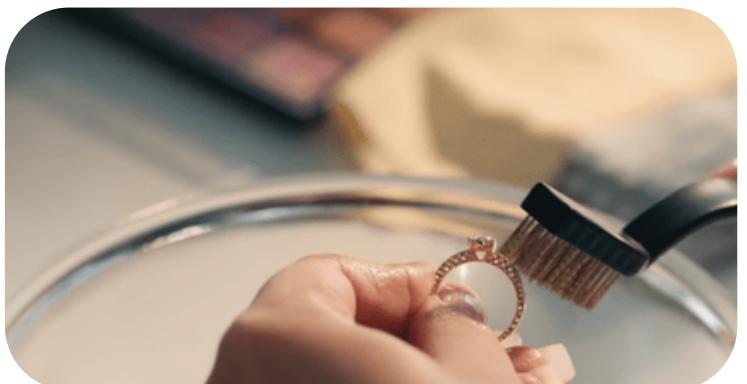


Your jewellery is more than just an accessory, it's an investment, a memory, and a part of your story. With the right care, your treasured pieces can shine beautifully for generations. Here are some simple but effective tips:

1. Clean your jewellery gently

The best way to keep your jewellery sparkling is also the simplest. Use a soft brush with mild soap and lukewarm water to gently clean your pieces. Avoid harsh cleaners or abrasive cloths, as these can scratch delicate metals and stones. Pat dry with a microfiber cloth.



2. Store jewellery safely

Always store your jewellery in a cool, dry place. Use individual pouches or anti-tarnish cloths to prevent scratching and tarnishing. Pearls and opals are particularly delicate and should be stored away from direct air exposure. Avoid tossing jewellery into drawers where it can easily get tangled or damaged.



3. Protect from chemicals

Everyday cosmetics like perfumes, lotions, and hairsprays can damage or discolor metals and stones. Always put on jewellery after applying beauty products. Remove your pieces before swimming, cleaning, or exercising to prevent exposure to harsh chemicals like chlorine and sweat.



4. Keep away from light & heat

Sunlight and high temperatures can affect certain gems, causing them to fade, crack, or lose their natural color. Opals, pearls, and amber are especially sensitive to light and heat. Store them in shaded, temperature-controlled spaces to preserve their beauty.



5. Regular Professional Check-ups

Jewellery, especially those with gemstones, benefits from regular professional maintenance. Have clasps, prongs, and settings checked by a jeweller once or twice a year to ensure stones are secure and metal is in good condition.

Final tip: Jewellery is a premium product, so always handle it with care. We care for our clothes, cars, watches, similarly, our jewellery also needs some care so that it maintains charm for long, following these simple steps.