



a fly

be natural

BY  **inverness**
SAFE EAR PIERCING

The safest, most technologically
advanced ear piercing system





The butterfly effect

The theory behind the butterfly effect is that any good deed, however small, creates a ripple effect that can change the world. Supporting a cause we hold dear, being environmentally-friendly, helping our fellow man, and encouraging our kids to achieve their full potential are all simple things we can do to create a butterfly effect.

Butterflies carry rich symbolism of universal appeal. Depending on the culture and belief system, butterflies can represent womanhood or the desire for immortality. Butterflies also symbolize birth, change and transformation. Inspired by the symbolism of the butterfly effect, the BFly® jewelry collection expresses our desire to make this a better world.

BFly company

Butterfly Gem® Collection innovates in the jewelry industry with the Butterfly Gem® cut. Headquartered in Quebec City, this family-run business offers fine jewelry under the BFly® brand. Like the butterfly itself, our unique pieces symbolize birth, change and transformation.

USA Patent 6,158,243 . CA Patent 2,206,353 . FR Patent 9,807,224

Partnership

BFly® is proud to announce its partnership with the company Inverness Corporation, the world leader in the field of safe ear piercing systems. Inverness Corporation develops and produces the new BFly® ear piercing collections for its international market, with a distribution in more than 46 countries. The North American distribution in the jewelry industry is assured by our own company.

Inverness company

Inverness Corporation was established in the United States in 1974, with the invention of a safe, quick and sterile system for piercing the ears in a retail environment. Inverness has been the leading innovator and supplier of piercing earrings and related products since the company's inception. Inverness Corporation's worldwide headquarters are in Attleboro, MA. International offices are located in France, Japan, and Hong Kong. Inverness products are also sold in 46 other countries around the world. Product made in the USA.

Safety & hygiene

Inverness is the only ear piercing system in which the earring is fully enclosed and hidden in a protective capsule. To guarantee maximum safety and hygiene, the earring is released only the precise moment that the ear is pierced. No risk of harm or contamination!

USA Patent 4,030,507 of 1977 and 5,007,918 of 1991

Silent, delicate, precise & reliable

Inverness is also the first system to combine hand pressure and an encapsulated earring. This ensures a smooth, silent, precise and delicate ear piercing procedure, practically painless, the ideal system to use on young children. Piercing with Inverness is simple and quick. To remove the empty capsule, just press the button and it is automatically ejected, no need to touch it.

Where is the earring?

In the Inverness system, the earring cannot be seen! Other ear piercing systems claim to be safe yet their earring is clearly exposed to contamination. How safe do you want to be?

The best earrings for a delicate piercing

To ensure a very precise, delicate and almost painfree ear piercing, all Inverness earrings have a very thin post, 0.73mm, and a sharp tip. Another advancement in safety and technology is the unique non-adjustable « Safety Clutch ». This design provides the proper amount of space between the ear and the earring and protects the wearer from the tip of the earring.

USA Patent 6,074,406 of 2000

Biocompatible hypoallergenic earrings

Not all metals are the same, some are more biocompatible than others. Inverness earrings are manufactured using Steralloy® or Titanium and offer a plate finishing in 24k Gold or Palladium. All earrings comply with E/2004/96 Nickel Directive.

Protective packaging

All Inverness earrings are packaged in practical protective Cassettes. Every Cassette contains a pair of earrings loaded in individual capsules and sealed in separate compartments. Also Included 2 cleaning pads.

USA Patent 6,571,956 of 2003



BFly collection

Exclusive BFly® ear piercing collection. The beauty and elegance of our butterfly design is captured in our 12 brilliant colored cubic zirconium (CZ) stones, one for every month of the year. Available in 14k Gold: [Program 1](#) or 24k Gold Plated: [Program 3](#). Stone size is 3 X 4 mm. ☁



897-1 . Bfly January . **14k** Gold
896-1 . Bfly January . **24k** Gold Plated



897-2 . Bfly February . **14k** Gold
896-2 . Bfly February . **24k** Gold Plated



897-3 . Bfly March . **14k** Gold
896-3 . Bfly March . **24k** Gold Plated



897-4 . Bfly April . **14k** Gold
896-4 . Bfly April . **24k** Gold Plated



897-5 . Bfly May . **14k** Gold
896-5 . Bfly May . **24k** Gold Plated



897-6 . Bfly June . **14k** Gold
896-6 . Bfly June . **24k** Gold Plated



897-7 . Bfly July . **14k** Gold
896-7 . Bfly July . **24k** Gold Plated



897-8 . Bfly August . **14k** Gold
896-8 . Bfly August . **24k** Gold Plated



897-9 . Bfly September . **14k** Gold
896-9 . Bfly September . **24k** Gold Plated



897-10 . Bfly October . **14k** Gold
896-10 . Bfly October . **24k** Gold Plated



897-11 . Bfly November . **14k** Gold
896-11 . Bfly November . **24k** Gold Plated



897-12 . Bfly December . **14k** Gold
896-12 . Bfly December . **24k** Gold Plated

Inverness best seller collection

A selection of the 12 best sellers styles from Inverness. Available in 14k Gold: [Program 2](#) or 24k Gold Plated: [Program 4](#). The size of the styles range between 3 to 7mm.



2E . 4mm Ball Yellow . **14k** Gold
11E . 4mm Ball Yellow . **24k** Gold Plated



126E . 4mm Ball White . **14k** Gold
13E . 4mm Ball White . **24k** Gold Plated



7E . 3mm CZ Yellow . **14k** Gold
32E . 3mm CZ Yellow . **24k** Gold Plated



129E . 3mm CZ White . **14k** Gold
54E . 3mm CZ White . **24k** Gold Plated



65E . 3mm Pink CZ . **14k** Gold
39E . 3mm Pink CZ . **24k** Gold Plated



4E . 3mm Bezel Yellow . **14k** Gold
41E . 3mm Bezel Yellow . **24k** Gold Plated



334E . 3mm Bezel White . **14k** Gold
55E . 3mm Bezel White . **24k** Gold Plated



71E . 4mm Prong Pearl . **14k** Gold
40E . 4mm Prong Pearl . **24k** Gold Plated



217E . 5mm White & blue Flower . **14k** Gold
827E . 5mm White & blue Flower . **24k** Gold Plated



76E . 7mm Heart on Heart . **14k** Gold
35E . 7mm Heart on Heart . **24k** Gold Plated



835E-15 . 5mm Pink Flower . **14k** Gold
835E-5 . 5mm Pink Flower . **24k** Gold Plated



807E . 7mm Disney Minnie Mouse . **14k** Gold
807E-1 . 7mm Disney Minnie Mouse . **24k** Gold Plated

Flower collection

Ear piercing flower design birthstone collection. Stones are colored crystals. Available in 14k Gold: [Program 5](#) or 24k Gold Plated: [Program 6](#). Flower size is 5 mm.



781E . Flower January . **14k** Gold
815E . Flower January . **24k** Gold Plated



782E . Flower February . **14k** Gold
816E . Flower February . **24k** Gold Plated



783E . Flower March . **14k** Gold
817E . Flower March . **24k** Gold Plated



784E . Flower April . **14k** Gold
805E . Flower April . **24k** Gold Plated



785E . Flower May . **14k** Gold
819E . Flower May . **24k** Gold Plated



786E . Flower June . **14k** Gold
820E . Flower June . **24k** Gold Plated



787E . Flower July . **14k** Gold
821E . Flower July . **24k** Gold Plated



788E . Flower August . **14k** Gold
822E . Flower August . **24k** Gold Plated



789E . Flower September . **14k** Gold
823E . Flower September . **24k** Gold Plated



790E . Flower October . **14k** Gold
824E . Flower October . **24k** Gold Plated



791E . Flower November . **14k** Gold
800E . Flower November . **24k** Gold Plated



792E . Flower December . **14k** Gold
826E . Flower December . **24k** Gold Plated

Birthstone Tiffany collection

Classic round birthstone collection. Cubic zirconium stones (CZ). Available in 14k Gold: [Program 7](#) or 24k Gold Plated: [Program 8](#). Stone size is 3 mm.



93E . Tiffany January . **14k** Gold
81E . Tiffany January . **24k** Gold Plated



94E . Tiffany February . **14k** Gold
82E . Tiffany February . **24k** Gold Plated



95E . Tiffany March . **14k** Gold
83E . Tiffany March . **24k** Gold Plated



96E . Tiffany April . **14k** Gold
84E . Tiffany April . **24k** Gold Plated



97E . Tiffany May . **14k** Gold
85E . Tiffany May . **24k** Gold Plated



98E . Tiffany June . **14k** Gold
86E . Tiffany June . **24k** Gold Plated



99E . Tiffany July . **14k** Gold
87E . Tiffany July . **24k** Gold Plated



100E . Tiffany August . **14k** Gold
88E . Tiffany August . **24k** Gold Plated



101E . Tiffany September . **14k** Gold
89E . Tiffany September . **24k** Gold Plated



102E . Tiffany October . **14k** Gold
90E . Tiffany October . **24k** Gold Plated



103E . Tiffany November . **14k** Gold
91E . Tiffany November . **24k** Gold Plated



104E . Tiffany December . **14k** Gold
92E . Tiffany December . **24k** Gold Plated

BFly by Inverness ear piercing display

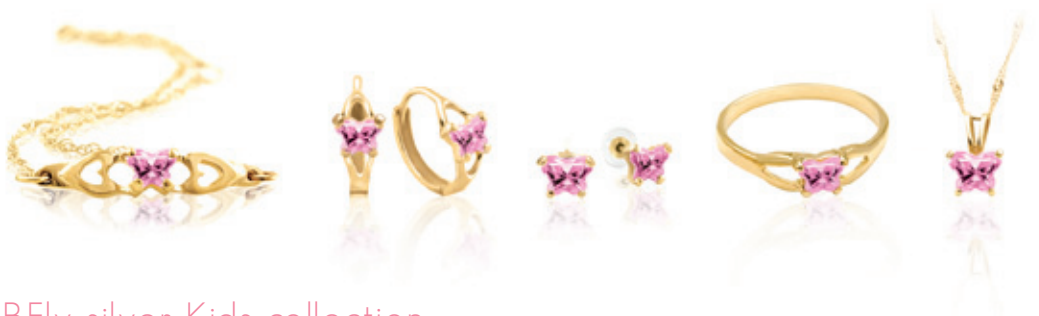
BFly® innovates once again with artful displays. For the ear piercing collections, we propose a nice, compact and useful display, specially designed for the jewelers. Small info cards can be handed out to your customers or included with your ear piercing gift certificate. A magnetic display with interchangeable artwork and a removable samples block. Contain 24 styles. Adult artwork also available.



Other BFly collections

BFly gold Kids collection

A birthstone collection for babies and young girls. The basic collection includes the pendants, the stud earrings and the rings. The add-on collection includes the Huggies earrings and the bracelets. Available in yellow or white gold settings, 10k/14k/18k. Top quality jewelry and unique artful displays.



BFly silver Kids collection

A silver birthstone collection with rhodium plating. This collection includes the pendants, rings & the stud earrings with patented safety clutches.



BFly Girls collection

A birthstone collection designed for girls ages 5 and over! This first collection of BFly® watches is available in 12 colors, one for every month of the year. The different strap designs will delight girls of all ages. The silver birthstone charms and earrings that highlight the Butterfly Gem® cut complete the look of the BFly® Girls collection.



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