

Diamond Shapes



Round



Emerald



Pear



Heart



Oval



Princess



Trillion



Marquise

Why purchase from a Master IJO Jeweler?

Confidence

As a **Master IJO Jeweler**, we adhere strictly to the following values to give you the confidence you need to make the right jewelry selection and purchase.

Trust

We earn your trust based on the Integrity, Honesty and Expertise we deliver through our hometown service.

Integrity

As a **Master IJO Jeweler**, we adhere to an ethical code-of-conduct and best business practices.

Honesty

We are sincere and truthful about the information and pricing of the fine jewelry we sell in our store.

Expertise

Our combination of experience, skill and knowledge is a quality we bring to help you make a confident jewelry purchase.



Don Basch Jewelers "Making Every Moment Count!"

8210 Macedonia Commons
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Macedonia, Ohio 44056
Tel (330) 467-2116

Don Basch Jewelers has invested in the latest technology in the industry, utilizing it in our "on premise" repair shop. Our DiaView camera projects a full-screen image of each diamond, allowing our trained sales staff to utilize it as an educational tool to help you understand the unique characteristics of your diamond. It plays an important role in clearly communicating the special features of your diamond so that you are confident in your final purchase.

With our wide selection of quality merchandise, hand picked for its elegance and exceptional value, we are able to offer you the highest quality jewelry for that special someone. With value and service as our highest priorities, we are confident that your experience with Don Basch Jewelers will be memorable.

Don Basch Jewelers...
Making Every Moment Count!



Don Basch Jewelers "Making Every Moment Count!"

THE MASTER IJO JEWELER ADVANTAGE

Your Guide to Buying Diamonds

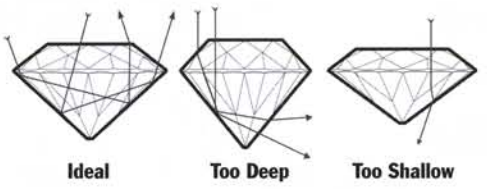




The 4C's classify the value of diamonds. Every diamond's price, rarity and beauty are determined by the combination of cut, color, clarity and carat weight.

Cut Cut describes the proportions and angles of a diamond. Many people confuse cut with the shape of a diamond. Although nature determines the other three characteristics, it takes a master diamond cutter to reveal a diamond's true beauty. Diamonds are available in various shapes including round, square, pear, heart, marquise and oval but cut refers to the angles and proportions of a diamond.

It's all in the cut



A well cut diamond reflects light from one mirror-like facet to another and projects the light through the top of the stone. The result is a fiery and brilliant display. Diamonds that are cut too deep or too shallow leak light through the side or bottom, resulting in a lackluster appearance and diminish value.

Color White-colored diamonds remain the most popular, even though diamonds are found in a kaleidoscope of colors. Diamonds are graded on a color scale implemented by the Gemological Institute of America (GIA), which ranges from D, which is

Diamond color scale

| GIA | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
|-----|-----------|---|---|----------------|---|---|--------------|---|---|-------------------|---|---|---|---|---|--------------|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | | | | | | | | |
| | Colorless | | | Near Colorless | | | Faint Yellow | | | Very Light Yellow | | | | | | Light Yellow | | | | | | | |

colorless, to Z. Color differences can be so subtle that diamond colors are graded under controlled lighting conditions and are compared to a master set for accuracy. While truly colorless diamonds, graded D, are treasured for their rarity, diamond color is ultimately a very personal taste. Ask us, your **Master IJO Jeweler**, to show you an array of color grades next to each other to help you determine your color preference.

Clarity Nature ensures that each diamond is as individual as the person who wears it. Naturally occurring inclusions such as minerals or fractures are identifying characteristics created while diamonds are formed in the earth. **Master IJO Jewelers** use magnification to view diamonds at 10x their actual size so these tiny inclusions are more easily seen.

| CLARITY GRADING SCALE | | | | | | | | | |
|-----------------------|-----------------------------------|------------------|------------------------------|-----------------|-------------------------|-----------------|---------------------|----------------|----------------|
| IF | VVS ₁ | VVS ₂ | VS ₁ | VS ₂ | SI ₁ | SI ₂ | I ₁ | I ₂ | I ₃ |
| | | | | | | | | | |
| Internally flawless | Very very slightly included 1 & 2 | | Very slightly included 1 & 2 | | Slightly included 1 & 2 | | Included 1, 2 and 3 | | |

Inclusions are measured on a scale of perfection, known as clarity, which was established by GIA. The greater a diamond's clarity, the more rare and valuable it is. A diamond with an inclusion in the middle or top could impact the dispersion of light, making the diamond less brilliant.

Carat weight Carat is a diamond's measure of weight, not size. One full carat is equal to 100 points. A 3/4 carat diamond is the same as 75 points. Since larger diamonds are found less frequently in nature, a 1 carat diamond will cost more than twice a 1/2 carat diamond (assuming all other characteristics remain constant). The cut and the mounting can make a diamond appear larger than its actual weight. Your **Master IJO Jeweler** will help you find the right diamond and mounting to optimize its beauty.

When making your diamond purchase, let us, your **Master IJO Jeweler**, put your mind at ease by adding the Confidence, Trust, Integrity, Honesty, and Expertise you need when buying from the heart!

Brilliant Quality



Brilliant Service



Brilliant Jewelry

IJO MASTER JEWELER
BRILLIANCE YOU DESERVE™

