



WHERE
Southeastern Ohio
GETS ENGAGED

BUYING YOUR DIAMOND

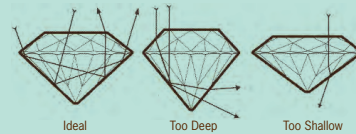
Buying an engagement ring is one of the most exhilarating and emotional purchases you'll ever make. So Pugh's Diamond Jewelers wants to be sure you're getting the most diamond for your money. Here are a few facts as you shop.

The 4 C's – Cut, Color, Clarity and Carat-Weight

Many think diamonds all look alike – that is simply not so. Although they may be of equal size, each diamond has unique characteristics that make each of them very special with a value all of its own. The unique characteristics of the 4 C's truly determine the value of a diamond.

Cut

In its rough state, a diamond's beauty is well concealed. Through cutting, the magnificent optical beauty of a diamond is revealed. A diamond cutter's challenge is to balance beauty with the weight retention from the rough diamond crystal.



Color

The amount or presence of body color in a diamond (colorless to yellowish).

AGS	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	To Fancy	
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			VERY LIGHT			LIGHT										

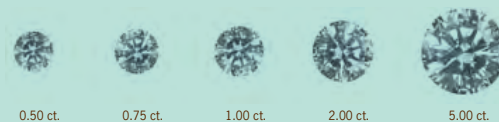
Clarity

The presence or absence of inclusions within the diamond and blemishes on its surfaces. These slight birthmarks of nature generally do not affect the beauty of a stone, but they almost always affect its price. Truly flawless diamonds are extremely rare and very valuable.

AGS	0	1	2	3	4	5	6	7	8	9	10
GIA	FLAWLESS	VVS ₁	VVS ₂	VS ₁	VS ₂	SI ₁	SI ₂	I ₁	I ₂	I ₃	I ₄
	INTERNALLY FLAWLESS	VERY, VERY SMALL TO SMALL INCLUSIONS				INCLUSIONS MAY BE VISIBLE					

Carat – Weight

As with all precious gems, the weight – and therefore the size – of a diamond is expressed in carats.



A diamond's grade.

A diamond is graded based on its cut, color, clarity and carat weight. Pugh's only recognizes the grading nomenclature of the world's most respected Gemological Laboratories – the G.I.A. (Gemological Institute of America) and the A.G.S. (American Gem Society). Both are non-profit organizations known as the most respected in the industry.

Pugh's
DIAMOND JEWELERS
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