

Jewelry Care Tips

Silver .925 Protection and Polishing

Sterling Silver (.925) is comprised of at least 92.5% pure silver, and 7.5% alloy (other metals) including, but not limited to, copper and nickel. Pure silver is too soft for molding into jewelry, and is not hard enough to withstand every-day use. Almost any silver jewelry found on the market is sterling 92.5. Sterling silver can tarnish due to a natural process when exposed to chemicals in the air, humid environments, and contact with rubber, wool, latex, and some cosmetics and body oils.

Tarnishing can be prevented and removed easily!!

Ellora Silver recommends the following:

- Store your silver in an enclosed environment (jewelry box/chest, clothes drawer, etc.).
- Store pieces in Ziploc bags when not in use for long periods of time.
- Use anti-tarnish strips!! (see below).
- Remove early stages of tarnishing (fading, yellowing) before they get further tarnished (greying, blackening).
- Use the following tips for polishing:
- Do not use harsh chemicals or cheap products. Lots of the polishing dips on the market will make your jewelry shine until they fade and tarnish permanently within a short period of time. When a dip indicates that a piece of jewelry should be submerged for only a few seconds, we have found that that indicates that you are about to strip your jewelry!
- Use a jewelry cloth for pieces that do not require cleaning grooves or intricate stones.
- Polishing paste is great for getting into grooves and around stones. Use a soft cloth, or a toothbrush if you are not worried about dulling a very high polished surface.
- The dip is very easy with almost no cleanup. Great for removing mild residue from stones and silver. Heavy residue or tarnish will require follow-up with paste or cloth.

We recommend the following wonderful products:

3M Anti-Tarnish Stips \$4.00

Prevent Tarnishing/Avoid Polishing! We cannot emphasize enough our love of this product! 4 strips in package. Place 1 strip in jewelry box or drawer, and it will keep your silver from tarnishing for up to 1 year! Protects Silver, Gold, Copper, and Brass jewelry.

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MAAS Jewelry Cleaner \$7.95

Unlike cleaners that clean and strip jewelry of shine, MAAS is formulated to lift residue while adding brilliance and luster. This unique liquid comes in a sealed packet; just add tap water to the jar and add concentrated liquid cleaner. The cleaner will continue to clean until you have used it up. This professional strength liquid gently lifts residue from diamonds, gems, stones, all metals and more. Restores the reflective brilliance to diamonds, CZ's, gems, stones, crystals and more. Restores reflectance to all metals.

-6 oz. jar contains one packet of concentrated jewelry cleaner, basket, and brush.

MAAS Jewelry Cloth \$7.95

MAAS Jewelry Polishing Cloth is dry-treated with the exclusive MAAS Jewelers Rouge formula. This ultra-soft cloth quickly removes film and tarnish, restoring the original lustre to silver, gold, platinum...all metals, diamonds, CZ's, precious stones, crystal and more.

- Size 8" x 10"

MAAS Metal Polish 4 oz \$12.95

MAAS Metal Polishing Cream gently restores jewelry to its original finish. Formulated with MAAS Jewelers Rouge, the polish removes years of tarnish, residue, rust, and oxidation from all metals, and is gentle enough for delicate antique jewelry. MAAS is concentrated, and just a dab restores brilliance to diamonds, CZ's, gems, stones, enamel and more while restoring original luster to all metals.

-4 oz tube