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## **PLATINUM**

### **1. Why is platinum pure?**

Platinum is hypoallergenic and resists tarnishing so good its good to wear for sensitivities skin. Also, it's one of the strongest and most durable metal.

### **2. Are platinum and white gold the same?**

No. To get gold to be white, it has to be alloyed with copper, silver, along with nickel and zinc. Even though it looks like platinum, it does not have the same purity, brightness, vigor, and sturdiness as platinum.

### **3. How do you clean platinum jewelry?**

You can clean it as you would clean your other jewelry. Have your jewelry checked by your jewelry expert and also clean it in the heated ultrasonic and steam away the dirt. Also, if you have a polishing cloth, you can buff it up yourself.

### **4. What are the marks identifying platinum in my jewelry?**

Platinum alloys result from this standard. Examples are: 95% Platinum which is an alloy of 950 parts per 1000 and 50 parts other metals and abbreviations: Plat, Pt, 950Pt, Pt950, or Plat950. 90% Platinum which is an alloy of 900 parts per 1000 and 100 parts other metals and abbreviations: Pt900 and 900Plat.

### **5. Does platinum cost more and why?**

Usually the finest does cost a bit more and is well worth it. Silver and gold are not as pure as platinum. Did you know that platinum weighs about 60% more than gold? That is why it is so much heavier and harder to mine.

### **Fascinating Facts about Platinum:**

- One gram can make fine wire more than a mile long because it is FLEXIBLE.
- It takes ten tons of ore and about eight weeks to create a single ounce which makes it RARE.
- It is more resistant to scuff and scratch than silver and gold which makes it DENSE.
- A six-inch cube of platinum weighs 165 pounds that is why it is so HEAVY.