

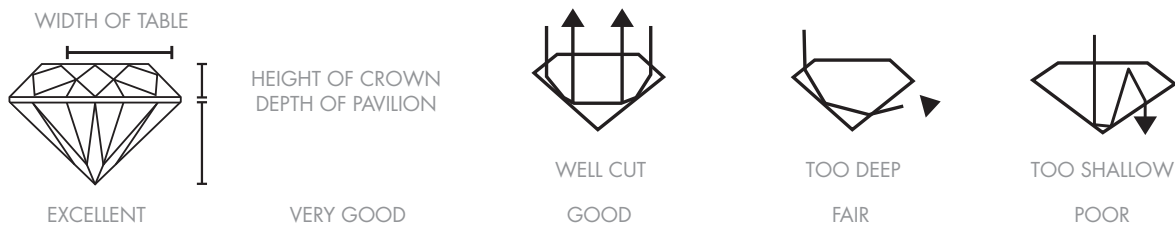
DIAMOND BUYERS GUIDE

Owned by one of the world's biggest producers of cut and polished diamonds and a De Beers site holder, Zamel's customers now enjoy the benefits of buying diamonds direct that are the best value, best quality and best range. Added to this is our commitment to stringent quality control, technological development and product innovation that makes a diamond from Zamel's simply unbeatable!

We welcome you to visit a Zamel's store soon to fully understand (and fall in love with) your diamond, however the following Diamond Buyers Guide will hopefully answer some initial questions you may have, in choosing the one!

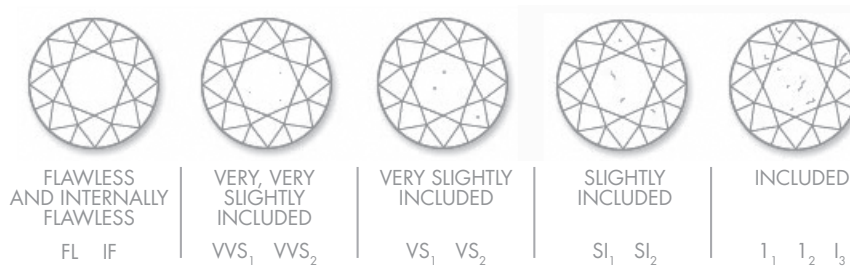
CUT

Cut is the factor most involved in the sparkle of a polished diamond and is expressed in terms of the brilliance, fire and scintillation of a diamond. To maximize sparkle, a diamond must be cut to very specific parameters for angle and dimension with a strict attention to the polished finish of the diamond. A well-cut diamond gathers and concentrates light from many directions, then radiates it outwards to dazzle the eye of beholders.



CLARITY

Clarity measures the diamond's purity. Naturally occurring features – known as inclusions – provide a special fingerprint within the diamond. Almost all diamonds have clarity characteristics. The fewer or less prominent these characteristics the higher the clarity grade.



COLOUR

Diamonds occur naturally in a wide variety of colours. Generally, the rarest diamond's exhibit no colour at all (apart from fancy colours). Polished diamonds are graded for minute variations in depth of colour, from 'colourless' to 'light yellow' and 'light brown'. This is universally known as the D ('exceptional white') to Z ('tinted colour') colour scale.

COLOURLESS		NEAR COLOURLESS			FAINT COLOUR		VERY LIGHT COLOUR			LIGHT COLOUR					
D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S-Z

CARAT

Carat is a measure of weight. One carat (1 Ct) equals 0.20 grams and is divided into 100 points (a half carat diamond – 0.50 Ct – can also be described as a 50 point diamond). Although weight plays a major role in determining value, clarity, colour and cut must also be considered.



2.0 ct
200pts



1.0 ct
100pts



0.75 ct
75pts



0.50 ct
50pts



0.25 ct
25pts



0.15 ct
15pts



0.10 ct
10pts



0.05 ct
5pts

CARING FOR YOUR DIAMONDS

Diamonds are the most durable substance on earth. With appropriate care, they can last forever. However, like anything else they can be scratched, chipped, smudged and soiled. Powders, soaps, lotions and even the oil from your skin will create a film on diamonds. Keeping your diamond jewellery looking brilliant requires only simple maintenance. This simple maintenance will be rewarded with beautiful, long-lasting jewellery. It is essential that you are aware of how to care and clean for your jewellery.

Try to protect all jewellery from sharp blows, harsh chemicals, sunlight and extreme temperatures. Chlorine and related chemicals can severely discolour and damage jewellery as well as loosen stones and settings.

Remove rings when working with your hands, such as gardening or heavy housework. Carefully wipe jewellery with a soft chamois or flannel cloth after each wearing to remove oils and salts. Store each item of jewellery separately to prevent scratching with other pieces. Clean your diamonds on a regular basis.

CLEANING YOUR DIAMOND JEWELLERY

To maintain your diamonds brilliant sparkle, we recommend that you use our home maintenance kit:

- Jewellery wipes – to remove all small surface scratches
- Gold liquid – to soak and gently brush your jewellery to remove dirt
- Gold cloth – to gently pat dry and polish your jewellery ready for use.

Or alternatively you can visit any one of our Zamel's stores to have your jewellery personally cleaned by one of our professional sales associates.

STORING YOUR DIAMONDS

To store individual pieces of diamond jewellery, wrap each one in a separate soft, lint-free cloth. This cushions the jewellery and keeps it dust-free. The original boxes the pieces came in are perfect for storage, though they take up more space and may be impractical for a large collection. A small cloth or plastic bag can be used as an alternative. To make lint-free cloths, old handkerchiefs, blouses, or scarves can be cut into small pieces. White cloths are best, because if they are exposed to moisture there is no chance of dyes leaking onto the jewellery.

Most people store diamonds in jewellery boxes. Unfortunately, burglars know this, and prominent jewellery boxes are often the first place they look for valuables. If left on a dresser or night stand, a jewellery box is best reserved for costume jewellery or other inexpensive pieces. Diamonds should be stored where a burglar wouldn't normally expect to find them.

Crowded jewellery boxes can damage diamonds. Pendants and bracelets tangle easily, and earrings may be lost if a box is so full that they are not noticed. Forcing jewellery into a crowded box may bend or warp rings, earrings, or other delicate items, especially antique and heirloom pieces. A crowded jewellery box is also more likely to result in chips and scratches.