

How To Buy A Diamond

(NAPSA)—The diamond is a gem whose purity and brilliance symbolizes lasting love, and diamond jewelry is one of the most luxurious and desirable gifts for any occasion...but how do you buy diamond jewelry?

Four factors, known as the “four C’s,” determine the value of a diamond:

Carat—The weight of a diamond is measured in carats. There are 142 carats to an ounce. Carats are further divided into 100 points. Because large diamonds are rare, they generally have a greater value per carat.

Color—Diamonds come in every color, but the most popular are colorless. Truly colorless diamonds are extremely rare and costly. Colorless diamonds are graded D, and grading continues down through the alphabet, with each letter designating a slightly yellower tint.

Clarity—A diamond’s clarity is affected by any external irregularities or internal imperfections created by nature. Spots or lines are called “inclusions.” Although these imperfections make each stone unique, the fewer the inclusions, the more valuable the diamond. Clarity is graded on a scale ranging from internally flawless (IF) to imperfect (I).

Cut—Each diamond is cut according to an exact mathematical formula. The most common cut, the round brilliant, has 58 facets, or small, flat, polished planes designed to yield the maximum amount of light reflected back. This reflection, known as



When buying diamond jewelry, look for a jeweler who is a member of Jewelers of America.

“brilliance,” is an important factor in evaluating a diamond.

Because expertise in the grading, selection and sale of diamonds takes years of training, always buy a diamond from a retailer you can trust. Look for a professional jeweler who is established in the community and has an excellent reputation. Let him show you a selection of diamonds and explain the subtle differences in grade and value. Use his knowledge and expertise to guide you in choosing the diamond that is right for you.

Ask if the jeweler is a member of Jewelers of America (JA), the national association for retail jewelers, or look for the “J” logo on the door. JA members have signed and abide by a Code of Ethics, so you can buy with confidence from your JA member jeweler.

For a JA member jeweler nearby, visit www.jewelers.org.