

METALS

STERLING SILVER

Pure silver is usually too soft for jewellery meaning that it will scratch easily. It is therefore alloyed (mixed with other metals) to improve its durability. Sterling silver is the world's most popular silver alloy. It consists of 92.5% silver and 7.5% other metals (mainly copper). It is excellent for jewellery because it preserves the colour, lustre and heft of pure silver and vastly improves its durability. No nickel is added to PANDORA's sterling silver alloy.

GOLD

Pure gold is a soft metal prone to scratching and wear; alloying it with other metals will improve the durability, makes the gold more affordable and also makes different colour combinations possible.

All PANDORA gold jewellery is made from 14K (yellow) gold or 18 karat yellow gold, rose gold or white gold. The alloying metals in PANDORA yellow gold are silver and copper. The alloying metals in PANDORA rose gold are copper and silver (increased amount of copper). PANDORA white gold is alloyed with palladium, copper and silver. Unlike many other companies we do not add nickel to the white gold alloy.

QUALITY MARK

The term quality mark is the standard term in the US and the equivalent of hallmark in the UK and fineness mark in Denmark. Quality marks are stamps that indicate the purity of a precious metal. Purity can be stated as parts per thousands (sterling silver= 925, 14K gold = 585, 18K = 750) or as karatage (eg. 14K and 18K).

Due to regulations in Asia, PANDORA has started to stamp jewellery items in 14K and 18K gold with a capital "G" and Sterling silver items with a capital "S". This process has taken place over some time and applies to all PANDORA jewellery items produced after June 2011.

This means that we now have three different quality marks:

S925 (Sterling Silver. Before: 925)

G585 (14K gold. Before: 585)

G750 (18K gold. Before: 750)

MAKER'S MARK

A maker's mark is a US term for a stamp indicating the origin of jewellery. The standard maker's mark on PANDORA items is "ALE" – the initials of

THE PURITY IN THE GOLD ALLOY IS MEASURED IN KARAT (K).

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| 24 karat contains | 100% pure gold | (1000 parts pure gold per thousand parts) |
| 18 karat contains | 75% pure gold | (750 parts pure gold per thousand parts) |
| 14 karat contains | 58.5 % pure gold | (585 parts pure gold per thousand parts) |
| 9 karat contains | 37.5% pure gold | (375 parts pure gold per thousand parts) |

Algot Enevoldsen, Per Enevoldsen's father. "ALE" is always present, except on some of our smallest jewellery items, where it is not possible to fit it in. The UK equivalent to maker's mark is sponsor's mark and the DK equivalent is responsibility mark.

CLEANING THE JEWELLERY

A safe way to clean most jewellery is to pour a small amount of a mild liquid detergent (pH neutral) in lukewarm water and use a small, soft brush. Toothbrushes are ideal for cleaning jewellery with patterns which can otherwise be difficult to clean. If the jewellery item is very dirty, leave it to soak in the water for about 10 minutes. Rinse and pat dry with a soft, clean cloth.

POLISHING

Sterling silver is prone to tarnishing, a dulling that naturally occurs when silver reacts with sulphur or hydrogen sulphide in the ambient air, and care should be taken to avoid the build-up of tarnish. Polishing the sterling silver regularly with a silver-polishing cloth will prevent the tarnish from forming and keep the high shine of the sterling silver intact. However, it will not remove scratches.

SILVER POLISHING LIQUID AND SILVER DIP

Use silver polishing liquid with great care. Oxidised jewellery does not benefit from being dipped in silver polishing liquid as it will destroy the oxidation. Silver dip can also be a problem with necklaces and bracelets; if the silver dip is not rinsed away completely, the remains will stay

in locks and chains and eventually destroy the jewellery piece.

OXIDATION

Oxidized sterling silver is sterling silver which has been darkened in a way that imitates the natural tarnishing process. If the entire piece can be oxidized but often parts of the oxidation is polished away leaving just details with a darker finish. It highlights the details and gives the appearance of more depth to the design.

Do not polish the items aggressively as it will only serve to wear away the oxidation. Oxidized sterling silver and polished sterling silver with oxidized details should not be subjected to silver polishing liquids, silver dips and ultrasonic cleaning. They will only serve to remove the oxidization. The oxidation will disappear with time. This is not a defect, but a natural result of wear and tear. The oxidation can be reapplied by a goldsmith.

PLATING

Some PANDORA jewellery items have been plated meaning that a surface coating of another metal has been applied on top of the jewellery piece. The type of metal we use for plating is rhodium; a precious metal belonging to the platinum group of metals.

PANDORA white gold jewellery is plated with (white) rhodium. White gold alloy is actually slightly grey in colour. The electroplated coating

of rhodium ensures a bright white, durable and scratch resistant surface which can be polished to a high shine. Black rhodium plating is used on some of our sterling silver items.

For daily care, the jewellery item should be wiped gently with a soft cloth. Do not polish the item aggressively as it will only serve to wear away the plating. Avoid contact with abrasive or rough surfaces as a scratch can cut through the plated surface. Do not expose to silver polishing liquids and ultrasonic cleaning as they will only serve to remove the plating.

With time the plated finish will wear away which is considered normal wear and tear rather than a defect. It is possible for a goldsmith to re-plate the jewellery item.

PROTECTING THE JEWELLERY

Corrosion of jewellery occurs under moist or wet conditions, especially when also exposed to warmth and air. Perspiration from jewellery wear is a common cause of corrosion. Jewellery should never be worn in the bath, the sauna or when participating in sports.

Do not expose jewellery to contact with make-up, hairspray, creams and perfumes as they can speed up the tarnishing process.

Avoid exposing your jewellery to household chemicals when cleaning with bleach or ammonia,

or when swimming in chlorinated water or salt water, as it can damage the metals.

A rule of thumb is to let jewellery be the last thing you put on in the morning and the first thing you remove in the evening.

ULTRASONIC CLEANING

Ultrasonic cleaners are ideal for cleaning most metal jewellery without gemstones (excluding oxidised silver and plated jewellery). If the jewellery piece contains gemstones, always follow the instructions provided for the gemstone in question.



Follow the instructions for the ultrasonic cleaner carefully and make sure to use the right kind of cleaning solution and the right temperature.

HOME REMEDIES

Avoid “home remedies” such as cleaning the jewellery by using toothpaste, cola etc. These kinds of remedies will often damage the jewellery. Toothpaste contains an abrasive and cola is acidic, both will damage the surface of the precious metals.

STORAGE

When jewellery is not worn, it should be stored separately in a (lined) protective box or in a tarnish-resistant pouch. It will minimize scratches and other damage and prevent the sterling silver from tarnishing.

ANNUAL CHECK-UP

Gold and silver are soft metals and become worn with use. This goes for all genuine jewellery. Depending on the degree of use, we recommend that the customers have their jewellery checked at least once a year by a goldsmith. It is especially

important that clasps, mounts and soldering are checked.

ALLERGIC REACTIONS

We do not purposely add any nickel in PANDORA jewellery. There may still be trace amounts of nickel present in PANDORA jewellery but the amount is so low that only the small amount of people, who are hypersensitive, will react to it.

Because PANDORA jewellery is made from genuine materials such as sterling silver, 14K gold and 18K gold without added nickel, our customers rarely experience allergic reactions.

Very often symptoms of mild skin irritations are caused by other factors and can be resolved with the right precautions. Jewellery can cause skin problems for many different reasons including tarnishing, corrosion, perspiration and product build-up. The problem can usually be solved by cleaning the jewellery regularly or removing the jewellery when using certain products and chemicals.

