



For once, you'll be okay with them changing their minds. Again.

I have never met a mom of a little girl who has never felt the exasperation of trying to keep up with their ever changing tastes. [Mag-Tagz](#), a new line of magnetic interchangeable jewelry is perfect for the tween set because it allows them to change their jewelry to match their outfit or their mood without having to break the bank buying a bunch of new necklaces.

Mag-Tagz necklaces come with a standard magnetic pendant base (which is cute enough to wear alone, actually) and the tagz charms can be easily interchanged at any time. New & limited edition tags are released every few months so there's always something different to try and they're a great thing to trade & share amongst girlfriends. Who needs hockey cards?



Invented by mom Anita Worth, Mag-Tagz involve young girls in every step of their business. Her daughter and her friends shared their input right from the start, and now the site includes several interactive features. They can play "Tag, You're It!" where they can enter a code found on the back of each tag to get a clue. The goal is to collect four clues and decipher the common trait. Once they've solved it, they can submit their answer and be entered to win awesome prizes. (*Wii!*) And it's not just a grab to get your kids to buy more [Tagz](#). Girls are actually encouraged to share codes with each other and trade their Tagz in order to learn more clues. Though if it were, at only \$3.99 - \$4.99 most girls could afford to buy them with their own money. The [necklace base](#) sells for \$9.99, and a [starter pack](#) with a base and 3 tagz goes for \$19.99 (small) or \$23.99 (large).

Girls (*and, I suppose, boys, if they're into that kind of thing*) are also encouraged to design their own Tag and enter it into the Mag-Tagz design contest where they'll be voted on by [blog](#) readers. If they win, their design will be produced as a limited edition Tag and their name is even engraved on the back! How thrilling would that be?