



IT'S THE CUT THAT MAKES THE DIFFERENCE.

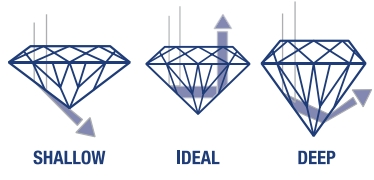


The 4C's of Diamond Grading

Diamonds are not all equal. In fact, there are significant differences in quality and ultimately, price. To understand a diamond's value you must evaluate the diamond under the internationally recognised standards of the Diamond 4C's: **Cut, Clarity, Colour and Carat Weight.**

Cut

The majority of people focus on colour and clarity when discussing the attributes of a diamond. Colour and clarity are important, **but it is the quality of the cut that makes the difference between a dull and lifeless diamond and a diamond that is alive with remarkable fire and brilliance.** The more perfect the cutting, the more sparkle you and everyone else will see.



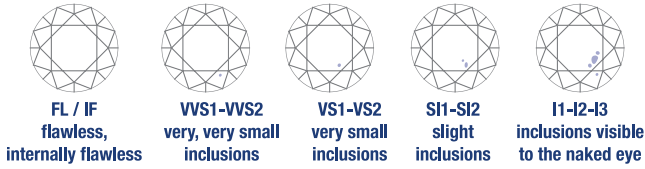
Colour

A diamond's colour is determined on a colour scale from D (colourless) to Z (yellow/brown). The most sought after diamonds have no colour. Whilst most diamonds appear to have no colour, in actual fact they have tints of colour as shown on the colour scale.

AGS	0	0.5	1	1.5	2	2.5	3	3.5	4	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10		
GIA	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	colourless		near colourless			faint yellow			very light yellow			light yellow											

Clarity

Refers to the amount and size of natural imperfections in the diamond. This may be internal (inclusions) or external (blemishes). The fewer inclusions in a diamond, the rarer and more valuable the gem.



Carat Weight

A diamond's weight is measured in carats, abbreviated ct. One carat can be divided into 100 points. Therefore, a diamond weighing one quarter of a carat can also be referred to as being 25 points.



GUARANTEED BY CERTIFICATION

Every Eternity Finely Cut Diamond undergoes strict laboratory testing to give a true and accurate account in all aspects of the 4C's.

A diamond grading report prepared by the Australian Diamond Grading Laboratory or another independent internationally recognised laboratory accompanies every diamond, verifying the diamond's characteristics to internationally recognised standards.



LASER INSCRIBED

All Eternity Finely Cut Diamonds above .30ct are individually laser inscribed on the girdle with the brand name and the unique Diamond Grading Report Number.

This inscription, visible under a standard 10-power jeweller's loupe is your proof of ownership in the event of loss or theft.

