

# DIAMOND BUYING GUIDE



Choosing a diamond engagement ring is an exciting and memorable experience. An enduring symbol of love and commitment, the diamond you choose will be unique not only because of its physical traits but also because of the relationship it represents.

When buying a diamond, consider all of its individual characteristics. It is helpful to know about the 4Cs – the universal diamond classification and grading system. Cut, color, clarity and carat are some of the traits that give a diamond its unique personality. Diamonds with higher 4Cs grades tend to be rarer, which can affect their price.

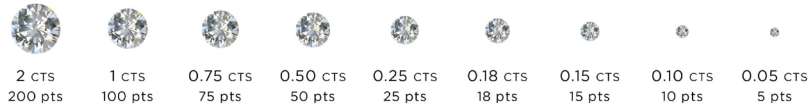
However, it is important to remember that the 4Cs are only four of the many characteristics of a diamond and that no two diamonds are the same, even if they share the same 4Cs. Every single diamond is a unique, inimitable miracle of nature.

You can be assured that regardless of its 4Cs, any Forevermark diamond you choose will be beautiful because it has been individually selected to receive the Forevermark inscription by our experts, who are backed by 125 years of diamond expertise.

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## CARAT



Carat is a measure of weight. One carat (1 ct) equals 0.20 grams and is divided into 100 points (half a carat - 0.50 ct - diamond can be described as a 50 points diamond). Forevermark diamonds are available in 0.14 carat and larger.

## CUT



Cut refers to the shape of the diamond. Round, princess, cushion, oval, marquise, pear, and emerald are some of the most popular. Cut is also the factor most involved in the sparkle of a polished diamond. Cut is expressed in terms of the brilliance, fire and scintillation of a diamond. To maximize sparkle, a diamond must be cut to very specific parameters of angle and dimension with a strict attention to the polished finish of the diamond. Each Forevermark diamond must achieve a Very Good or Excellent Cut standard.

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## COLOR

COLOURLESS		NEAR COLOURLESS			FAINT COLOUR			VERY LIGHT COLOUR			LIGHT COLOUR				
D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S-Z

Diamonds occur naturally in all colors of the rainbow. Generally, the rarest diamonds exhibit no color at all (apart from fancy colors). Polished diamonds are graded for minute variations in depth of color, from 'colorless' to 'light yellow' and 'light brown.' This is universally known as the D ('exceptional white') to Z ('tinted color') color scale. Forevermark inscribes diamonds from D to L colors as well as all fancy colors.

## CLARITY

										
FLAWLESS AND INTERNALLY FLAWLESS		VERY, VERY SLIGHTLY INCLUDED		VERY SLIGHTLY INCLUDED		SLIGHTLY INCLUDED		INCLUDED		
FL	IF	VVS <sub>1</sub>	VVS <sub>2</sub>	VS <sub>1</sub>	VS <sub>2</sub>	SI <sub>1</sub>	SI <sub>2</sub>	I <sub>1</sub>	I <sub>2</sub>	I <sub>3</sub>

Clarity measures a diamond's purity. Naturally-occurring features - known as inclusions - provide a special fingerprint within the diamond. Clarity refers to how free a diamond is from these tiny blemishes and inclusions. Only diamonds with Clarity grades from Flawless to SI<sub>2</sub> are eligible for Forevermark, and Forevermark only selects those diamonds in which the inclusions do not interfere with the beauty of the diamond.

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## FOREVERMARK GRADING

While you can have confidence that every Forevermark diamond is beautiful, rare and responsibly sourced, Forevermark Jewelers are able to offer further assurance through a certified grading report. This report presents an accurate blueprint of the Cut, Color, Clarity and Carat of each diamond. In addition, the Grading Report features the unique identification number inscribed on the diamond, and provides a special blueprint which maps the exact qualities that make the diamond one of a kind and confirms that it is natural and untreated.

All Forevermark diamonds over  $\frac{1}{2}$  carat come with a Forevermark Grading Report. Grading Reports may be requested for Forevermark diamonds in lower carat weights.

The Forevermark Diamond Institute uses strict grading standards to establish and validate the unique characteristics and quality of each diamond. Each diamond is checked at least five times to ensure an accurate profile that is reliable and consistent.

The Forevermark Diamond Institute is part of The De Beers Group of Companies, which draws on 125 years of diamond expertise. Each and every Forevermark diamond has been evaluated by leading diamond experts who are passionate about diamonds. The Forevermark Diamond Institute is located in Antwerp, Belgium, the world-renowned center of diamond excellence.

For more information about anything in this Diamond Buying Guide or to find your closest Authorized Forevermark Jeweler, please visit [www.Forevermark.com](http://www.Forevermark.com).

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