

The Federal Trade Commission's (FTC's) Jewelry Guides describe how to accurately mark and advertise the platinum content of the jewelry you market or sell. Platinum jewelry can be alloyed with other metals: either precious platinum group metals (PGMs) — iridium, palladium, ruthenium, rhodium, and osmium — or non-precious base metals like copper and cobalt. In recent years, manufacturers have alloyed some platinum jewelry with a larger percentage of base metals. Recent revisions to the FTC's Jewelry Guides address the marking of jewelry made of platinum and non-precious metal alloys and when disclosures are appropriate.

Product descriptions should not be misleading, and they should disclose material information to jewelry buyers. If the platinum/base metal-alloyed item you are selling *does not* have the properties of products that are almost pure platinum or have a very high percentage of platinum, you should disclose that to prospective buyers. They may want to know about the value of the product as well as its durability, luster, density, scratch resistance, tarnish resistance, its ability to be resized or repaired, how well it retains precious metal over time, and whether it's hypoallergenic. You may claim your product has these properties only if you



The FTC works to prevent fraudulent, deceptive and unfair business practices in the marketplace and to provide information to help consumers spot, stop and avoid them. To file a complaint or get free