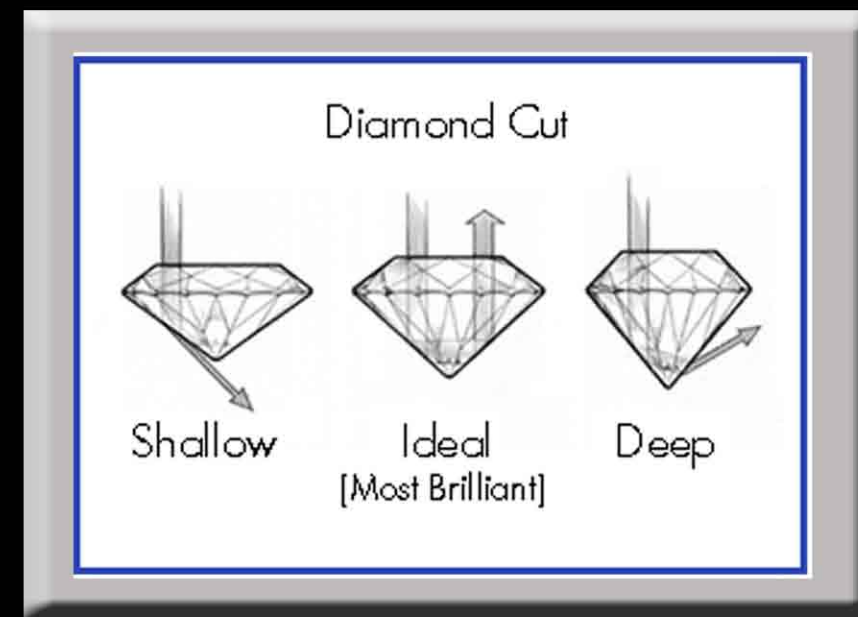
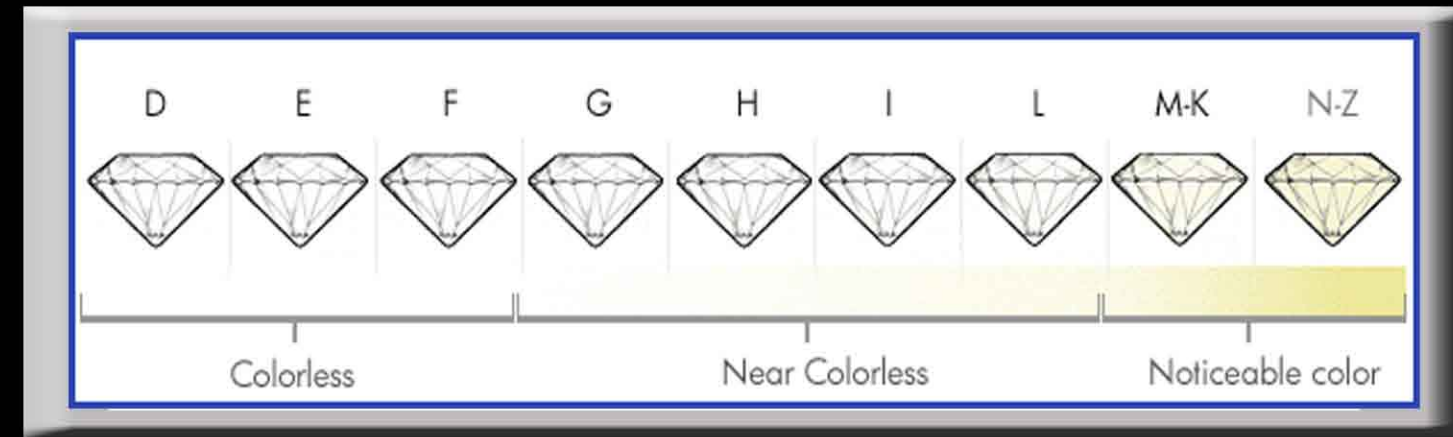


J.R.'S DIAMONDS & JEWELRY



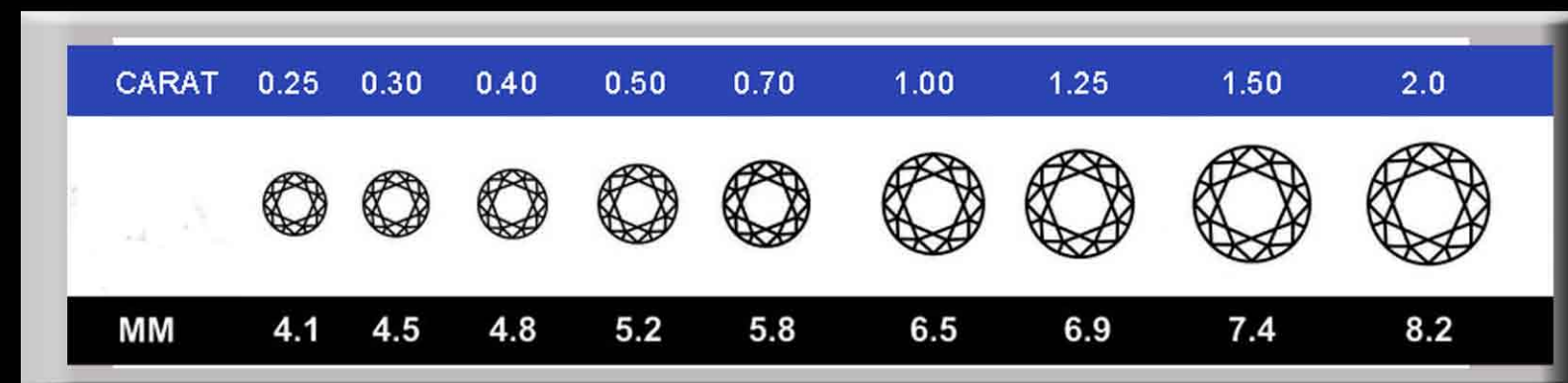
CUT:

When a faceted diamond is cut to the proper proportions, light will reflect from one mirror-like facet to another resulting in a display of brilliance and fire. Diamonds cut too deep or too shallow lose light that spills through the side or bottom.



COLOR:

Diamonds are graded by color with letters of the alphabet, starting with D for a colorless stone and continuing through the alphabet to Z. While many diamonds appear colorless, they may actually have subtle yellow or brown tones. The closer to colorless a diamond is, the more vividly it reflects light.



CARAT:

Carat refers to the weight of a diamond. A diamond's size is measured in carat weight, and each carat is equal to 100 points; each point is equivalent to 0.2 grams. A .75 carat diamond is the same as a 75 point diamond or $\frac{3}{4}$ carat stone. This special measurement was adopted in the U.S. in 1913 and has since become the standard worldwide.

DIAMONDS 101

CUTS OF DIAMONDS:



CLARITY:

Virtually all natural diamonds contain identifying characteristics, called inclusions. Inclusions are nature's birthmarks, and they look like crystals, clouds or feathers. Under 10X magnification the number, color, type, size and position of these birthmarks affect a diamond's value, ranging from flawless to imperfect.

CERTIFICATION:

J.R.'S Diamonds only sells larger diamonds that have been certified by independent, internationally recognized laboratories.