sea Glass



Sea Sapphire Collection

Gina Cowen designs and creates hand-drilled pieces of sea-glass in pale aqua blues make up this necklace crafted by UK artisan Gina Cowen. Spaced with toning frosted glass beads and finished with hand-beaten silver clasps. Cowen has specialised in jewellery from sea-glass because of the beauty in these simple, tide-tossed luminous pebbles of colour. Her earliest pieces were inspired by glass picked up on a small stretch of shingle near Cape Town. she now has glass from around the world. Some she collects, some are sent by friends. Prices from GBE300.00. The earrings (right) are created with hand-forged and filed, swan-hoop silver or 18ct gold fittings with single, double or triple drops of sea-glass. Prices from GBE60.00. www.seaglass.co.uk



Ultra Rare Red Orange Pair

EndoDay Sea Glass in Sterling Bezel® earrings created by self-taught wire jewelry maker, Linda Jereb of Florida, feature bright red orange sea glass. One must search hundreds of pairs to find a match of this calibre and of such a rare, valuable color in very old antique sea glass from the coast of England. According to the artist, it is called End of Day glass, or slag glass, and comes from a site in England where a Victorian-era glass company tossed scraps over the cliff at the end of the day. These pieces of sea glass are a once in a lifetime find for a sea glass enthusiast. Price: US\$400.00 www.bytheseajewelry.com



Sea Glass & Leather for Him

Sisters Jennifer Reed and Terri Reed-Boyer's business of sea glass jewellery originates from their passion for pairing sea-glass jewellery in sterling silver and 14k gold. This they do beautifully, utilising their knowledge gained from a college education in metalsmithing and art. Throughout their lives, they hold firm to this passion, integrating this into their family life. The sisters, from Pennsylvania, believe in using sea glass as it has been found on the beaches of Lake Erie, without any alteration or polishing. Above is a rustic braided tan leather necklace that any man would have no qualms wearing. The multi-coloured sea glass positioned on sterling silver show off the cool tones of brown, amber, aqua and clear beach glass. Available in various lengths of 17, 18 and 9 inches. Prices from US\$188.00-\$192.00. www.relishinc.com

Make a bold statement with this handcrafted leather necklace. Its centre-piece—a piece of brown beach glass backed in sterling silver—raises the wow factor without stealing attention from the wearer. Ending in a sterling silver clasp, the necklace comes in lengths from 16 to 20 inches. The brown beach glass will vary in shape, shade and size, so every piece is unique. Price: US\$70.00. www.relishinc.com



HL Sea Beach Glass Jewelry

With a simple yet handsome design, this illusion sea glass pendant works well for him or her. Professionally drilled and handcrafted with strong beading wire and sterling silver findings. Also available on leather string or sterling silver chain in various lengths. Price: US\$35.00 www.hlseabeachglassjewelry.com



For this number, beach glass of green, blue, brown, sea foam, red and clear colours show off your vibrant personality. Looking dynamic enough to leap off your finger, the beach glass nevertheless will stay put on the 8mm sterling silver ring. Price: US\$210.00. www.relishinc.com





Sea Glass



Dreamcatcher

Artisan Tina Lam of Ecstasea in Hong Kong has been collecting seaglass for almost ten years and started making sea glass jewelry two years ago. Hong Kong is one of the busiest Asian cities blessed with beaches, she said. "Visits to the beach are walking meditations for me. Seaglass found on these trips remind me of nature's amazing ability to turn humble glass shards into prized gems. I saw them as gifts from nature to those who love the sun, sea and beaches, because these are the elements that crafted them. I just add the simplest touches to bring out their best!" All Tina's seaglass components are genuine and personally hand-collected, never etched, tumbled or altered. The collection of these natural briolette shaped pastel seaglass drops spans years, and they compliment each other beautifully in this tranquil pendant with sterling silver dreamcatcher charm. Each drop measures 3/8 - 1/2 inch long, and the sterling silver bail is 3/8 inch. Price: US\$33.00. www.etsy.com



Sea Glass Bouquet

This beautiful sea-glass bouquet necklace by Katie Carrin of Berkeley, California, features a rare piece of orange sea glass from the North Sea of England, faceted carnelian gemstones and creamy white freshwater keishi pearls hanging from a sterling silver necklace. Each individual gemstone and pearl is hand-wrapped in sterling silver to create this unique flower bouquet centerpiece. Price: US\$350.00 www.katiecarrin.com



Sea Horse

This darling one of a kind genuine sea glass sea-horse (above) by Svetlana Rasuleva of Palmeras features teal colored sea glass wrapped by hand in sterling silver wire with sterling silver beads and white topaz gemstones. Pendant measure 8.5cm (3.3 inches) long. Comes with a sterling silver chain 70cm (27.5 inches) long with sterling silver clasp, adorned with white topaz micro faceted gemstone rondelles. Price: US\$240.00 www.etsy.com



Palmeras Sea Glass

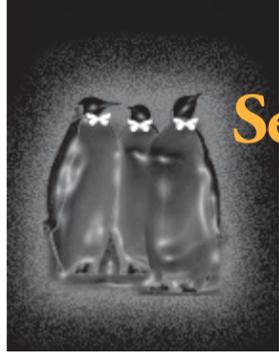
Svetlana Rasuleva of Palmeras, an artist and collector of sea glass living in Mallorca (Balearic Islands), has been collecting and making sea glass jewelry for almost four years. "All my sea glass is genuine and hand-picked by me on the shores of the Balearic Islands of Spain. Each piece of sea glass jewelry

is inspired by the beauty, colors and nature of the Mediterranean and holds a unique history." One-of-a-kind, the Turkish Delight bracelet (above) is inspired by Turkish black coffee, Turkish delight sweets, caramel and turquoise gemstones. This beautiful bangle features sea glass in black (a very dark olive green), turquoise, brown, amber honey

and golden honey found on the beaches of the Balearic Islands. Wrapped by hand in sterling silver wire, the silver is given a vintage effect by being oxidized and finally polished. Length of the bangle with clasp is approximately 20cm (7.8 inches). The bracelet is rigid, having a resistant structure. Price: US\$270.00 www.etsy.com



The wave bracelet features a beautiful aqua color of sea glass that is slightly curved to fit perfectly snug on your wrist. Tina has complimented its wavy shape with a series of hammered sterling silver waves, giving a unique, dynamic character to this bracelet. The seaglass is drilled on each end and strung with dark brown leather straps and sterling silver toggle clasps. The bracelet is 7.5 inches long. The seaglass is 1 3/8 inches long by 5/8 inch at widest. Price: US\$21.00 www.etsy.com



Sea Glass



Beach Wedding Bridal Jewelry

This beautiful sea-glass bouquet necklace by Katie Carrin of Berkeley, California, features a frosty piece of white sea glass, faceted quartz crystal drop gemstones and creamy white freshwater keishi pearls hanging from a sterling silver necklace. Each individual gemstone and pearl is hand-wrapped in sterling silver to create this wedding bouquet pendant. Price: US\$165.00 katiecarrin.com



West Coast Sea Glass

Ocean tumbled sea glass hand set in sterling silver jewelry. The artists at West Coast Sea Glass beach comb each piece of naturally tumbled, vintage bottle glass themselves. Then they carefully set them in .925 sterling silver in their waterfront, metalsmith gallery. Seen here: Cornflower blue, antique medicine bottle glass set in a size 8 ring, US\$92.00. Dusty blue sea glass and freshwater pearl earrings, \$108.00. Rare, six piece bezel bracelet, \$420.00. Westcoastseaglass.net

Sea Glass Rarity

© 2006 West Coast Sea Glass



Orange



Red



Yellow



Turquoise



Black



Teal Green



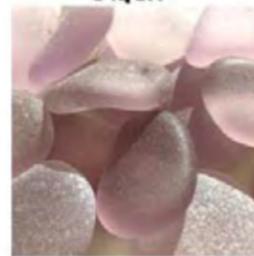
Grey



UV Lime



Pink



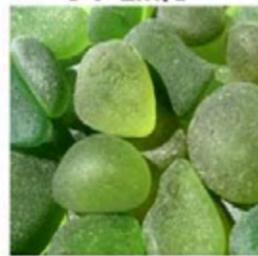
Amethyst



Honey Amber



Cobalt Blue



Olive Green



Aqua Blue



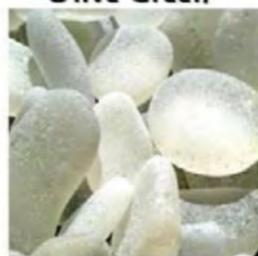
Seafoam Green



Emerald Green



Brown



White

Sea glass rarity chart from ultra rare to common (top to bottom) by Mary Beth Beuke of West Coast Sea Glass: www.westcoastseaglass.net

SEA GLASS RARITY

Sea glass comes in all sorts of shapes and sizes as well as colors. Certain colors of sea glass are more rare to find than others. Below are ratings of sea glass color by rarity as described in the book, *Pure Sea Glass* by Richard Lamotte:

EXTREMELY RARE: orange, red, turquoise, yellow, black, teal and gray

RARE: pink, aqua, cornflower blue, cobalt blue, opaque white, citron and purple amethyst

UNCOMMON: soft green, soft blue, forest green, lime green, golden amber, amber and jade

COMMON: kelly green, brown, clear white

SOURCE: HLSEABEACHGLASSJEWELRY.COM

Check out the following sources for more information about sea glass:

North American Sea Glass Association
www.seaglassassociation.org

Sea Glass Journal
www.seaglassjournal.com



Edited by Nick Bostic

Spring into Spring

Text by Nick Bostic

—A spring workout to get your business in shape for summer.

In the Northern Hemisphere, spring has begun. Spring brings about many connotations: cleaning, getting in shape and vacation. With our SCUBA business, this is a time to get our marketing cleaned up and in shape to maximize all opportunities.

Promote continuing education

Although this should be a very basic concept, I rarely see resorts or dive destinations promoting continuing education.

People are more likely to be interested in diving while they are actively diving, such as while on a trip.

Choose realistic continuing education experiences like

Advanced Open Water or a variety of specialties that can be completed during a vacation. This not only creates a better, more qualified diver, but also builds a bond between your operation and the diver that will result in long-term referrals.

Continuing education also creates more equipment sales. Deep diver specialty courses sell computers, night diver

Continuing education also creates more equipment sales

sells lights, wreck diver sells reels; be sure to optimize your equipment sales in cooperation with your classes.

Distinctive specialties

At DEMA 2009, NAUI was in the process of launching several distinctive specialties in conjunction with the Roddenberry Dive Team. PADI has a wide variety of distinctive specialties (www.padiinstructorinfo.com/2008/09/distinctive-specialties.html).

Distinctive specialties are an easy class to promote because they are unique to you. Even as a Master Instructor, I took Keller Laros' Manta Ray distinctive specialty in Kona, Hawaii, because it was not something I could get back home.

Every dive destination has something unique; take the time to develop a course around those unique attributes.

Typically, once a distinctive specialty is approved by a certification agency, it is relatively easy for any instructor with the outline and qualifications to become an instructor for the course.

This allows the entire staff of a dive center to become instructors quickly and easily.

Value added services

If you are in a destination location, pick the low-hanging fruit by utilizing value added services such as photographs and videos. By collecting a stock library of images or video, producing custom



This dive cartoon by Ralph Hagen, created for X-RAY MAG, is available on organic t-shirts at Cafepress.com/xraymag. Email us to get it customized for your shop: sales@xray-mag.com

imaging products for your visitors takes very little time. Stick to CD's and DVD's for your product, and your raw costs should be less than US\$2.00 per disk. If your divers had a good time with you, they will want to take home a memory of the experience. I have personally seen divers line up to buy an US\$80.00 hour video. Be sure to include your logos and contact information on the disk to promote your business when they share with friends and family.

Promote family programs or discounts

Divers that have readily available dive buddies are more likely to continue diving. Families that dive together can be excellent buddy groups, but cost can be a prohibitive barrier to entry for some. An all-inclusive Open Water course costing US\$300 becomes US\$1,200 for a family

of four. Try offering family discounts to encourage the whole family to become certified. Four divers instead of one enhance your chances of selling equipment, travel or continuing education.

Local offline promotion

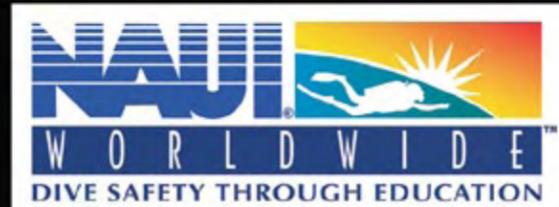
As appealing as online marketing can be, traditional offline marketing is still incredibly effective. Network with other adventure sports businesses (skateboarding, skiing, wind surfing, etc) in your area to cross-promote your activities. Offer Discover SCUBA type events in local newspapers or as fundraisers for charitable groups. Be active in your local community, both above and below water. By optimizing our marketing efforts now, we can have an excellent spring season and increase our revenues while serving our customers. ■

6.5 billion people inhabit 30% of the planet's surface...



the rest is for us!

JUST DIVE!



Call for your nearest NAUI Dive Center 800.553.NAUI(6284). Outside the US call 813.628.6284 or visit us at www.naui.org.