



Which Jewelry Cleaner Should I Use?

Think of when you went above and beyond for someone— or when someone went above and beyond for you. It's always special to leave an interaction feeling like the other party was invested in your happiness and overall experience. And when our expectations are surpassed, the sentiment sticks long after.

Now apply this idea to your business. When closing the sale, it's easy to take that extra step and offer your customers jewelry care products that will keep those pieces clean once they leave the store. Think about it: consumers purchase stainless steel cleaner for their appliances and hardwood cleaner for their floors. It only makes sense they want to purchase specific jewelry cleaner for their precious jewelry.

Take a look at the different jewelry care products to offer your customers to help keep all of their jewelry clean.



Pre-clean with foam

Not only is the [Klean Karats Foaming Jewelry cleaner](#) an option for customers, but it's also handy for jewelers as well. We suggest pre-cleaning your customer's jewelry with the foam cleaner before putting it in your ultrasonic or using your steam cleaner. Why would we suggest this? Simple-the concentrated cleaner in the form of foam is incredibly efficient. The surface area of the cleaner increases as it forms a bubble so that it can disperse over a greater area without slipping off the piece of jewelry.

The Foaming Jewelry Cleaner is safe for diamonds, all metals and gems including pearls, and delicate stone such as opal, turquoise, and lapis. Sold in a pack of 10, the 1.7-ounce bottle is also a perfect size for travel.

*Always test a small area before doing a full cleaning.

Gifting Clean

If your customers travel often, or for those always wanting to go the extra mile, Klean Karats® [Cleaner Pens](#) are the perfect option. They are easy to travel with and help customers keep their jewelry clean at all times.

Sold in a pack of 10, the pens are safe and effective on all metals and gems including soft, porous stones like pearls and opal. The only exceptions are Amber and Ethiopian Opals. It can even be used on costume and antique jewelry pieces. It's also incredibly easy to use and stays clean since the formula stays on the brush.

Soak It Up

If a customer is looking for a more immersive cleaning option at home, the Klean Karats® [Jewelry Bath](#) will do the trick. This non-toxic biodegradable jewelry cleaner is safe for gold, silver, and platinum jewelry. It's also safe on most gemstones including pearls and delicate stones like opal and turquoise. The only exceptions are Amber and Ethiopian Opals.

Sold in a pack of 12, easily prepare the bath by adding water to the concentrate packet into the jar. Be sure to test first on jewelry that has dyed pearls or stones, since some of these treatments aren't permanent.

[Shop all of our jewelry cleaners and cloths on Stuller.com.](#)

This blog has been updated from a [previous post](#).