



juli™

the sonic brush for diamond jewelry



juli™






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OUR STORY



## Meet juli™, your diamond's best friend.

If you're like me, you know the only thing more annoying than wearing a filthy diamond is cleaning one. Who wants to drive to the jeweler or mess with a bulky, counter-hogging jewelry bath when you know your diamonds are just a smudge away from looking dull again?

So, what do we do? We let our diamonds go – allowing weeks, even months, of grime to accumulate until they sparkle no more, smothered in all kinds of yucky—and even harmful—buildup.

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OUR STORY

I knew there had to be a better way to keep our diamonds clean, healthy, and sparkling every day – no matter what life throws our way.

So I created juli – the very first cleaning system developed specifically for our beloved diamonds. Convenient, safe, and powerful, in a matter of seconds juli removes everything from dirt and oil to fingerprint and permanent marker.

Add juli to your cleaning routine and fall in love with your diamonds all over again. Soon you'll see why juli really is your diamond's best friend.



xo,

**Hannah Peck**  
FOUNDER

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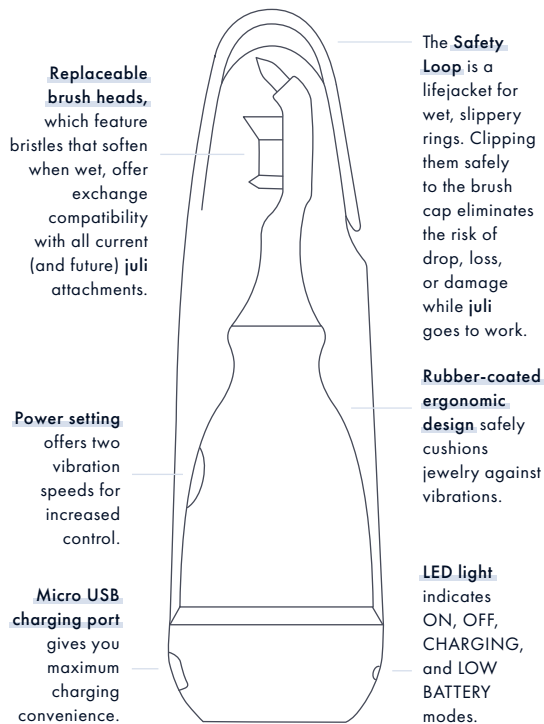
## What's in the Box?

- 1 The juli Original Brush including Brush Head and Cap
- 2 The Tonic Purifying Cleanser for Diamonds
- 3 The Chamois Drying Cloth
- 4 Micro USB Power Cord and Adapter





# Get to Know Your juli™



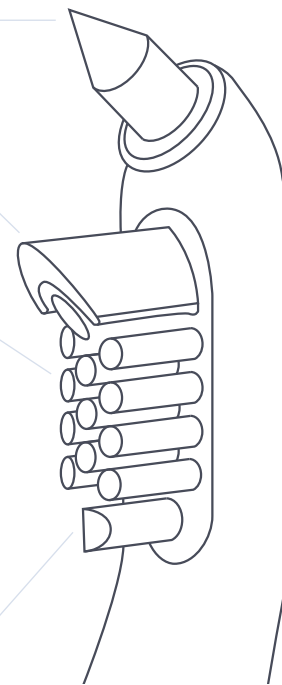
## GET TO KNOW YOUR JULI

The **Ice Pick** is ideal for targeted precision cleaning (see page 18) and for accessing hard-to-reach areas under settings.

The **Spade** sweeps and flosses under, around, and in-between larger set stones.

Use the **Pavé Cradle** for those delicate, notoriously hard-to-clean baby diamonds. Short, densely-packed bristles powerfully bust dirt and grime caked under and around pavé stones.

Use the **Wedge** to clean along the meeting lines of closely set diamonds (like in eternity bands).





Super important!

## Before You Start

**juli™ was specifically designed for cleaning diamonds that are securely set in solid precious metal.**

To prevent damage, juli should not be used on:

- ◆ pearls, opals, or any other soft, porous minerals
- ◆ cracked or broken stones
- ◆ loose, weak, or damaged settings
- ◆ plated, glued, or painted jewelry

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### BEFORE YOU START

Have your jewelry inspected by a professional jeweler once a year and before using juli to ensure your jewelry is strong, healthy, and safe to clean.



This and other juli products may not be suitable or safe for cleaning all items of jewelry. If it sounds like juli is not safe for your type of jewelry, you have 30 days to return for a full refund. See Warnings and Warranty or visit [julibrush.com](http://julibrush.com) for details.

Ready for the fun part?

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# Cleaning Your Diamond Rings

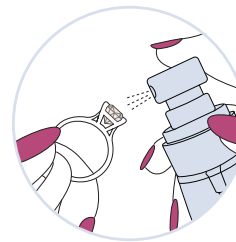
Diamond earrings,  
bracelets, necklaces—  
juli™ cleans them all.  
But diamond rings are  
her specialty.

## CLEANING YOUR DIAMOND RINGS



1

Gently slide your ring up the open side of the **Safety Loop** at the top of the juli cap (you'll hear a click to let you know it's clipped in safely). Push your ring upright against the **Safety Loop** with your thumb and index fingers, using your remaining fingers to grip the body of the cap snugly against your palm.



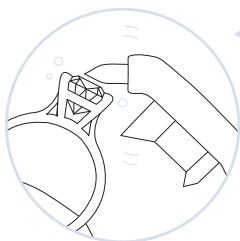
2

Spray 1-3 pumps of **The Tonic Purifying Diamond Cleanser** directly onto dirty diamonds and wet the brush head.



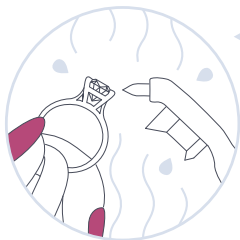


### CLEANING YOUR DIAMOND RINGS



3

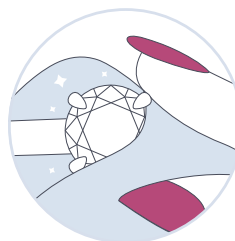
Turn on your **juli**. Clean the surface of your diamonds by gently tapping them with the bristle section that corresponds to your diamond's shape and setting (see page 9). Be sure to clean under your diamonds where residue buildup is the worst.



4

Rinse your jewelry, brush, and hands thoroughly with warm water.

### CLEANING YOUR DIAMOND RINGS



5

Away from the sink, grip your ring securely using **The Chamois** and slide it out of the **Safety Loop**. Continue patting and squeezing your ring in **The Chamois** until all moisture as been absorbed.



All done! Snap a pic and tell us what you think!  
[@the\\_juli\\_brush](#)  
[#yourdiamondsbestfriend](#)



## Pro Tips



### PRO TIPS

#### **Quick Clean... or Diamond Rehab?**

A typical diamond solitaire should take about 10-20 seconds for juli to clean. But if your jewelry is more complex or in need of some major TLC, take some extra time scrubbing and repeat the cleaning steps as needed until your stones are spotless. After that, regular 10-20 second touch-ups will keep them sparkling.



#### **Mastering the Safety Loop**

The best **Safety Loop** grip is one where your thumb and index finger firmly push your ring up against the inside of the loop, causing your ring to stand upright, exposed, and in place for brushing all angles.

Use the thumb imprint as a guide and hold the cap in your hand as if you were holding a magnifying glass. Now push upwards on your ring until it pops up. Voilà!





#### PRO TIPS



#### Precision Cleaning

Finally, the answer to the problem of cleaning diamonds set alongside soft minerals like pearls and opals, which are not suitable for scrubbing. Dip your wet **Ice Pick** in a bit of **The Tonic** and, with the power on low, precisely tap the surface of your diamonds while avoiding contact with their super-sensitive neighbors.



#### Lay off the Metal

Precious metals are soft and can become dull and worn over time. Scrubbing them with your **juli** will not remove scratches or make them shiny and new—that's a job for a professional jeweler. Remember, **juli** is meant to work her magic on diamonds, so concentrate your scrubbing there. And give your metal a rest.

#### PRO TIPS



#### Before and After

Nothing makes us happier than an amazing diamond transformation! Snap before and after photos of the jewelry you clean with **juli** and share them with us online using **#yourdiamondsbestfriend**. Remember, diamonds photograph best with no flash in indirect, clean light.

#### Clean Diamond Stud Earrings—without even taking them off!

Just spritz **The Tonic** directly onto the wet brush head. Pinch your earring back with one hand and use your other hand to gently tap the **Ice Pick** over and under your diamond until it's clean. Then rinse thoroughly with water. We recommend doing this before a shower.





## Caring for Your juli™

To ensure the safety and longevity of your juli brush, please follow these important care instructions:

- ◆ Handle your juli with care. Do not apply excessive pressure to brush body or cap components including the arm of the **Safety Loop** or the rubber charging port cover. The rubber port cover could break if pulled or twisted with excessive force or repetition.
- ◆ Avoid surface contact with any sharp object that could puncture the protective rubber covering on the brush body or head. Such damage could compromise the moisture barrier protecting the electrical components inside the brush, or expose hard plastic on the brush head which could damage your jewelry. Do not remove the rubber covering from the brush body or head and do not use if damage occurs.

## CARING FOR YOUR JULI

- ◆ When not actively charging your juli, unplug and keep the charging port cover flap sealed closed at all times. Do not allow moisture inside the charging port area.
- ◆ When not in use, store upright on a dry surface at or below 75°F (24°C). Avoid exposure to extreme heat (above 113°F or 45°C) or cold (-4°F or -20°C).
- ◆ Pulling the arm more than ¼ inch away from the body of the brush cap could cause it to break or fail to return to its original resting position.
- ◆ Prolonged UV exposure may alter the appearance, but not the functionality, of your juli. To prevent discoloration, avoid excessive UV exposure.
- ◆ Replace your brush head as soon as the bristles begin to fray or if the protective rubber becomes damaged.



# Warnings and Warranty

## WARNINGS

THIS AND OTHER JULI PRODUCTS MAY NOT BE SUITABLE OR SAFE FOR CLEANING ALL ITEMS OF JEWELRY. THEY ARE NOT DESIGNED OR INTENDED TO CLEAN PRECIOUS METAL OR THE PARTS OF ANY JEWELRY OTHER THAN HARD GEMSTONES, SUCH AS DIAMONDS. WHILE JULI TRIES TO EDUCATE USERS ON SAFE USE, JULI CANNOT CONTROL HOW, OR THE CONDITIONS UNDER WHICH, A USER USES ITS PRODUCTS. ALSO, THE CONDITION, CONSTRUCTION, AGE AND MATERIALS OF JEWELRY ITEMS VARY WIDELY, AND ALL SUCH FACTORS ARE OUTSIDE JULI'S CONTROL. ACCORDINGLY, JULI MAY NOT BE SUITABLE OR SAFE TO USE ON, AND MAY DAMAGE JEWELRY ITEMS OR COMPONENTS, AND JULI CANNOT AND DOES NOT REPRESENT OR PROMISE THAT THE PRODUCTS ARE SUITABLE OR SAFE TO USE ON AND WILL NOT DAMAGE JEWELRY OR COMPONENTS, EVEN IN CASES WHERE ALL SUGGESTED USE INSTRUCTIONS ARE FOLLOWED. THE USER ASSUMES THE RISK OF ANY AND ALL DAMAGE TO JEWELRY CAUSED BY USE OF ANY JULI PRODUCT. CONSULT A PROFESSIONAL JEWELER BEFORE USING ANY JULI PRODUCT. USE ONLY AS DIRECTED.

## WARRANTY

### LIMITED WARRANTY

We take pride in the products we make and warrant to the person who originally purchased the product ("you") that the juli brush body will be free from defects in workmanship and materials for its applicable Warranty Period, subject to the below conditions.

In order for your warranty claim to be approved, the following conditions must be met.

- You must have used the product only as directed and intended and in complete accordance with the product's care instructions.
- You must provide proof that your juli was purchased from an authorized juli seller, the date of that purchase, and that you are the original juli purchaser.
- You must, at your own expense, return the product directly to juli. (Please visit [www.julibrush.com](http://www.julibrush.com) for up to date return shipping address and instructions.)

If a defect occurs as the result of the Product's directed and intended use according to the care instructions during the Warranty Period, we will repair or replace, at our discretion, the defective part or product with an equivalent model based on availability.

## WARNINGS AND WARRANTY

What the warranty does not cover:

- Damage to jewelry or jewelry components (see "Warnings").
- Punctures, scratches, normal wear and tear, and the natural breakdown of colors and materials over extended time and use are not warranted. This includes normal wear and tear on the brush head, bristles and charging port cover.
- Damage to the internal and external components of the brush caused by any of the above or improper use, care or handling of the device, including damage caused by exposure to extreme temperatures, chemicals and moisture.
- Defects caused by third-party modifications, repairs, or replacement parts.
- Force majeure, such as damage caused by natural disasters, abnormal voltage, etc.
- Damage caused by dropping or forceful impact.
- Rechargeable batteries and LEDs.
- Chargers, adapters, soaps, cloths, polishes, packaging and other accessories.

## WARRANTY PERIOD

Warranty is valid for 1 year from purchase.

## WARRANTY DISCLAIMER

There are no express warranties other than the warranty set forth herein. ANY IMPLIED WARRANTIES, INCLUDING ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE, ARE LIMITED TO THE DURATION OF THIS EXPRESS WARRANTY.

UNDER NO CIRCUMSTANCES, WHETHER FOR BREACH OF WARRANTY, BREACH OF CONTRACT, NEGLIGENCE, OR OTHER TORT, OR ANY STRICT LIABILITY THEORY, WILL JULI BE LIABLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES.

This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

The warranty is only available in the United States. No juli reseller, agent, or employee is authorized to make any modification, extension, or addition to this warranty.

For more information visit [www.julibrush.com](http://www.julibrush.com)  
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