



Care Guide for PVD Gold Jewelry

Yellow Gold 18K/24K & PVD Rose Gold 18K &

How to keep your jewelry beautiful for as long as possible

Your jewelry is finished with a PVD coating — a thin, durable real gold layer applied through a special process. **With the right care, this coating can stay beautiful for years. The most important rule: reduce exposure to chemicals and moisture.**

1. What to Avoid

- General advice -> avoid exposure to chemicals and moisture.

2. How to Clean (Gently!)

PVD jewelry should NEVER be polished. The coating is thin and polishing will rub it off. Use only these gentle methods:

- **Dry wipe:** Wipe gently with a soft, dry microfiber or cotton cloth. Use light pressure only.
- **Light cleaning:** If needed: dampen a soft cloth with lukewarm water and a tiny drop of mild soap. Wipe gently, then immediately pat completely dry with a clean soft cloth.
- **Be gentle:** Never scrub, never use brushes, never rub hard.
- **Dry fully:** Always dry the piece completely before storing. Trapped moisture is the #1 cause of coating problems.

3. Storage

- **Dry environment:** Keep storage in a dry place. Humidity is your jewelry's enemy.
- **Silver Items:** Keep Gold PVD products separated from Silver Jewelry.
- **Long-term storage:** Ziplock bags work well.

4. Special Note for Rose Gold (RG)

Rose gold PVD has a slightly warmer, pinker tone and can be a bit more sensitive than yellow gold. Be extra careful with:

- **Skin products:** Lotions and creams
- **Body chemistry:** Some people's natural skin chemistry (acidic sweat or pH) can affect rose gold faster.

5. What to Expect

PVD coating is durable but not indestructible. With excellent care, your jewelry can stay beautiful for many years. Following the steps above will give you the longest possible life from your pieces.

Quick Summary — Do & Don't

✓ DO	✗ DON'T
Wipe gently with a soft dry cloth	Polish, scrub
Store in a dry pouch or zip bag, separately	Store in the moist condition
Pat completely dry after any contact with water	Use jewelry polish, toothpaste, or chemicals