

LP - Jewelry policy - List practices

GUIDE.TALKING_POINTS Can I relist my item?

- Yes, as long as you follow our policy to describe your item and list it in the correct category.

Removal Internal Information

- See

<https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1310>

[_blank](#)GUIDE1310 for EMR talking points and

- Repeat

violations

- Selling practices

- See

<https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1157>

[_blank](#)GUIDE1157& for Native American/First Nation Jewelry

GUIDE.SUMMARY What are the rules?

- Jewelry

can an important purchase for many buyers, so its important to describe items clearly and list them correctly to help buyers find exactly what they want and to be happy with the item they

receive.

- Information in title, item specifics and description must be

consistent.

- Gemstone vocabulary

- If your gem is natural, you

may include the gemstone name in the title and item specifics.

- Lab-created gems

- Lab-created gemstones have the same mineral composition as natural gemstones

but are created in a laboratory rather than being found in the environment.

- Seller

must specify clearly in the title and item specifics that the gem is Lab-created with these words immediately preceding the gemstone name (such as lab created diamond).

- Seller

cannot use similar terms, such as man-made.

- Lab-created fine gemstones are

considered fine gemstones.

- Simulated gems

- Include the name

or brand of the material (such as Cubic Zirconia) in the title.

- State that the gem is

simulated in item specifics and description.

- If you include the name of the

gemstone that your gem is meant to simulate, you must also include the word simulated immediately preceding the gemstone name (such as simulated diamond). This is true for the title, item specifics

and description.

- Simulated gemstones are considered fashion gemstones.

 Treated gems Gemstones can be treated in ways meant to alter their color or clarity, change their appearance and may alter the gems durability. Sellers should indicate that their gemstone is treated, or how the item is treated, in their title, item specifics and description. The following are examples of gemstone treatments: Bleached Clarity enhanced Diffused Dyed Filled Heated Heated and pressure treated Impregnated Irradiated Laser treated Stabilized Surface coated Rules for gemstones Gemstones must clearly describe the creation method or treatment in title, item specifics and item description, and follow all the guidelines below: Seller must specify clearly in the title and item specifics if the gem is Simulated. Seller must specify clearly in the title and item specifics if the gem is Lab-created. Seller must specify clearly in title and item specifics if the gemstone is treated. Rules for metals Platinum, gold, and silver items must meet applicable laws for stamping. Fine metal is gold of 10 karats or higher (yellow, rose, white), silver of 925 parts per 1000 pure silver or above, or platinum group metals of 850 parts per 1000 pure platinum or above. For the full list of Fine Metals, see Fine metals and fashion materials. Plated or filled metals must be clearly described in all parts of the listing, including title, item specifics and description. Platinum, gold, and silver items must meet applicable laws for stamping: Gold stamps: 10k, 14k, 18k, 22k, 24k Silver stamps: Sterling Silver, .925, .999 Platinum stamps: Plat, Pt, 950Plat, 900Pt Categorization Fine jewelry is composed primarily of fine materials. To be listed in the Fine Jewelry category, both the metal and main stone must be made from fine materials. Secondary stones can include either fine or fashion materials. Jewelry selling practices Sellers must follow the guidelines in our

Selling practices policy and this is especially true in Jewelry. Sellers should:

- Describe items accurately and use clear photos that accurately show the item.
- Describe any flaws or defects and show them in the photos.
- Be clear about the location your item will ship from or where returns will be processed.
- Ship items on time.
- Adhere to our feedback and feedback removal policies.
- Cancel and refund buyers with appropriate reasons.
- Respond to eBay Money Back Guarantee claims and any external disputes.
- Meet expectations in seller standards and service metrics.

Common issues sellers should consider

- Ensuring accurate sizes for rings, diamonds and other jewels
- Measuring chain length accurately for necklaces and bracelets
- Clearly disclosing any issues with the item (e.g. broken clasp, exact item may vary, etc.)

Why does eBay have this policy? Jewelry purchases can be high value or for a special occasion so its important to describe items clearly and list them correctly to help buyers find exactly what they want and to be happy with the item they receive.