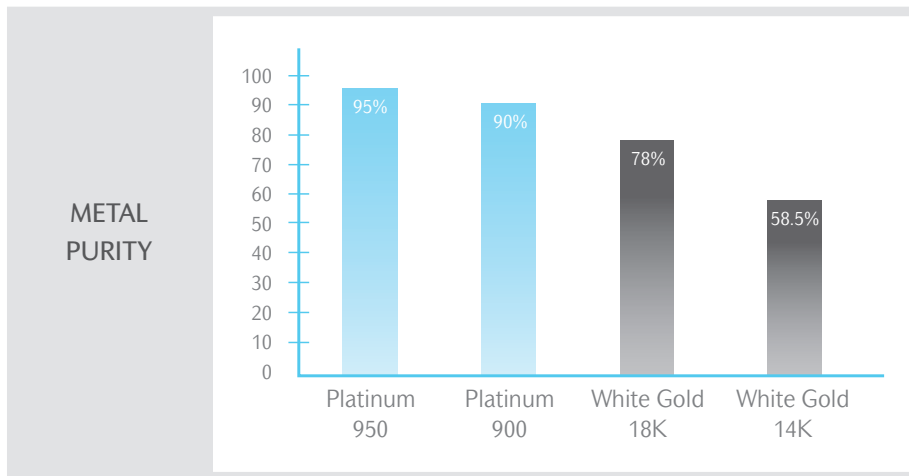


PURE

Platinum sets the standard for purity in precious jewelry. The higher level of purity in platinum jewelry has benefits can be appreciated by all wearers of fine jewelry, especially bridal customers.



- At 90-95% pure platinum, you are getting more of the precious metal that you are paying for.
- Platinum jewelry's purity makes it naturally hypoallergenic, which is ideal for people with sensitive skin or allergies.
- The other 5-10% of the metal content in platinum jewelry is usually other precious metals. White gold jewelry is often alloyed with base metals, such as nickel, which can cause allergic reactions.
- Platinum jewelry's purity means it will always remain white.

*tips to sell platinum YOU COULD SAY:

You want everything to be exceptional when you propose, and nothing is more exceptional or perfect than presenting a pure platinum engagement ring.