Why is 24K gold considered “pure” gold?

Gold Purity · https://www.purejewels.com/faqs/gold-purity/why-is-24k-gold-considered-pure-gold/

24K gold is considered **"pure gold"** because it contains **99.9% gold content** with virtually no other metals mixed in. In the carat system, which measures purity out of 24 parts, **24 carats means 24 out of 24 parts are gold**—hence, it is the highest possible level of purity in gold.

Why 24K Gold is Called "Pure"

Purity by Definition

- **24K (or 24ct)** gold is **99.9% pure** (also expressed as **999 fineness**).
- It contains **no significant alloyed metals**, which means the gold is in its natural, most refined state.

Rich Colour and Softness

- 24K gold has a **deep, rich yellow hue**—the hallmark of high-purity gold.
- It is **so soft and malleable**, it’s not generally used for jewellery, as it can bend or scratch easily. Instead, it is ideal for **investment in the form of coins and bars**.

Standard for Investment

Because of its **uncompromised purity**, 24K gold is the **preferred choice for gold bullion** (bars and coins) used by:

- **Central banks**
- **Investors**
- **Jewellery traders**

In the UK, **Royal Mint Britannia coins**, made of 24K gold, are **VAT-free and exempt from Capital Gains Tax**, making them a highly tax-efficient investment.

How It's Certified

24K gold is often marked as:

- **“999”** (indicating 999 parts per 1,000 are gold)
- **Hallmarked** for assurance by assay offices

At **PureJewels**, we offer certified **24K gold bars and investment coins**, combining **purity, trust, and long-term value**.

Explore our range of 24K gold bars and coins ideal for gifting or investment.