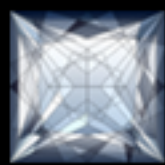


SHAPE



Round Brilliant



Princess



Oval



Heart



Marquise



Ascher



Emerald



Pear



Radiant

THE 4 CS OF DIAMOND QUALITY

Diamonds are categorized and graded based on four characteristics commonly known as the "four Cs" of diamonds. These characteristics determine a diamond's value and worth and are the universal language in talking about diamonds.

CUT

The proportions and symmetry of a diamond, all of which determine its ability to use and reflect light, ranging from:

EXCELLENT — VERY GOOD — GOOD — FAIR — POOR

CARAT

A diamond's weight. Generally speaking, diamonds of greater carat weights are exponentially more valuable than those of lower carat weights.



CLARITY

A rating based on the number, size, and nature of natural inclusions and blemishes in the diamond.



COLOR

The color of a diamond ranging from D (colorless) to Z (yellow).

