Why 72? That's because 72 is four times the number 18, the value of the Hebrew letters chet and yod. In Hebrew, each letter has a numerical value. The number 10 is the letter Yod and the number 8 is the letter Chet. Together, Chet-Yod spells the word Chai, which means “Living” or “Life.” For this reason, 18 is considered the luckiest number.