

## DIAMOND BUYING CHECKLIST

### 1 DECIDE WHAT YOU WANT...

Learn as much as you can about diamonds on GICAL's DiamondID.com site. Know what's most important to you: Cost, Carat, Color, Clarity or Cut.

**TIP**

Your final decision should be based on which diamond offers the best combination of the four C's for your preferences and budget. Balancing quality & size is the best approach to choosing the right diamond.

### 2 FIND A REPUTABLE JEWELER...

Use our referral directory to find trusted jewelers in your area, or online, who can show you 100% guaranteed, GICAL grade certified diamonds.

**TIP**

Only buy from a knowledgeable and trustworthy merchant. All information from the jeweler that influenced your decision to purchase your diamond should be written directly on your sales receipt and get the jeweler's refund policy in writing.

### 3 ASK FOR A GICAL CERTIFICATE...

There are several laboratories out there including GIA, (Gemological Institute of America) and AGS (American Gem Society), but they issue reports not certificates, with no guarantee that you can bank on.

**TIP**

While most laboratories tout their high level of integrity, only GICAL offers a Zero Tolerance Consumer Grading Guarantee providing cash-back for any error in grading or identification of the certified diamond. Other laboratories offer grading reports not guaranteed certificates.

### 4 EXAMINE SEVERAL DIAMONDS...

See what's available in your price range. No two diamonds are alike, so examine all of them carefully.

**TIP**

Compare diamonds side-by-side and choose the one that you think is the most beautiful. Remember you are buying a diamond and not a piece of paper, however a GICAL certificate provides you with assurance of the diamond's quality so you can rest easy with your decision.

### 5 WALK OUT ON PHONY DISCOUNTS...

Advertisements of 50 to 75% off are insulting. If a store offers a 50% discount, you need to ask yourself "50% off of what?" Who would ever shop at that store if they weren't having a sale?

**TIP**

Beware of jewelers that ask for a deposit on a diamond when you are not ready to buy. A professional jeweler that offers you a great deal today will offer you the same great value tomorrow.

## DIAMOND QUALITY

### CLARITY

Inclusions and surface blemishes are graded under 10X magnification, and since most people aren't showing off their jewelry under a jeweler's loupe, consider what you can see with your unaided eye.



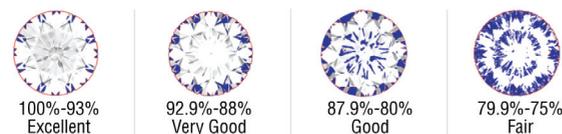
### COLOR

When considering what color diamond is right for you, start by looking at an H or I color diamond. This is in the middle of the popular color grade range (from D to M color). If you see some color then consider buying a diamond of a higher color grade, and if you don't see any color then consider buying a diamond of a lower color grade.



### OPTICAL BRILLIANCE

Well cut diamonds are beautiful regardless of shape, carat weight, color or clarity. A properly proportioned diamond is a masterpiece of optics designed to return light to its owner's - or admirer's eye. This is known as brilliance. If the diamond is cut too shallow or too deep then the light will leak out the bottom (represented by dark blue areas in the images below).



### OPTICAL SYMMETRY

Skilled craftsmanship, precision and patience are required to manufacture well cut diamonds. Precise placement and alignment of each facet produce beautiful, even balanced sparkle. This is known as symmetry. The more even the pattern, the better the symmetry.

