

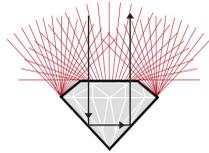
*The 4 C's & Beyond - A Diamond Purchaser's Guide*

# #1 CUT

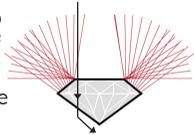
Cut is the most important factor in determining a diamond's brilliance & beauty. The better the cut, the more your diamond will sparkle. Small dimensional differences have a dramatic effect on a diamond's reflection of light. Even if a diamond has a perfect clarity and color grade, if it has a poor cut, it may appear dull.



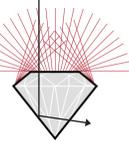
**IDEAL** Cut to ideal proportions, virtually all light entering the stone reflects from one facet to another, then back through the top for optimal sparkle.



**SHALLOW** Cut too shallow, light falls out of the bottom of the diamond before it can be reflected - resulting in a watery appearance.



**DEEP** Cut too deep, light escapes through the sides of the diamond - resulting in a dull appearance & darker center.



# #2 CLARITY

The clarity of a diamond is determined by the quantity & degree of internal birthmarks, called inclusions. *The better the clarity, the greater the rarity.*



**FL & IF** FLAWLESS / INTERNALLY FLAWLESS  
No inclusions visible to an experienced gemologist using 10X magnification.



**SI<sub>1</sub> & SI<sub>2</sub>** SLIGHTLY INCLUDED  
Inclusions are noticeable using 10X magnification & may be visible with the unaided eye.



**VVS<sub>1</sub> & VVS<sub>2</sub>** VERY VERY SLIGHTLY INCLUDED  
Inclusions are minor and difficult for even a trained gemologist to see using 10X magnification.



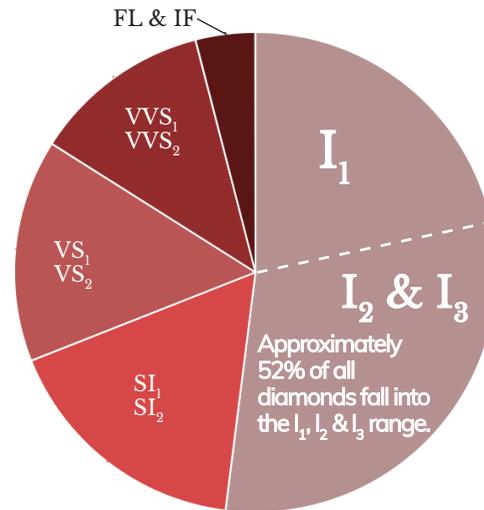
**I<sub>1</sub>** INCLUDED  
Inclusions are visible under 10X magnification & with the unaided eye likely to effect transparency & brilliance.



**VS<sub>1</sub> & VS<sub>2</sub>** VERY SLIGHTLY INCLUDED  
Inclusions are somewhat difficult to see with a trained eye & very difficult to see with an untrained eye under 10X magnification.



**I<sub>2</sub> & I<sub>3</sub>** INCLUDED  
Inclusions are easily seen with the unaided eye & will effect transparency & brilliance.



# #3 CARAT

Carat is the measurement diamond weight. 1.00 carat = .20 grams. Carats are then divided into 100 points. So a quarter-carat has 25 points and is written as 0.25 carats, or ¼ carat. Because of its rarity, one larger diamond is more valuable than a combination of small diamonds. Diamonds of the same weight can vary significantly in value depending on their color, clarity & cut.

# #4 COLOR

Diamond color is graded by letter. That letter indicates the whiteness and rarity of the diamond. Though it rarely occurs, the best color for a diamond is no color. Less than 2% of all diamonds are colorless. As color tones become more apparent, the rarity & cost decrease.

|                    |                           |               |                         |                          |
|--------------------|---------------------------|---------------|-------------------------|--------------------------|
| COLORLESS<br>D,E,F | NEAR COLORLESS<br>G,H,I,J | FAIN<br>K,L,M | VERY LIGHT<br>N,O,P,Q,R | LIGHT<br>S,T,U,V,W,X,Y,Z |
|--------------------|---------------------------|---------------|-------------------------|--------------------------|

**Creator** Both naturally-mined diamonds and lab created diamonds, also known as lab grown or lab crafted, have identical chemical, physical and optical properties. Both go through the exact same post-formation process – cut, polish, and grading.



**NATURAL MINED** diamonds are formed over the course of billions of years underground, and eventually are pushed close to Earth's surface via volcanic eruptions. For these reasons, they are a unique, rare and finite resource.



**LAB CRAFTED** diamonds are 100% real diamonds - not simulants. They are formed from a seed diamond (a minuscule slice of diamond) in a matter of months under specific pressure, temperature, and chemical conditions in certified lab environments.

**Transparency** Poor diamond transparency occurs when crystal clusters inside a stone cover an area resulting in a hazy or cloudy appearance. Diamond transparency **does not effect or lower a diamond's clarity grade (inclusions).**

# Treatment

**FRACTURE FILLING:** Utilizes a glass-like material to "fill" a diamond to improve a stone's appearance by up to two clarity grades. Not a permanent enhancement. Full disclosure to the consumer required.

**LASER DRILLING:** A permanent enhancement process to remove the visibility of natural carbon inclusions using a laser to drill tiny holes (thinner than hair) in the stone creating channels to melt or dissolve them.

**COLOR ENHANCED/COATING:** Applies a thin layer of material to all or part of a diamond surface, to either mask underlying color or enhance a desirable color.

# shapes

