



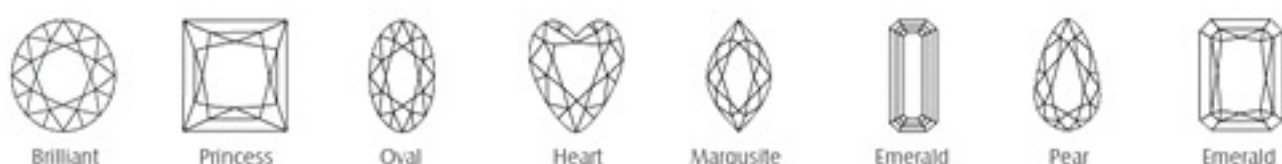
Choosing A Diamond

The four C's

Two diamonds at first glance look alike, but the truth is that they are very different. Although they may be of equal size, they may have very unequal values.

There are four characteristics that will help you when buying a diamond. They are known as the C's – cut, colour, clarity and carat weight. It is the combination of these four factors that determines the value of a diamond.

DIAMOND CUT



The quality of the cut determines a diamond brilliance. It is the skill of the cutter that unlocks the natural beauty of a diamond, revealing all of its hidden fire and brilliance. Most diamonds are cut with the full 58 facets and it is important that these are cut to precise angles. A diamond that is cut well will reflect light from one facet to another and then back out through the top of the diamond.

DIAMOND COLOUR



Most gem diamonds seen alone appear white, but most have a hint of colour, mainly yellow. Diamonds with no trace of colour are extremely rare and the closer they are to no colour the more rare and valuable they will be. Also rare are diamonds with a strong pure colour they are called "fancies" and which are very valuable. The Argyle Mine in Australia, which is the world's biggest mine, producing the rare pink diamond as well as beautiful cognac and champagne coloured diamonds.

DIAMOND CLARITY



Diamonds were formed millions of years ago, deep within the earth under enormous heat and pressure. Consequently, most diamonds contain tiny marks, known as inclusions, which make each stone unique. The inclusions don't necessarily weaken the stone and when they don't interfere with the passage of light they do not affect its beauty. The fewer and smaller the inclusions, the more valuable a diamond will be.

DIAMOND CARAT



Carat Weight: Put simply, a diamond's size is weighed in carats and each carat = 100 points. e.g. 50 points (0.50ct) = 1/2 a carat.