

## Platinum

When selecting findings for your jewelry, we recommend using platinum. Platinum's cool white sheen beautifully accentuates the sparkle and brilliance of the crystal, and its great strength holds them firmly.

The most appealing characteristic of platinum is its durability. Each time other metals are scratched or polished, a tiny bit of metal is lost. In fact eventually, prongs of white gold and yellow gold may wear down enough that you need to have them reinforced with more metal for safety.

With platinum, however, that does not happen. A scratch in platinum may leave a mark on the metal, but this metal is so strong that it will not readily chip or splinter.

While it is the strongest of jewelry metals, it can scratch and develop a patina of wear. Many people prefer this look, unique to platinum. But if you like the shine, a jeweler can polish your jewelry to bring back the original reflective finish. In the mean time, buffing with a soft cloth can give your jewelry renewed luster.

The majority of our platinum jewelry is 95 percent pure platinum combined with 5 percent iridium, palladium, ruthenium or other alloys. For guaranteed quality in platinum, look for the marks 950 Plat or Plat.

## Purity

Pure gold is too soft to withstand the stresses of every-day wear, so it is alloyed with a mixture of metals like silver, copper, nickel, and zinc to give it strength and durability. Karatage, noted by a number followed by "k" indicates purity, or how much of the metal in a piece of jewelry is gold. Karatage is expressed in 24ths, making 24k gold 100% gold.

## Care

Soaking platinum in a mild solution of soap and warm water and gently scrubbing it with a soft-bristled brush is usually all that is required to maintain the metal's luster.