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NO. 444

# Osmium: The Sunshine Element

Osmium: the world's rarest precious metal. Its occurrence is vanishingly small, its extraction process lengthy and costly. Although discovered over 200 years ago, it never became a mainstream industry metal or luxury metal due to its rarity and to the toxicity of its crude form. Only in 2013, following years of extensive research, was a process discovered that enabled this powder-like metal to be crystallized into a non-toxic solid form. The resulting crystalline metal was extremely pure and completely forgery-proof. As such, it quickly became a popular investment asset, especially in the European DACH region of Germany, Austria, and Switzerland. As its reputation as an investment metal grew, so did its allure as a luxury metal. This is because, along with being unforgeable, crystalline osmium is stunning. The metal, nicknamed the "Sunshine Element," is quickly becoming recognized and sought after by investors, luxury jewelers, and exclusive watchmakers worldwide.

The company responsible for certifying and distributing crystalline osmium, the Osmium-Institute Germany, is tasked with the worldwide distribution of the metal to everyone from investors to jewelers. Early notable collaborations in the luxury goods sector were with exclusive timepiece designers. Producers Hublot, Ulysse-Nardin, WH&T, and most recently UNE have all incorporated osmium into their inventive and elegant wristwatch designs. The unique sparkle of osmium is praised for its individuality and beauty every time it is seen upon a dial.

In addition to luxury wristwatches, osmium is a prominent jewelry inlay. Its blueish hue – a unique color amongst all the other precious metals – is particularly complimentary to pieces made from rose and yellow gold. The combination has been used in everything from dynamic collars to subtle wedding bands. A feature of crys-

talline Osmium that is particularly attractive to jewelers is its ability to be cut into superfine inlays without having to be separated into multiple pieces – a trait not seen in any other high-value shining material in jewelry production.

Osmium's rarity alone is enough to make it a conversation topic. The rarest metal on Earth; why haven't I heard about it before, and where can I get some? The fact that the metal has a stunning natural appearance only adds to its allure. In its crystalline form, the metal's best traits are put on full display: Unforgeability, unmatched value, and unbelievable natural beauty all in one. Osmium's journey in the world of luxury is just beginning – where the Sunshine Element will go remains to be seen.

To find out more, visit [www.osmium.com](http://www.osmium.com) or contact the Osmium Institute directly at **1-888-8OSMIUM (867-6486)** or [info@osmium-institute.com](mailto:info@osmium-institute.com).



**“The rarest metal on Earth - why haven't I heard about it before, and where can I get some?”**

