



JEWELLERY CARE

GOLD

Pure Gold is too soft a precious metal to use for jewellery subject to its rapid abrasion, it is therefore alloyed to other metals to make it harder, to provide for a cheaper and stronger alloy of a specific quality, or one having a distinct colour. For purposes of identification and quality control, the percentage of in all gold alloys is standardised, though the amount of other metals in the alloys is not. This fractional gold percentage or *proportion* is termed its *karat content*, which is abbreviated as “K” in the USA, preceded by a number that indicates a specific quality, as in “18K”

Confusion exists between the word *karat* as a term that indicates the *proportion of gold content* to that of alloying metals in a particular alloy, and *carat*, which is a *unit of weight measurement* for precious stones, such as diamonds, pearls, and others. The term *carat* and its abbreviation “C” is given in some dictionaries to indicate *both* uses, as is used in Britain.

Gold of 18ct is very resistant to tarnishing, but 14ct and lesser gold’s tarnish slowly when exposed to air.

Gold should not come into contact with harsh chemicals as this causes tarnishing

What is Gold tarnish?

Gold tarnish occurs when the outer layer of the Gold jewellery undergoes an oxidization process when it is exposed to air or comes in contact with or placed in close proximity to a variety of contaminations e.g. **Harsh chemicals such as bleach, ammonia, sulfur or chlorine.** Tarnish can be identified by dark purple-blue-black/black/gold/ brown, coloured discolorations, which look like stain or dirt residue.

Tarnishing on Gold jewellery is greatest on people that perspire, and it shows a dark smudge on there skins. This happens because perspiration contains sodium chloride

and other salts and these interact with the high silver and copper contents in the low-alloy gold's to form a dark salt deposit than t due to friction appears on the contacting skin.

Gold also tarnishes in the following ways:

From contact with Humidity, Food, Perfume, Hairspray, Salt, Wool, Felt, Rubber, Latex Cloves,
Carpet padding, Body Lotions, Acidic, and Oily residues from our hands.
In addition, whilst Hair Colouring is applied, bathing with your jewellery on, Sporting Activities (Sweat), etc.

Gold Jewellery maintenance/ preventing tarnish and storing your Gold:

To minimized tarnish and avoid scratches during storage, store your valuable Gold jewellery in an appropriate jewellery box or individual velvet pouches. This will prevent the Gold from tarnishing as when it is exposed to the elements for long periods of time it reacts with the sulphur or hydrogen sulphide in the air. Cleaning and wearing it regularly will help maintain its shine and prevent this. Immediately upon noticing discoloration, use a high quality Gold jewellery polish cloth made specifically for removing tarnish. Store in a cool dry place. Store pieces individually so that they don't knock together and scratch. Place individual pieces of jewellery inside a velvet or polyethylene plastic bags (Ziploc bags work great) then seal the bags. Wrap each piece with non-buffered tissue paper or soft, anti-tarnish tissue, to guard against humidity and prevent contact with materials from the storage bag to the jewellery.

**NB: APPLY HAIRSPRAY AND PERFUME BEFORE PUTTING ON ANY JEWELLERY!
PLEASE DO NOT CLEAN GOLD JEWELLERY WITH TOOTHPASTE OR HANDY ANDY.**

Cleaning your Gold Jewellery:

1. Use a high quality Gold cloth
2. Jewellery with sandblast, brushed, cross-stitched and dazzle finishes should not be cleaned with a Gold cloth, but by using warm soapy water and a soft brush or selected Gold dips.
3. When polishing or dying always use a clean high quality Gold cloth or soft cotton cloth.
4. Rub the object in a straight, back-and-forth manner so to maintain a uniform appearance. AVOID RUBBING IN A CIRCULAR MOTION.
5. If there is no tarnish on your silver, use a phosphate-free detergent and a soft bristled brush to clean it after use.
6. Frequent light cleanings, then drying with a soft cloth is better than waiting until the tarnish gets so difficult to remove that more abrasive polishes would be needed.



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