Now your diamond's pedigree.

Size alone does not determine a
diamond's value. Diamonds of quality
are graded for clarity, color, cut and
carat (the 4 C's) by the Gemological
Institute of America (GIA). A GIA
Diamond Certificate is your assurance
of lasting value. Knowing the grade
of your diamond allows you to
comparison shop with confidence.

t Barry's Estate Jewelry we offer 5 C's: Clarity, Color, Cut, Carat and most importantly, Confidence. We educate consumers while offering them the best value for their money. As an extensively trained GIA Jeweler and Gemologist, Barry is committed to selling quality diamonds, ethically and competitively.

# Diamonds Estate Jewelry Appraisals Repairs

We specialize in educating our consumers on

#### Diamonds



Important Guidelines to follow BEFORE you purchase your diamond:

- Follow the GIA Diamond Grading Chart
- Get a Diamond Certificate
- Check the Rapaport Price Guide
- Use an Accredited Gemologist

These guidelines FORCE all jewelers to be reputable and competitive, thus enabling you to comparison shop with ease.

#### BARRY'S Estate Jewelry

Barry Fixler, G.I.A. Gemologist 295 Route 304 - Bardonia, NY 10954 845-624-7100

## Buying a Diamond...

Should be a satisfying experience.

At Barry's Estate Jewelry, we offer only quality diamonds of value.

Don't be fooled by chain stores that promise low prices and offer inferior diamonds. Get the diamond you pay for. Our knowledge and experience will guide you to the best diamond value.

We won't be satisfied...

...until you love your diamond.

#### Color

Although most diamonds appear

colorless when seen alone, there are subtle differences in shade that affect a diamond's value.

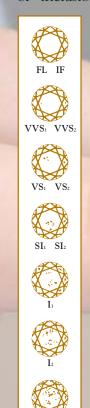
The more colorless a diamond, the more it sparkles with all the colors of the spectrum, the rarer and more valuable the diamond will be. Diamonds of quality are graded for color against a GIA master set of stones. While beautiful diamonds are found in many color grades, knowing the color grade of your diamond is another part of confirming its value.



Near Colorless

Faint Yellow

Very Light Yellow



### Every diamond is unique, with individual identifying characteristics. The fewer flaws or "inclusions", the higher a diamond's value.

Diamonds are rated according to the size and number of inclusions, starting with Internally Flawless, the most rare and precious.

Diamonds with very, very small inclusions are graded VVS<sub>1</sub> or VVS<sub>2</sub>. Inclusions that can be een without magnification are graded I<sub>1</sub> to I<sub>3</sub>. The larger the inclusion, the lower the grade.

Major inclusions interfere with the diamond's sparkle and brilliance.

#### 

#### Carat

A diamond's size is measured in carats, which is a measure of weight. Larger diamonds are less frequently found and are generally more valuable. A larger diamond displays more of

make diamonds special.

the sparkle, fire and brilliance that

Remember, though,
that diamonds of
equal size can vary
widely in quality
and value. Knowing
the GIA grade of your
diamond is your best
assurance of value.

Assure the value and quality of your diamond by requesting an originial GIA Diamond Certificate

#### Cut

A diamond's beauty is a combination of nature and art.
Well-cut diamonds have more value than poorly cut



diamonds of the same size, color and clarity. Facets reflect light back through the diamond and out through the top in a display of fire and brilliance. A diamond that is cut too deep or too shallow loses light and sparkle from every facet.

Let us show you the difference.

