

THE FOUR C'S

The Quality and Value of a Diamond is determined by the 4 C's. Diamonds with the highest 4C ratios are the rarest and therefore the most valuable. The Four C's are

CUT ■ COLOUR ■ CLARITY ■ CARAT WEIGHT

CUT

Quasar Diamond Range

Excellent + Very Good

These diamonds will have a high degree of brilliance, fire, and scintillation.



The Cut Grade measures how the individual proportions combine to effect the beauty of a diamond. Diamonds with a high cut grade

will have a high degree of brightness, fire (rainbow colours,) and scintillation (sparkle). High cut grades include "Excellent" and "Very Good", midrange includes "Good", and the low end includes "Fair" and "Poor".

Good

This grade will generally be a bit darker or lacking scintillation.



Fair

Diamonds in this category lack brightness, fire and scintillation.



Poor

Diamonds in this category show very little brightness, fire and scintillation.



COLOUR

Quasar diamonds are graded using the G.I.A. and HRD colour grading scale (D-Z). Most diamonds are colourless to slightly yellow. The highest grade is "D" or colourless (exceptional white +) and extends to "Z" or light yellow.



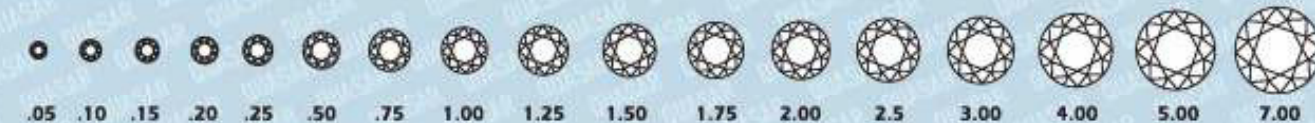
CLARITY

All diamonds contain imperfections. The very best, and rarest, clarity is Internally Flawless (IF). Because many inclusions are not visible to the naked eye, diamonds are graded under 10x magnification.



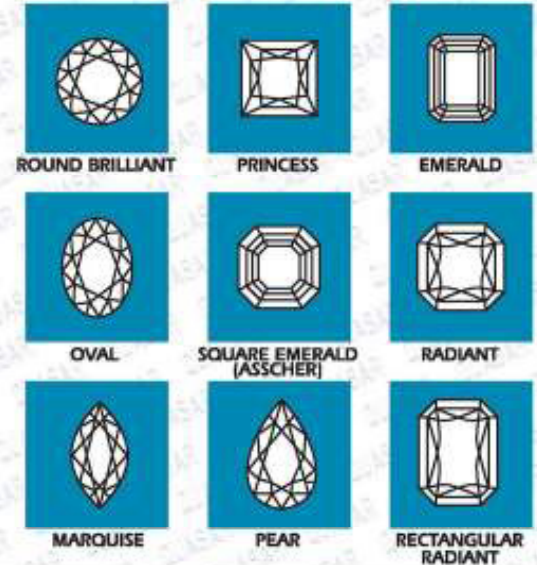
CARAT-WEIGHT

Diamond weight is measured in carats. One carat = 0.2grams and one carat = 100 points.



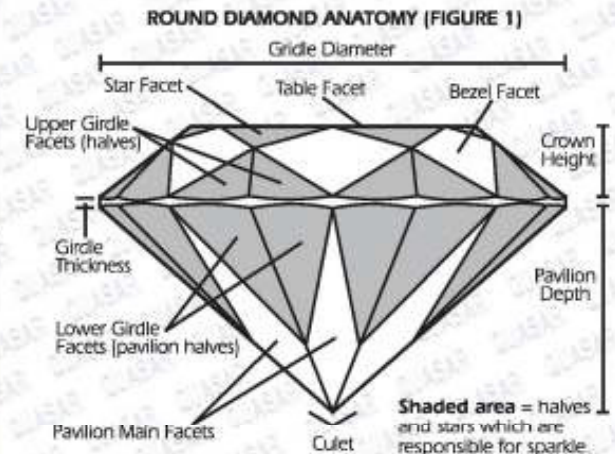
SHAPE

Diamonds can be cut in various shapes. Fancy shape is the term given to non round shapes. Rounds are by far the most popular shape. Princess cut is the most popular fancy shape.



WHAT IS A DIAMOND?

Diamond is a naturally occurring form of carbon crystallised at extremely high temperature and pressure. In nature, diamonds were formed approximately 200 kilometres below the earth's surface approximately 3500 million years ago just after the formation of the earth. Diamond is by far the hardest of all known natural substances.



1 WHAT IS A QUASAR DIAMOND? WHAT GUARANTEE DO I HAVE WHEN BUYING A QUASAR DIAMOND?

A Quasar diamond is a diamond which has a minimum "Excellent" or "Very Good" cut grade, therefore displaying maximum brilliance. Inferior diamonds sacrifice cut and beauty to save weight. This enables the seller to charge a higher price.

Because Quasar diamonds are all hand selected we are able to guarantee the quality of all Quasar Diamonds. Quasar Diamonds are owned by a New Zealand company who have been a leading supplier of diamonds to jewellers throughout New Zealand and Australia for over 30 years. Therefore, when buying a Quasar diamond, you will also be protected under New Zealand consumer laws.

2 WHAT ARE THE COMMON PITFALLS OF BUYING DIAMONDS ON THE INTERNET?

- It is difficult to gauge without seeing a diamond where in the grade the diamond lies. Customers need to be aware as this can greatly affect the price e.g. high SI2 clarity can cost up to 75% more than very low SI2 (SI3). This is not made clear on the certificate.
- Customers should be aware of the price decrease for smaller diameter stones even if they still get "Excellent" or "Very Good" cut grades. E.g. A 6.3mm 1ct round diamond should sell for 15-20% less than a 6.4mm stone. This is because a 6.3mm stone is arguably a 0.9ct diamond with weight held on it. In our opinion, the correct diameters for round diamonds should be as follows:
 - 2ct - 8.1mm+
 - 1.5ct - 7.35mm+
 - 1ct - 6.4mm+
 - 0.9ct - 6.2mm+
 - 0.8ct - 5.9mm+
 - 0.7ct - 5.7mm+
 - 0.6ct - 5.4mm+
 - 0.5ct - 5.1mm+
 - 0.4ct - 4.7mm+
 - 0.3ct - 4.3mm+
- Many diamonds have slight or medium fluorescence. Some people prefer this as it can give the stone a slightly whiter appearance. However, some strongly fluorescent diamonds can look milky which will negatively affect the overall appearance of the stone. There are a lot of these strongly fluorescent, hard to sell stones, put on the internet.
- Some diamonds are "smokey". Smokiness is caused by sub microscopic particles and is usually not disclosed on the certificate.
- Diamonds should be accompanied by a reputable suppliers report or independent certificate. The **HRD and GIA (Gemmological Institute of America)**, are arguably the most respected International Diamond Grading Labs. There are many other international certificates such as IGI, EGL, AGS, CGL, Etc. The standards of these certificates vary, some being historically softer, some harder. In our opinion the main reason for a grading lab to give softer grades is to get more business from members of the diamond trade who want to increase their profits by selling lower quality diamonds given higher grades for higher prices.
- Many internet sites have diamonds that the normal trade distribution have found hard to sell. Most of the good stones are in demand by the trade and are sold straight away by diamond manufacturers.
- A lot of internet lists are virtual and the stones may no longer exist.
- Some Certificates listed on the internet may be incorrect or fraudulent.

Even with our knowledge, we wouldn't be brave enough to buy a diamond by only observing a certificate, even a good certificate on the internet. In our experience, we would normally end up only buying 10% of stones actually viewed in person. In other words "Buyer Beware"

3 HOW CAN MY DIAMOND BE IDENTIFIED AND ARE QUASAR DIAMONDS CONFLICT FREE?

All Quasar diamonds are supplied with a diamond report. This report measures 15 different parameters. Because no two diamonds are alike, the parameters measured on this report can be used to identify an individual diamond. All quasar diamonds have been purchased from sources not involved in funding conflicts and in compliance with UN resolutions

4 WHAT IS A ROUND DIAMONDS CUT GRADE?

The "cut grade" measures how the individual proportions of a diamond combine to affect a diamonds beauty. **All Quasar diamonds have "Excellent" or "Very Good" cut grades.** Diamonds with Excellent and Very Good cut grades will display more;

- Brightness** (White light seen when viewing a diamond)
- Fire** (When white light is dispersed into the spectral "rainbow" colours.)
- Sparkle** (The sparkling flashes that come from the facets of the gem when it is tilted are known as scintillation or sparkle.)

Quasar uses GIA facetware to estimate a round diamonds cut grade.

5 WHY IS THERE NO INTERNATIONAL CUT GRADE STANDARD FOR FANCY SHAPE (non-round) DIAMONDS?

At the present time there are no universally accepted cut standards for fancy cut diamonds. Quasar fancy cut diamonds are bought for their high standard of cut. Quasar allocates cut grades using SARIN LASER and visual imaging.

6 WHAT IS SI3 CLARITY?

SI3 is a clarity grade universally accepted by most manufacturers and sellers of diamonds on the international market. It is not however recognised by the majority of gemmological labs including the HRD and GIA.

Because SI2 encompasses such a wide range of clarity (top SI2 is substantially higher in clarity than bottom SI2) the grade SI3 was given to diamonds at the very bottom end of SI2. These diamonds sell on the international market for SI3 price, are usually graded SI2 by the HRD or GIA, but will occasionally be graded I1.

7 WHAT IS FLUORESCENCE?

Some diamonds emit light (fluorescence) when exposed to U.V. radiation. Fluorescence is described as None, Faint, Medium, Strong, and Very Strong.

8 WHAT IS HEARTS AND ARROWS? DO HEARTS AND ARROWS DIAMONDS RECEIVE A BETTER CUT GRADE?

Some diamonds are branded 'Hearts and Arrows'. Hearts and Arrows refer to diamonds that have excellent symmetry. When viewed through a special machine 'eight hearts' are displayed in the face down position, and 'eight arrows' in the face up position.

Sometimes Hearts and Arrows diamonds don't sparkle like they should. This is because some manufacturers do not cut the halves (halves are responsible for sparkle) deep enough into the diamond. The manufacturers do this to save weight and to produce a Hearts and Arrows pattern.

Because different cut grades can display Hearts and Arrows patterns, we believe it is more important to buy diamonds with a high standard of cut rather than a diamond which gives a nice pattern when viewed through a special machine.

9 THERE ARE SO MANY DIAMOND BRANDS ON THE MARKET. IS THERE AN ADVANTAGE TO BUYING A DIAMOND BRAND?

In the last few years there has been a proliferation of diamond brands, many sold at a higher price than the same diamond without a brand name. In our opinion, if a high standard of cut is required we would recommend buying a diamond with a "Very Good" or better cut grade on G.I.A. facetware or similar recognised cut grading system.

QUASAR

DIAMONDS

DIAMOND BUYING GUIDE



Available at all leading New Zealand jewellers

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DIAMONDS

www.quasardiamonds.com
www.quasardiamonds.co.nz