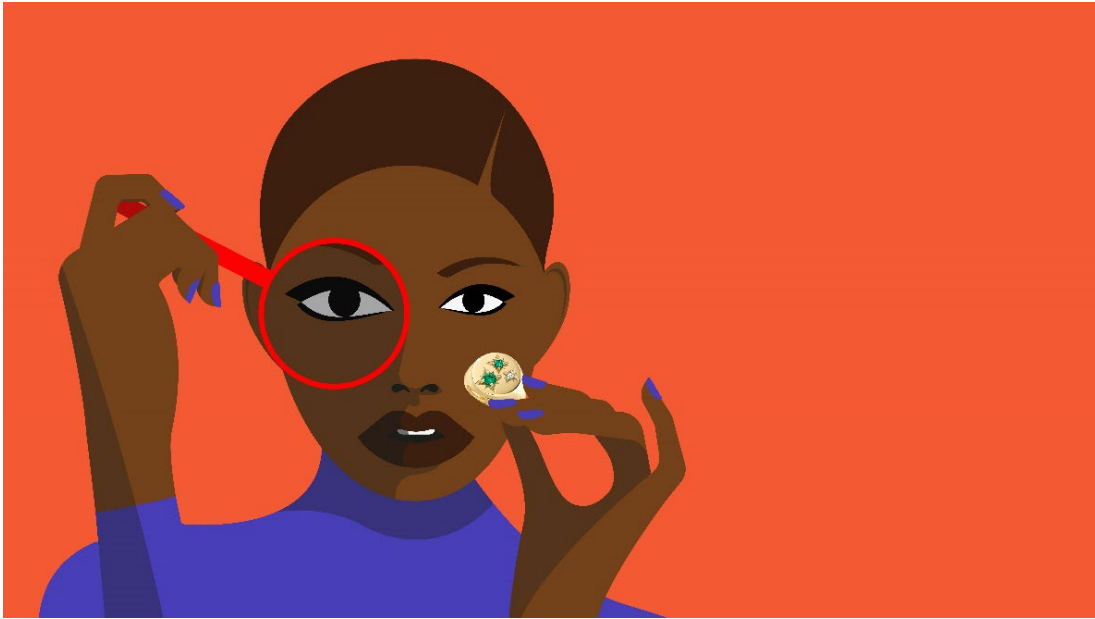


# GEMFIELDS



## Gemfields' Latest Guide: *How To Care* for Coloured Gemstones

LONDON, 15 OCTOBER 2024

Gemfields has made it its mission to educate consumers on coloured gemstones, empowering them to feel confident to buy, style and care for their very own piece of treasure.

Following on from the successful *How To Buy* and *How to Style* guides, the world-leading responsible miner and marketer of coloured gemstones has now compiled tips for *How To Care* for coloured gemstones, drawing on its depth of experience.

As the majority owner and operator of the Montepuez mine in Mozambique and the Kagem mine in Zambia, Gemfields knows a thing or two about rubies and emeralds: some tips are helpful reminders (like keeping gems clean and handling with care) and others are lesser known (don't take them to the gym, remove them before applying makeup). Herewith, Gemfields' guide to caring, and thus ensuring that one's gems shine bright into the future.

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### ***Clean gems will shine brighter...***

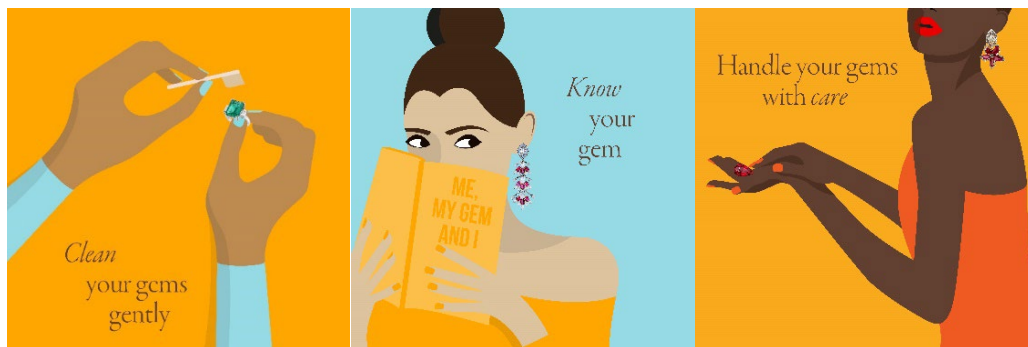
The key to keeping emeralds and rubies sparkling is to keep them clean. The best method is to rinse them in warm, mild, soapy water, use a soft brush to gently remove residue and restore lustre, and then blot them dry with a soft, lint-free cloth.

### ***Know your gem well...***

To take proper care of a gem, it is essential to understand its distinctive features and any specific treatments it may have had. Be sure to ask questions when you purchase your gem, so that you are familiar with the detail and any steps to take.

### ***Handle delicate gems with care...***

It is important to not lose sight of the fact that all gems and items of jewellery are fragile, and therefore must be handled with great care. Avoid knocks, bumps and scrapes. Treat them like the precious treasures that they are.



### ***Store gems apart to prevent scratches...***

Gemstones and precious metals can cause unnecessary damage to each other, in the form of rubs, scratches and scrapes, if they are housed too closely together. To prevent this, it is best to store them apart, in a soft pouch or box where possible.

### ***Remove jewels before you bathe...***

While jewellery needs to be kept clean, it won't benefit from being worn in the bath or shower, where cleansers, soaps or shampoos can contain chemicals that are too harsh for your gem. It is best to always take jewellery off before bathing.

### ***Gems and makeup aren't friends...***

Perfume and makeup contain chemicals, such as alcohol, that can cause harm to gems if brought into direct and regular contact. It is better to put jewellery on after these are applied and dried, to minimise the potential for damage.



### ***Gems don't benefit from trips to the gym...***

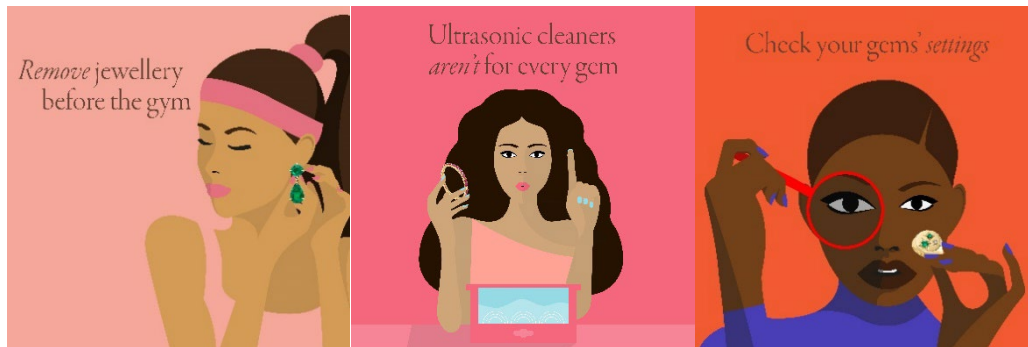
It isn't recommended to wear jewellery to the gym, where sudden movement or knocks can inadvertently hurt a gem or its setting. Take off your jewellery and store items separately in soft pouches to keep them safe.

### ***Ultrasonic cleaners are not always best...***

It is best to avoid putting gem-set jewellery in ultrasonic cleaners, as the high frequency waves and microscopic bubbles can agitate inclusions within the gemstone structure. A gentle bath with a mild soap and soft brush is all they need to sparkle.

*Check your gem's settings for peace of mind...*

Aim to routinely visit a reputable jeweller to check the settings of significant jewellery pieces and ensure each gemstone is securely held in place.



By undertaking these simple steps, your gems should stay safe and sparkle for years to come.

- ENDS -

ENQUIRIES

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**GEMFIELDS**

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## NOTES TO EDITORS

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### About Gemfields

Gemfields is a world-leading responsible miner and marketer of coloured gemstones. The operator and 75% owner of both the Kagem emerald mine in Zambia (believed to be the world's single largest producing emerald mine) and the Montepuez ruby mine in Mozambique (one of the most significant recently discovered ruby deposits in the world), Gemfields believes that those who mine gemstones should do so with transparency, legitimacy and integrity.

Gemfields introduced a technologically advanced coloured gemstone sort house at its operation in Mozambique, with state-of-the-art equipment, like optical sorting machines. In addition, a proprietary grading system, a pioneering auction platform and an active marketing presence have all contributed to Gemfields playing a significant role in the rise of African gemstones. Underlying this achievement has been the strong belief that coloured gemstones should create a positive impact for the country and community from which they originate.

Responsible mining for Gemfields means implementing industry-leading policies and practices across operations, transparency in its auction sales process, an active role in working groups to modernise the sector, projects to improve health, education and livelihoods for the communities around its mines and conservation efforts (#conservationgemstones) to protect Africa's great wildlife and biodiversity.

Gemfields Foundation is the charitable arm of Gemfields, through which donors can contribute funding to directly support community and conservation projects in Africa, magnifying the scale of the work already carried out by Gemfields itself.

Fabergé – an iconic name with an exceptional heritage – is a member of the Gemfields Group. The beauty of Fabergé's designs and craftsmanship helps to raise consumer awareness of

responsibly mined coloured gemstones.

As well as supplying a significant share of the world's rough rubies and emeralds, Gemfields initiates activations to build desire for coloured gemstones: for example, collaborations with international jewellery brands and other creative partners. Often surprising, unexpected and unique, these collaborations are chosen to promote consumer awareness and increase the appeal of coloured gemstones, raising their profile, and, in turn, providing greater benefit to their place of origin in Africa.

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