

REVISED - eBay Jewelry, Precious Metals, and Loose Beads Policy

You can sell jewelry, precious metals, and loose beads on eBay as long as your listings meet our guidelines, including listing your items in the correct category and providing clear and accurate information in your descriptions. For more details, check out the Some Examples section below.

If a listing looks like it misrepresents the nature or value of the item, it may be removed.

Violations of this policy may result in a range of actions, including:

- Listing cancellation
- Limits on account privileges
- Account suspension
- Forfeit of eBay fees on cancelled listings
- Loss of PowerSeller status

▼Some Examples

Fine Jewelry and Fashion Jewelry categories

To list items in the Fine Jewelry category, both the setting and the stones (if there are any) have to meet these criteria:

- The setting has to be solid precious metal such as gold of 10 karats or higher, silver of 925 parts per 1000 pure silver or above, or platinum group metals of 850 parts per 1000 pure platinum or above.
- The setting is not plated or filled metal.
- All stones in the jewelry have the optical, physical, and chemical properties of the natural stones.
- Any pearls are naturally formed or cultured.

You need to list an item in the Fashion Jewelry category if:

- The setting is solid precious metal, but the stones are manufactured.
- The stones are natural, but the setting is plated or filled metal.
- The main stone is natural, but the accent stones are manufactured.
- The main stone is manufactured, but the accent stones are natural.

Diamonds

A diamond is a mineral consisting essentially of pure carbon, crystallized in the isometric system with a:

- Hardness of 10

- Specific gravity of approximately 3.52
- Refractive index of 2.42
- **Diamond jewelry:** When listing diamond jewelry, you need to select the Item Specifics option that matches the diamond's characteristics. Here are your options:
 - Natural, Not Enhanced: Choose this option only if you have unenhanced, natural diamonds.
 - Main Stone Treatment: Natural diamonds that have been enhanced in any way should use “Main Stone Treatment” to describe the enhancement. For example, if the clarity has been enhanced to reduce flaws, it should say “clarity-enhanced.”
- **Loose diamonds:** When listing loose diamonds, you need to select the category that matches the diamond's characteristics. Here are your options:
 - Natural Diamond: Select this category only if you have unenhanced natural diamonds.
 - Enhanced Natural Diamond: Select this category if you have natural diamonds that have been enhanced (clarity-enhanced to reduce flaws, for example).
- If the stone doesn't meet the above definition for a diamond, don't list your item in the Diamond or Fine Jewelry category and don't use the word "diamond" in your listing title or description. You should describe the actual material the stone is made of, such as:
 - Plastic
 - Glass
 - Cubic Zirconium
 - Diamonique
 - Briolite
 - Moissanite
 - Rhinestone
 - Strontium Titanate
 - Quartz

Gemstones

- Authentic gemstones that have been enhanced can be listed in the Fine Jewelry category as long as you select the appropriate Main Stone Treatment option under Item Specifics. For treated gemstones, you'll also need to clearly specify in your listing if the treatment:
 - Is not permanent
 - Creates special care requirements
 - Has a significant effect on the stone's value
- Manufactured stones can be listed only in these categories:

- Fashion Jewelry
 - Engagement & Wedding
 - Categories especially designated for them (for example, "Pearl, Imitation" or "Simulated Stones")
 - Other
- Don't list manufactured stones in the Fine Jewelry category or any categories for genuine gemstones such as Opal, Ruby, Pearl, and so on.
 - If the mineral composition of the stone or gem is different from the natural mineral, you need to clearly identify the item as such throughout your listing. So, for example, you'll need to use words like "imitation pearl" or "simulated ruby" in both your listing title and your description.

Loose beads

You can list these items only in the Loose Beads category.

Precious metals

A precious metal is defined as one of these:

- Gold of 10 karats or higher
- Silver of 925 parts per 1000 pure silver or above
- Platinum group metals of 850 parts per 1000 pure platinum or above

Solid precious metals aren't plated and not filled. If your item doesn't qualify as a precious metal, be sure to follow these guidelines:

- Don't list plated and filled metals in the Fine Jewelry category.
- List your item in the Plate/Fill category that matches your product, or choose the "Plated" or "Filled" option under Item Specifics.
- You need to clearly describe the nature of the precious metals throughout your listing. You can, for example, use the word "gold-plated" as long as the alloy used for the plating is 10-karat gold or higher. You'll also need to include the qualifying word, such as "plated" or "filled", in every mention of the word "gold" in your listing description.
- It's okay to use abbreviations (such as "gf" for gold-filled, "gp" for gold-plated, or "gep" for gold-electroplated) in your listing title.

Niihau shell jewelry

The state of Hawaii regulates the sale and advertisement of jewelry made from the rare shells that come from the Hawaiian island of Niihau. If you'd like to sell these items, there are some specific guidelines you'll need to follow:

- You can use the word "Niihau" or any variation of it, such as "Ni'ihau" or "Niihaun", as long as you can certify in your listing that the item was made in Hawaii with 100 percent genuine Niihau shells. If you use those words, make sure you comply with Hawaii law, specifically [Hawaii Revised Statute § 486-118.5](http://www.capitol.hawaii.gov/hrscurrent/Vol11_Ch0476-0490/HRS0486/HRS_0486-0118_0005.htm) (http://www.capitol.hawaii.gov/hrscurrent/Vol11_Ch0476-0490/HRS0486/HRS_0486-0118_0005.htm).
- To describe that a piece has Niihau shells, it has to consist of at least 80 percent Niihau shells, and it was made in Hawaii. In your listing, you'll need to specify the exact percentage of Niihau shells that actually came from the island of Niihau, its waters, or its beaches.

▼ **Why does eBay have this policy?**

To improve the shopping experience on eBay, sellers listing jewelry products in the U.S. are required to call out important details about those items in their listing titles and descriptions. This policy is in place to make sure potential buyers have a clear understanding of what they're buying before committing to purchase the item.