

Jewelry Education - Diamonds

Welcome to your diamond education - we want to help you make the best decision possible!

The easiest way to explain a diamond's beauty is using the FOUR C's: **Carat**, **color**, **clarity**, and **cut**. While these descriptions will help you, we would love to have the opportunity to show you how each of these "C's" effects a diamond's beauty.

Carat

A Carat is the unit of measurement for the weight of the diamond.

This is the unit of weight used for diamonds. This "C" has nothing to do with quality - it is only a measure of weight.

A carat is equal to 200 milligrams and there are 142 carats to an ounce. Carats are further subdivided into points. There are 100 points to a carat-just like pennies to a dollar. For example, a 50-point diamond weighs half a carat.

Often times the carat weight can be easily decided by your budget. If you let us know how much you would like to spend we can show you different diamonds that meet your budget. A .50 carat diamond of the highest color and clarity can easily cost as much as a diamond almost twice as large with lower color and clarity. If you shop with us, we'll be happy to show you various diamonds so you to compare and decide what you like best.



Color

A diamond's color ranges from perfectly white to faint yellow.

The best way to see the true color (or lack of color) of a diamond is by looking at it against a white surface. We'll be happy to show you how we grade diamonds for color.

Although most diamonds you will see will appear to be white or "colorless" they actually range in color from perfectly white to faint yellow. Color is graded using the Gemological Institute of America's color grading scale. The scale begins at D and continues to Z. Most diamonds at Johnson Jewelry fall into the colorless or near colorless range of G-I. This means their "color" is typically undetectable to the unaided eye.

Although most diamonds are a shade of white, they do come in all colors - pale yellow, canary, pink, red, green, blue and brown. These are called "fancies," and they are valued for their depth

of color, just as white diamonds are valued for their lack of color. The famous Hope Diamond is blue, and the well-known Tiffany Diamond is canary yellow.

Color



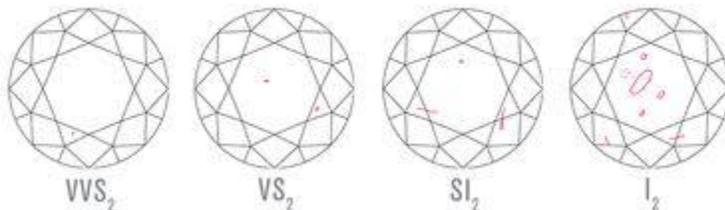
D E F	G H I J	K L M	N O P Q R	S T U V W X Y Z
colorless	near colorless	faint	very light	light

Clarity

A diamond's clarity is determined by its natural characteristics.

Clarity describes what is inside a diamond. A diamond's clarity is determined by taking into account the number, size, placement, color and nature of any internal "inclusions"; or external surface irregularities. Inclusions are characteristics such as crystals, fractures and clouds - included in the stone when it was crystallized from carbon long ago. These marks make each stone unique; no two diamonds have the same inclusions in the same places. When inclusions do not interfere materially with the passage of light through the stone, they do not affect its beauty. The fewer inclusions a diamond has the more valuable it will be. The Gemological Institute of America's (GIA) clarity grading scale is the most widely used for grading diamonds in the United States. Clarity is graded according to the relative position of the diamond's inclusions on the Flawless-to-Imperfect scale. Most diamonds at Johnson Jewelry will fall be within the GIA grades of VS(very slightly) to SI2 (slightly included) range. These diamonds offer an excellent value without sacrificing visible beauty.

GIA Clarity Diagram Examples

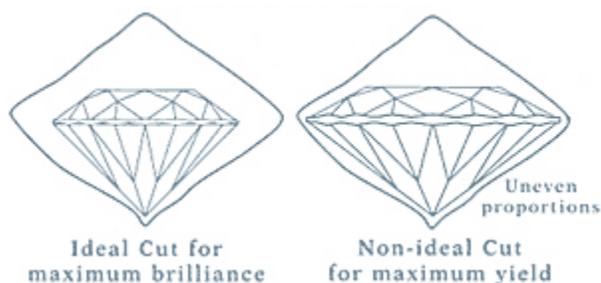
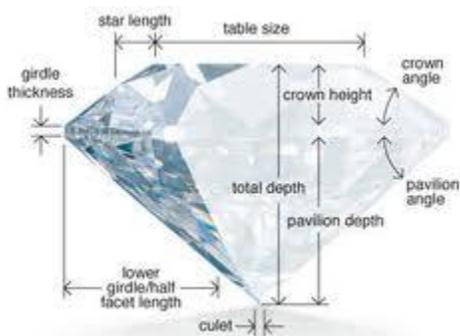


Cut

A perfectly cut diamond will reflect the maximum amount of light, making it sparkle.

The cut is what makes a diamond beautiful. Every diamond at Johnson Jewelry is carefully selected for its brilliant sparkle and shine.

Diamonds are cut according to an exact mathematical formula. A finished diamond has 58 "facets," which are the small, flat polished planes cut into a diamond, so that the maximum amount of light is reflected back to the viewer's eye. This reflection is called "brilliance," and is extremely important in evaluating the quality of a diamond. The widest circumference of a diamond is the "girdle." Above the girdle are 32 facets plus the "table," the largest and topmost facet. Below the girdle there are 24 facets plus the "culet," or point. Cut also deals with the shape of the diamond. Traditional shapes are round, emerald, marquise, pear, oval and heart. Because we hand select every one of our diamonds you can be assured that a diamond from our store will have the sparkle and brilliance you desire.



COLOR GRADING SCALE																							
GIA	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	Colorless			Near Colorless			Faint Yellow			Very Light Yellow			Light Yellow										
AGS	0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	5.5	6.0	6.5	7.0	7.5	8.0	8.5	9.0	9.5	10		

CLARITY GRADING SCALE											
GIA	Flawless	VVS ₁	VVS ₂	VS ₁	VS ₂	SI ₁	SI ₂	I ₁	I ₂	I ₃	
	Internally Flawless							Imperfect			
AGS	0	1	2	3	4	5	6	7	8	9	10

