

## CARING FOR YOUR RING

You finally have the perfect ring, which has been made especially for you by Smooch - the last thing you'd ever want to do is scratch it, chip it, or lose any diamonds from their setting. Taking a few precautions will ensure they retain their beautiful appearance for as long as possible.

### TAKE IT OFF.

Caring for your ring occasionally means you would be well advised to take it off, especially during activities such as gardening, cooking or DIY. Sandy beaches can really damage your wedding ring too, as sand is very abrasive.

It's also unsafe to climb ladders or scaffolding wearing a ring as you could be badly injured if you fell and caught the ring on something.

When coming into contact with harsh chemicals you should remove your ring to protect it. Some chemicals can damage the lustre and polish of your ring. Diamonds and other stones can be ruined by chemical based cleaning products.

### SWIMMING POOLS & HOT TUBS

All gold, especially white gold, can be badly damaged by Chlorine. This is found in swimming pools and hot-tubs. Always avoid wearing a white gold ring in a pool or tub as the chlorine may attack the surface of your ring causing pitting and discolouration

### KEEP IT CLEAN.

Smooch will clean and polish your ring free of charge, so please take advantage of this facility whenever you want. Just contact our Customer Service desk on 01895 825900

If you would rather clean your ring yourself just add a very small amount of washing up liquid to some warm water in a bowl and gently brush the ring using a soft brush.

NEVER use anything like abrasive cleaning products like Jif, Brillo pads or pan scrubbers!

### INSURE YOUR RING.

We all know that sentimentally it's irreplaceable; however, it's important to have insurance just in case. Most insurance companies will include your ring under your homeowner's insurance, although you can always insure it separately if you wish.

We'll give you an official Insurance Valuation free of charge, on request.

Take care of your ring, and it will always be as dazzling as it was on your wedding day.

### HALLMARKS

Every ring we produce is hallmarked by one of the four UK Assay Offices. The hallmark guarantees the quality of the gold, palladium or platinum we've used to create your ring. This means you can have absolute confidence that your ring has been made from the metal you chose and is certified as genuine.



*Love  
your  
rings!*

## Congratulations!

You have just made one of the most enduring purchases of your lifetime – your wedding ring. The following notes explain how to take care of your ring and how Smooch will help to ensure that it will remain looking beautiful for life.

**SCRATCHES** Smooch will re-polish your ring for you throughout its lifetime

**SIZING** Smooch will adjust the size of your ring any time it's needed

**DIAMONDS** Smooch will replace any diamonds that are lost due to faulty setting – free of charge

**RHODIUM** Smooch will restore the rhodium surface coating of your white gold ring if the ring starts to yellow or loses its beautiful white lustre.

### CARING FOR YOUR RING.

There are some things you should know about all precious metals that will help you to care for your ring and keep it looking beautiful throughout your marriage.

When you take your ring out of the box it will be pristine and unblemished – however simple everyday actions like handling coins or keys, or cooking with metal utensils, will cause scratches.

Working with your hands will inevitably mean your ring comes into contact with other metals and therefore will scratch.

Things like sand, which contains very hard grains of quartz, will scratch any ring, DIY and building work, car maintenance and even cooking can damage a ring because jewellery metals are softer than steel, aluminium and other metals in the home and at work.

*Wherever two metals come into contact scratching will occur because no metal is scratch proof.* All metals scratch, from the toughest steel to the finest Platinum, no metal is immune to scratching.

There is a big difference between durability and scratch resistance. Platinum and titanium are very durable but they will still scratch.

### HALLMARKING

Your guarantee of quality is the Hallmark that shows that your ring has been independently tested by the Government Assay Office.

Read more about this over the page.

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## GOLD

Gold rings have retained popularity because of their timeless beauty and classic nature, but gold is a relatively soft metal that can be easily scratched, scuffed, or even bent. Because of the relative softness of gold these initial scratches become “self polishing” and you will notice that they soon disappear again as, in effect, the metal is worn away in microscopic amounts. The colour and properties of yellow gold mean that marks and scuffs will be more visible than on white gold rings



## WHITE GOLD

White gold is a mixture of yellow gold and other metals that make it whiter. However some white gold, especially 9ct, is still slightly yellow. To overcome this, all jewellery makers electro-plate white gold with beautiful, and extremely rare, rhodium to give a brilliant white finish. However this will wear off in time and the ring will start to look a little yellow.



Smooch however uses a particularly good quality 18 carat white gold which has a high palladium content. The palladium greatly reduces the yellowing effect and therefore retains its naturally white colour for much longer. However we will resurface your white gold ring at any time you feel it needs to be done – free of charge.

## PALLADIUM

Lower in cost than platinum and with a significantly higher durability than gold, palladium is part of the platinum family of metals but is distinct from platinum itself. Palladium shares platinum's ability to displace metal when damaged, rather than wearing away like gold. For instance, your palladium ring may become scratched or bent with time and misuse, but unlike gold, there is minimal loss of metal.



## PLATINUM

One of the most frequently asked questions about platinum concerns scratching. Platinum is very durable *but it is not scratch resistant*. As we mentioned above, all metal scratches, from the strongest steel to the finest platinum, no metal is immune to scratching. There is a major difference between durability and scratch resistance.



Platinum is very durable. When scratched, the scratch actually displaces the metal, leaving ridges on the edges of the scratch. This is where durability comes in. Other precious metals, if scratched, lose metal and thus wear down but platinum does so at a much slower rate.

## TITANIUM

Titanium is more resistant to scratches and denting than gold, palladium or platinum, but weighs less than tungsten. It will still however, like all other jewellery, show scratches over time.



### MATT OR POLISHED FINISH?

Some people opt for a matt finish, thinking it will not show scratches as quickly. Unfortunately the reverse is true – matt finishes often show scratches more than polished finishes. In addition matt finishes gradually become more polished over time. Smooch will, of course restore your matt finish in exactly the same way we restore polished finishes. The photo's below show the difference between polished and matt.



Matt Platinum



Polished Platinum



Polished & Matt Gold

## DIAMONDS

Diamonds are extremely hard but that doesn't mean they are impervious to damage. Hardness is not the same as strength. Diamonds are VERY hard but most people don't realise that if a diamond is knocked in just the right place it will 'cleave' or crack. This is because of the crystalline structure of diamonds. In fact this feature is what allows our diamond cutters to carve the raw diamonds into beautiful gems. They simply exploit the built in lines of weakness in order to produce the shape they want.

You should avoid knocking your diamonds against any hard surface if you possibly can. No jeweller can guarantee a diamond will never cleave or crack but Smooch guarantees that if a setting becomes loose or a diamond is lost due to poor workmanship we will replace it.

We'll clean and check your ring any time – call our customer service line to arrange this.

If you want to clean your ring at home you can soak your diamond in a solution of one part household ammonia and six parts water.

Dip a very soft brush, such as a soft-bristle toothbrush, into the solution and pull it gently across the diamond to loosen dirt. Be careful when applying the brush to the metal of your setting, as harsh or rough cleaning can scratch. Finally, rinse well to renew brilliance.

Never put semi precious stones such as Opals in an ammonia solution as it will ruin them.

