

## ADVERTISING FEATURE

**Bridal****Diamonds should be stored individually to prevent scratching**

While a diamond lasts forever, it is important to learn about the care and cleaning of a diamond to ensure its continued brilliance.

Lotions, soaps and natural skin oils put a film on diamonds and cut down their sparkle.

Clean diamonds glow because the maximum amount of light can enter and be reflected back to the eye, creating a fiery brilliance.

**To clean diamonds:**

- Prepare a small bowl of warm suds with any mild liquid detergent. While they are in the suds, brush the diamond with a small, soft brush. Rinse under

warm running water. Pat dry with a soft lint-free cloth.

- Soak the jewellery in a half-and-half solution of cold water and household ammonia for 30 minutes. Lift out and gently tap around the front and back of the mounting with a small soft brush. Swish in the solution a second time, rinse and drain on tissue paper.

- Use any of the brand name liquid jewellery cleaners.

Even when diamonds are tucked away, they need special care. Jewellery should be kept in a fabric-lined jewel case or a box with dividers. If placed in individual boxes, each piece

should be wrapped in tissue paper, since diamonds can scratch and damage each other.

Though most women wear a diamond 24 hours a day, there are occasions when it should be removed. Do not wear a diamond ring while doing rough work. It may be chipped by a hard blow.

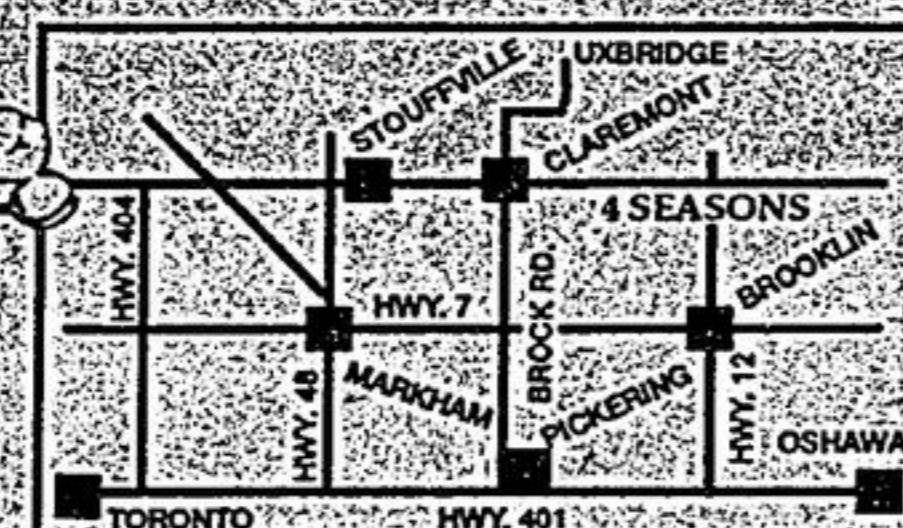
Diamonds should not come into contact with chlorine bleach, because it can pit and discolour the mounting.

A jeweller should check the ring once a year for loose prongs and the wear of the mounting. He can also clean the ring professionally.

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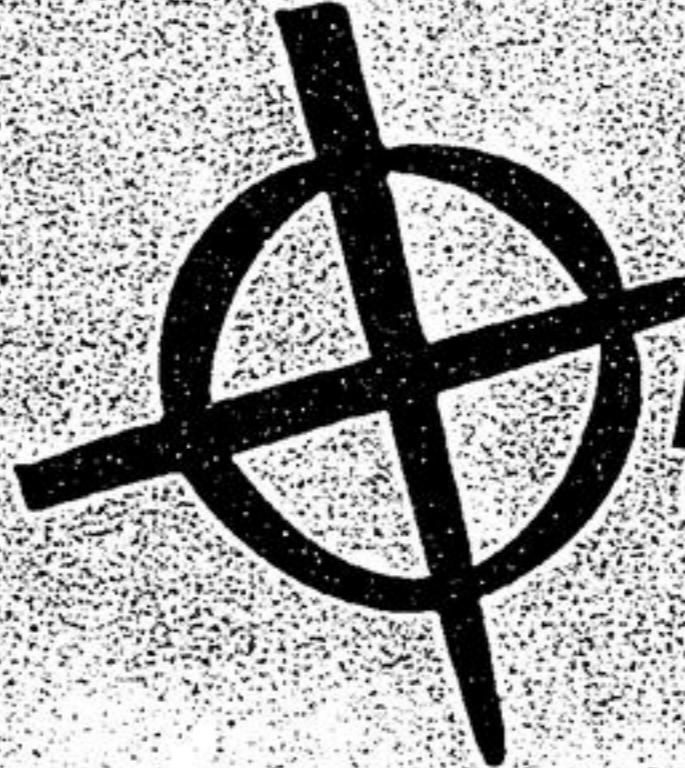
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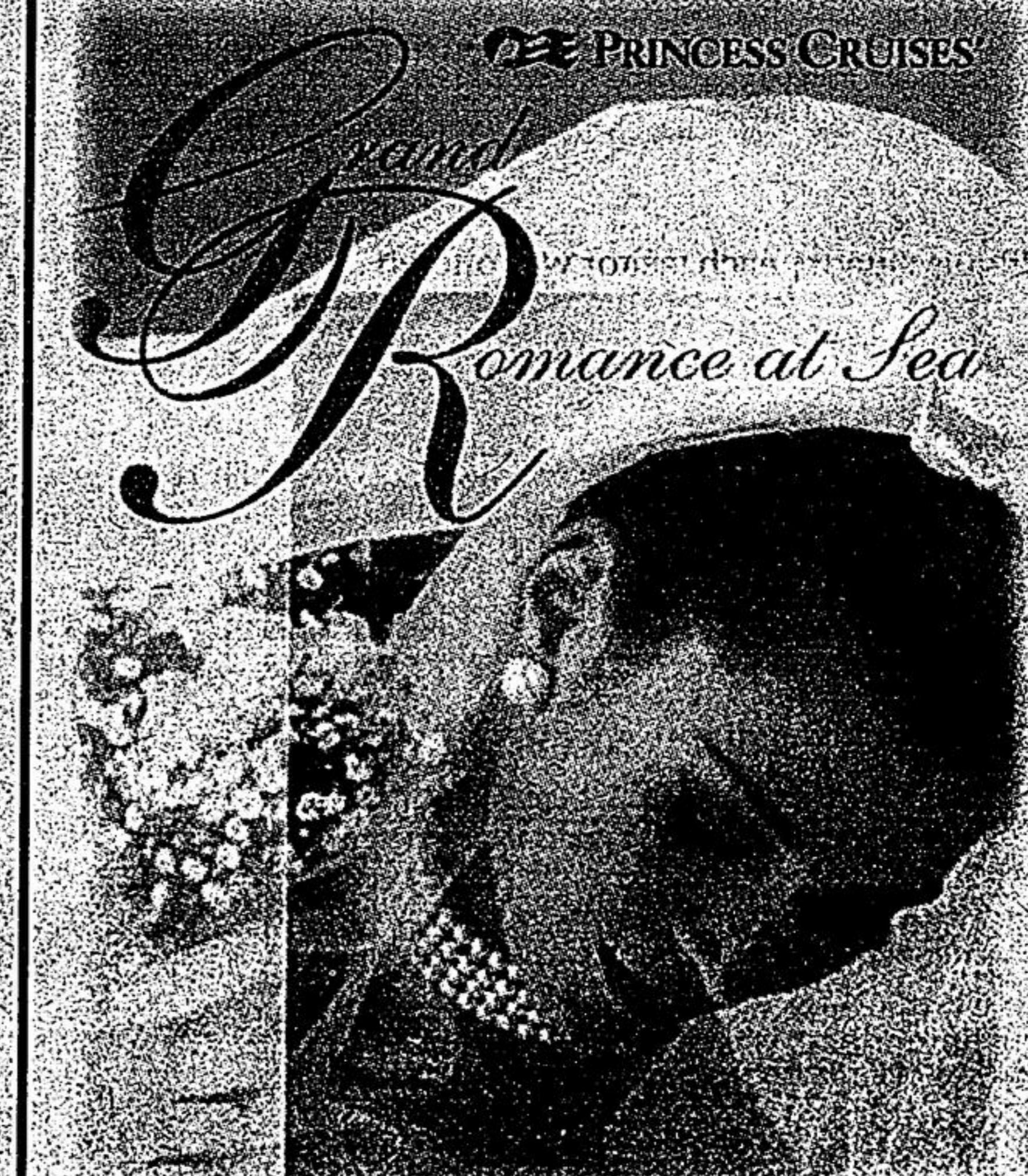
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