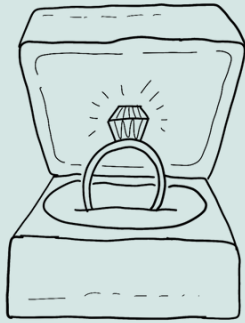


JEWELLERY CARE GUIDE



ETHICA DIAMONDS

Our mission is to develop a more responsible and sustainable jewellery brand.

Thank you for joining us.



CARING FOR YOUR JEWELLERY

What we love, we look after. You've now received your Ethica ring (or other piece of jewellery) – it's yours to keep forever. Taking care of precious metals, diamonds and gemstones is easier than you think.

With a little tender loving care, you can go a long way to keeping your jewellery in excellent, sparkling condition that can be enjoyed for generations to come.



Bespoke Ring, 0.75ct, 18k White Gold

Diamond is the hardest mineral we know of, but just like your lab created diamond/s, moissanite and semi precious gemstones, they are not indestructible. They can be scratched, chipped or split by sharp edges. No one wants that, so take care when wearing and storing your diamond jewellery.

The lustre and patina of gold is gorgeous. It does not tarnish or fade over time. In its purest form however, it is very soft and care should always be taken not to scratch or knock it.

We recommend that you wear rings of a similar karat together, e.g. your wedding and engagement ring, as the higher the karat of gold you wear, the softer the metal and one may wear down the other over time.

Gold should be cleaned regularly in order to maintain its beauty. A soft, lint free cloth is a very effective way to keep gold jewellery looking beautiful. Gold does not like chlorine or bleach so be aware of this when in a swimming pool or hot tub.

Platinum develops a natural patina that many people prefer over the "just polished" look. When this happens, you can send it to us or take it to your local jeweller to have it re-polished back to its new high gloss finish, if preferred.

^{UK}
marieclaire
SUSTAINABILITY
AWARDS
2023
W I N N E R

"The brand has, over the last 12 years, displayed a commitment to staying up to date with how to be more sustainable and environmentally responsible"

-Eshita Kabra-Davies

Amber, 1.75ct Emerald, 18k Yellow Gold
Esther, 18k Yellow Gold

HOW TO CLEAN YOUR JEWELLERY

- Fill a dish with hot soapy water – it is important to clean your jewellery away from the sink.
- After soaking your ring in water for a few minutes, use a soft baby's tooth brush to clean it – paying attention to all the stones and the setting.
- Once done, simply pat dry and buff with a polish cloth.
- We offer an Annual Maintenance Service for your jewellery, where we will check the setting and the gemstones and professionally deep clean. Visit our Services page on our website for more details.
- We hope this helps you to take care of your jewellery, and that your purchase gives you a lifetime of pleasure.

OUR RECOMMENDATIONS



Remove jewellery when you shower, bath, wash-up or go in the sea.



Store in your Ethica Diamond jewellery box when not wearing to avoid potential damage.



Avoid spraying perfume or applying creams directly onto your jewellery.



If your jewellery begins to show signs of tarnishing, gently clean it with a lint free cloth.



Whether you're heading out on a mountain bike ride, doing a spot of gardening or using the gym – our advice is simple. Take off your ring!



Regular house insurance policies usually offer cover on valuable items that must be added separately, so be sure to read your terms. Your insurer may need a copy of your receipt to cover loss or damage, so ensure you keep this safe.



Sissy, 0.75ct, 18k Yellow Gold
Esther, 18k Yellow Gold



Serephina, 0.96ct, 18k Yellow Gold

OUR STORY

Ethica Diamonds was founded by mother and daughter, Elaine & Emily, over 10 years ago in 2010.

In the first years, Elaine worked alone from her small office at home, with the mission of developing a sustainable brand that would fulfil those who were seeking a better way; environmentally friendly, diamond jewellery that is honestly ethical and a kinder way to purchase meaningful jewellery in a modern world.

Emily joined full time in 2016 and the pair of them ran every aspect of the business. As they became even busier, they finally realised that more help was required!

After rebranding in 2019 to Ethica Diamonds, Ethica has now grown into a small team of talented women; all with the same focus on sustainability and intensely dedicated to customer care.





Custom Cinta, 1.07ct, 18k Yellow Gold



We are proud members of 1% for the planet.

Founded to prevent greenwashing, certify reputable giving and provide accountability. The 1% for the Planet certification is given to businesses and individuals that meet our high-bar commitment—donate 1% of annual sales or salary to environmental causes.

OUR VALUES



Sustainable Lab-Grown Stones

Ethica Diamonds only sell diamonds and gemstones grown above ground and use suppliers with the highest ethical values. Our products are produced or sourced without contributing to or benefiting from armed conflict, human rights abuses, or unethical practices.

Reducing our Carbon Footprint

We have carefully selected a small group of lab diamond growers who use 100% solar electricity and are Sustainably Rated. Any other Green House Gas (GHG) emissions are offset in accordance with the GHG Protocol Corporate Standard.

Guiding, Not Selling

Ethica Diamonds started as a passion project and to this day nothing has changed. We aim to create a safe place for people to ask all the questions they need to, without time pressure, or pressure to go over budget.



Customer Photo:
Amber, 1.75ct Emerald, 18k Yellow Gold

SHARE YOUR STORY

We absolutely love to hear the stories behind your Ethica purchases and always feel incredibly honoured when our customers share them with us.

You can read all our customer stories on our blog page. If you'd like to feature then we'd love to hear from you -they even include a personalised illustration.

Just reach out via email or our social media pages (and don't forget to tag us in your photos!)





Custom Eugenie Bridal Set, 0.5ct, Platinum

THE SMALL PRINT

Your Guarantee

Ethica Diamonds guarantees your engagement ring and wedding band to be free of manufacturing defects and your new jewellery is covered against manufacturing defects for 5 years, giving you full peace of mind.

As each ring is made-to-order and crafted specifically for you, slight variations are to be expected, and are not viewed as a defect. If the damage is deemed outside of a manufacturing defect, we'll always let you know the price of a repair before beginning any work.

If you believe your ring has a defect, you are able to send it back to us at any time for an inspection where we will repair or replace your ring as deemed appropriate. We will not be able to advise if the repair will be covered under the manufacturing warranty until we have taken magnified photographs which will help us identify the cause of the damage. Please ensure that you arrange adequate insurance for your valuable jewellery item to cover risk of loss or damage and the cost and insurance for all items being sent to Ethica Diamonds is the responsibility of the sender.

- This warranty is against manufacturing defects only and these defects are usually noticed when your jewellery is first received. Manufacturing faults include breakdown of the metal which is seen as fracturing from porosity or inconsistency in colour or texture, chain detachment from a jump ring etc.
- Loose diamonds, and/or loose claws on new or resized jewellery (carried out by us) is guaranteed for the first 30 days only, provided there are no signs of accidental damage/(knock, blow or pulled claws from clothing snags) to the jewellery.
- This warranty excludes the replacement of any lost centre stone, or any stone larger than .02ct. We will provide a cost price to replace lost stones plus a workshop setting cost. Stones of .02ct and below will only be replaced inside 30 days from purchase and/or resize with us, provided there is no signs of damage that could have caused the stones to fall.
- A lifetime warranty is given on all Ethica Diamonds and coloured gemstones against manufacturing defects only and it will be replaced free of charge in the event of loss of optical properties or discolouration. Cracking or fracture to the stones almost always occurs from damage, not a manufacturing defect. We will inspect every item that is returned to us and advise accordingly if the repair is chargeable or not.

exclusions apply – please see website

Shipping costs

Ethica Diamonds are not obliged to refund associated postage costs that you incur sending the goods to us unless previously agreed with ourselves in writing. Any refunds for postage fees are limited to the Royal Mail Special Delivery service and we will not refund courier costs, international, or expedited shipping under any circumstances. In the event of a suspected manufacturing fault, all items will need to be returned to us at your expense and inspected by us before a decision is made regarding postage costs. We will quote for the labour to repair your jewellery if it falls outside warranty plus the cost of Royal Mail Special Delivery postage back to you.

Ethica Diamonds is not responsible for damage or loss in transit. If you do return something to us, please let us know it's on its way. We are not responsible for packages until they are signed for, so make sure you keep the tracking information safe.



"Ethica Diamonds lead the pack in our new Ethical Table for Jewellery"

-The Good Shopping Guide



Polished & Brushed Classic Wedding Bands, 18k Yellow Gold

14 Day Home Approval

We give you a 14 day home approval promise on website orders. We are confident that once you have seen and touched your jewellery purchased from us, you will be delighted with it. However, if you are not happy with it, we will take it back, provided it remains in a new, unworn condition complete with its original packaging.

Please note that we do not accept returns or exchanges on bespoke items, customised jewellery, full diamond set wedding bands and all plain wedding rings.

Refunds

Items for refund must be returned within 14 days from the date of delivery and as we cover free shipping on all UK orders, we will refund the purchase amount minus £30.00 for the original shipping, handling and used packaging. We will inspect returned items in our workshop and if there is evidence of wear, including scuffs to the precious metal, a restocking fee of 15% will be deducted from the purchase price which covers the cost of inspection and re-rhodium plating and/or polishing so that we can add the item to our stock list. This sum is in addition to the original £30.00 shipping fee.

Exchanges

If a discount was applied to your original order, we will honour this amount against your exchanged item/s of the same value. If the exchange value is £100 or lower than the original order value, a charge of £40.00 will be made to cover the original postage incurred, but we will cover the cost of posting the replacement item to you inside the UK.

Insurance

Whilst we do not recommend any insurer over another, we strongly recommend that you check that specific items are included in your home policy. Most insurers have a single item limit, which might be sufficient to cover your purchase, but you may need to add it under itemised cover. Also check that you add cover under the 'away from home' clause, to safeguard against loss while out and about.

Please contact us in the event of loss and we will provide any necessary paperwork and any other support necessary.

Resizing your Ring

We know it's not always possible to get the right size the first time. We have our own dedicated workshops, where we can resize and repair almost any ring with precision using state of the art laser welding techniques, resulting in a seamless, invisible, hard wearing finish to the highest standard.

For your peace of mind, we offer complimentary resizing on all of our engagement rings over £2000 within 6 weeks of purchase. We also have a resize service which costs £125 and includes insured postage back to you.

The process takes around 10 working days from the day it reaches our workshop and as part of this service, we will also professionally clean and re-polish your ring for you, so that it looks shiny and new again!

Resizing down.

No metal would be removed from the ring during this process. This applies for a difference of 1-2 sizes. More than this might require re-setting the stone/s or replacing the mount.

Resizing up.

We would not stretch the metal during this process, which would compromise the integrity of the band. We would quote for an extra piece of metal, (in addition to the resizing fee) that is added to the band if necessary.



Sira, 1.12ct, 18k Yellow Gold.

Engraving & Finishes

Please let us know if there is engraving on your ring, or a textured finish, as this will need to be included in the quotation as re-engraving or refinishing and will incur an extra cost.

Multi Stone and Shoulder Diamond Rings

Multi stone rings and stones set in the shoulders of rings are more susceptible to stones becoming loose following a resize. This is because the claws that hold each stone are very small and delicate, therefore the risk is greater for them to move and loosen, sometimes resulting in a stone becoming loose and/or falling. This is a well known factor when buying diamond jewellery and is by no means a reflection on the quality of the product purchased or the standard of work carried out, as it is due to the original calibration being altered.

We always take every possible precaution when we resize rings and each prong is re-secured individually and checked by our gem setter before it leaves our workshop. However, once a ring has been altered from the original manufactured size, we cannot predict what may happen to it thereafter and responsibility then lies with the owner. Resized rings are sometimes more vulnerable and can cause stones to loosen and/or fall out.

Ethica Diamonds are not responsible for the loss or loosening of stones after 30 days following any alteration/repair carried out by us and we will not cover or reimburse associated postage costs that you incur sending the goods to us for repair. However, we will quote for labour to repair your ring and/or re-secure the stone/s plus the cost of Royal Mail Special Delivery postage back to you.

We cannot accept responsibility for rings that are ordered in the wrong size and consequently require resizing. Please note that full diamond set bands and some pre ordered wedding bands cannot be resized.

NON PROFIT REPAIRS

Even with the best of care, jewellery pieces may require professional attention and if you wear fine jewellery daily, a little wear and tear is normal. We offer a full aftercare and maintenance service for existing clients, where all repair and re-finishing workshop services are carried out at a non-profit price. Clients are responsible for shipping costs (to and from our workshop) for cleaning, inspections, and repair work.




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