



## What is it?

Permanent Jewelry is the hottest new trend in the industry. Also known as "clasp-less jewelry," "forever bracelets," "infinity bracelets." etc., The custom chain and length you choose is welded together and has no clasp, thus naming it "permanent jewelry" because you don't take it off. Permanent Jewelry is most commonly used as friendship bracelets, mother-daughter bracelets, symbolizing a passed loved one, and even goal reminders!

## Does it hurt?

No, permanent jewelry does not hurt. Common misconceptions are that this is a tattoo, or some kind of piercing, which are both incorrect. We weld the two ends of the chain together using a specialized machine that uses a quick flash and only sparks the jewelry. Perfectly safe and never affects any part of your skin or body.





#### Can it be taken off?

Although it's meant to be left on, hence having no clasp, sometimes situations arise when it will need to be removed. If you find yourself needing a medical procedure such as surgery or an MRI or you simply want it off, it can easily be removed using scissors or a nail clipper. Airports and security are not an issue with permanent jewelry.

# How long does it last?

How long it lasts is 100% up to the wearer and the chain selected. At ICE & INK, we don't use cheap products such as gold plated, gold vermeil, or stainless steel that tarnish quickly or turn green. Just like any jewelry, if it gets caught on something and pulls hard enough, it can break; the thinner the chain, the easier it is to break. A higher quality chain will take longer to scratch or tarnish than a lower quality material.





#### What's the cost?

Costs vary significantly depending on the chain selected; 14k gold is the highest price, 14gold filled is priced in the middle, and .925 sterling silver is the most affordable. Chain thickness and design also play factors into the price. Chains are priced per inch length and range from \$14 per inch all the way up to \$60+ per inch. Chain & Charm options change constantly.