



DIAMOND BUYERS GUIDE

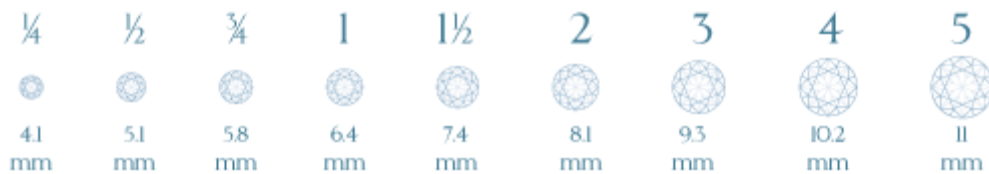
To begin shopping for a diamond, you need to understand the four Cs of diamond evaluation: Carat, Color, Clarity, Cut.

By understanding these qualities you can determine which traits are most important to you, and you can find a balance that best suits your needs.

Once you understand the "Four Cs," you will be better prepared to shop for diamonds.

CARAT WEIGHT

A carat is a unit of measurement and it's the unit used to **weigh** a diamond. One carat is equal to 200 milligrams, or 0.2 grams. Differences in size are clearly visible even to an untrained eye. Size however, is NOT a measure of your love.



COLOR

When jewelers speak of a diamond's color, they are usually referring to the presence or absence of color in white diamonds. Color is a result of the composition of the diamond, and it never changes over time.

Because a colorless diamond, like a clear window, allows more light to pass through it than a colored diamond, colorless diamonds emit more sparkle and fire. The formation process of a diamond ensures that only a few, rare diamonds are truly colorless. Thus the whiter a diamond's color, the greater its value.



Asscher Cut - Color: D

Asscher Cut - Color: K

EXAMPLES of COLOR

GIA COLOR GRADING SCALE

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| D | | H | | L | | P | | Z | | | | | | | | | | | | | | |
| D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| Colorless | | | Near Colorless | | | | Faint Yellow | | | Very Light Yellow | | | Light Yellow | | | | | | | | | |

We can assist you with determining the best color grade to choose based upon setting, metals used and accent stones. Diamonds graded D through F are naturally the most valuable and desirable because of their rarity. Such diamonds are a treat for the eyes of anyone. But you can still obtain very attractive diamonds that are graded slightly less than colorless. **Additionally, diamonds graded G through I show virtually no color that is visible to the untrained eye.** When choosing a white gold or platinum setting, you might prefer to opt for higher color grade.

CLARITY

Because natural diamonds are created under an incredible amount of pressure and not grown in a laboratory, it's no surprise that **most** diamonds have flaws.

A diamond's "clarity" grade is all about the flaws (or lack thereof). There are two types of flaws:

- **Blemishes:** found on the surface of the diamond
- **Inclusions:** found within the diamond

"Inclusions" are flaws such as air bubbles, cracks, and non-diamond minerals found within the diamond. "Blemishes" are scratches, pits, and chips (some blemishes occur during the cutting process, most often at the girdle).

Because they are less common, diamonds with no or few inclusions and blemishes are more highly valued and priced. Most inclusions are not visible to the naked eye. Almost every diamond will have some type of "flaw" or "imperfection".

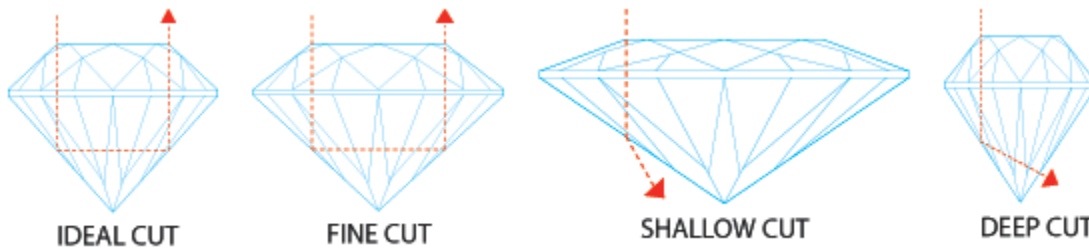


- **F (Flawless):** No internal or external flaws. Extremely rare, these diamonds come with a price tag to match their rarity. Expect a flawless one-carat round brilliant diamond to cost a minimum of \$20,000.
- **IF (Internally Flawless):** no internal flaws, but some surface flaws. Rare, but with prices for an internally flawless one-carat round brilliant diamond starting around \$5,000, affordable for many people.
- **VVS1-VVS2 (Very Very Slightly Included 1 and 2):** Minute inclusions very difficult to detect under 10x magnification by a trained gemologist. Easy to find in a wide range of prices (for a one-carat round brilliant diamond, prices start around \$4,000).
- **VS1-VS2 (Very Slightly Included 1 and 2):** Minute inclusions seen only with difficulty under 10x magnification. Easy to find in a wide range of prices (for a one-carat round brilliant diamond, prices start around \$3,750).
- **SI1-SI2 (Slightly Included 1 and 2):** Minute inclusions are visible under 10x magnification, and **may** be visible by the unaided eye. Easy to find in a wide range of prices (for a one-carat round brilliant diamond, prices start around \$3,500).

I1-I2-I3 (Included 1, 2, and 3). Inclusions visible under 10x magnification *as well as* to the human eye. We do not recommend buying diamonds in any of these grades.

CUT

The diamond industry uses the word "cut" in two different ways. First, it's used to describe the shape of a diamond (for example, an "emerald cut" diamond). The second way "diamond cut" is used is to describe the reflective qualities of a diamond. The reflective quality of the diamond is determined by how well the diamond was cut. This second usage (the reflective qualities) is the one that is graded and gets a score on diamond certificates.



All you have to do is ask.....

At Dynasty Jewelers, we want you to be educated and informed. Let us show you the different qualities of a diamond so that you understand what you are looking for. We will also help you navigate those various certificates available with some diamond.

