

Frequently Asked Questions

What is the difference between brushed and polished gold?

Polished gold is a bright, shiny and highly reflective surface, whereas a brushed finished gives a more satiny look to the gold. This is achieved by applying a stiff metal brush in either circular or linear movements. The brushed finished gives a more modern look to the jewellery whereas the polished finish is more traditional.

What is 18K gold?

18K is 18/24ths gold content or 75% gold. The pure gold is mixed with other alloy, such as copper and silver it make it stronger and more durable, without this gold would be too soft to form into jewelley. The word 'carat' is from Arabic and means 'bean seed'. Historically these seeds were used to measure the weights of gold and silver. 18K gold is a popular high-end choice in the United States, Europe and other regions.

What diamonds do you use?

Our four diamonds each measure 2.5mm, giving a total of 2.4c (nearly one quarter of a carat of diamond). We guarantee the quality to be at least H (white, colourless) and si (slight inclusion, invisible to the naked eye)

What is the difference between genuine and faux rubellite?

Natural gems stones are created by nature and must be found by either mining or sifting through a riverbed. They are very rare and expensive and can easily have natural flaws (inclusions) and colour differences. Faux or synthetic stones on the other hand are manmade in a laboratory. There is usually no physical difference in the make up – mineral and chemical content - of a natural or synthetic stone

Why did you choose Against Breast Cancer?

We decided to choose ABC primarily because of their three pronged approach to dealing with breast cancer and it's after effects, their holistic approach to looking at, not just the disease but the whole woman and also her surroundings, e.g. environmental, diet, lifestyle. If you would like to know more about Against Breast Cancer click here (www.aabc.org.uk)



Can you buy the Life Ring in a store?

At present The Life Ring is only available through the official website. If you want to purchase a ring without using your credit card on-line, we can accept a cheque or bank transfer. Please contact us for details (info@thelifering.com)

Are your diamonds conflict free?

Yes, we have a respected supplier and we can confirm that the diamonds we use in our rings are conflict free and go together with the UN resolution 1171, 1173, 1306 and 1343.

What about child labour, how do you know that children are not involved in the production of your rings?

We only use two suppliers for our silver rings and we have personally visited the factories in order to assure good practise. Our gold rings are made by one jeweller who manufactures all parts of the ring himself.

Can you confirm that your rings are ethical and conflict free?

This is something that I wanted certainty on when setting up the company. The Life Ring, as our marketing says is about wearing your conscience on your finger and this means that everything we do is conflict free, ethical and legitimate in every way.