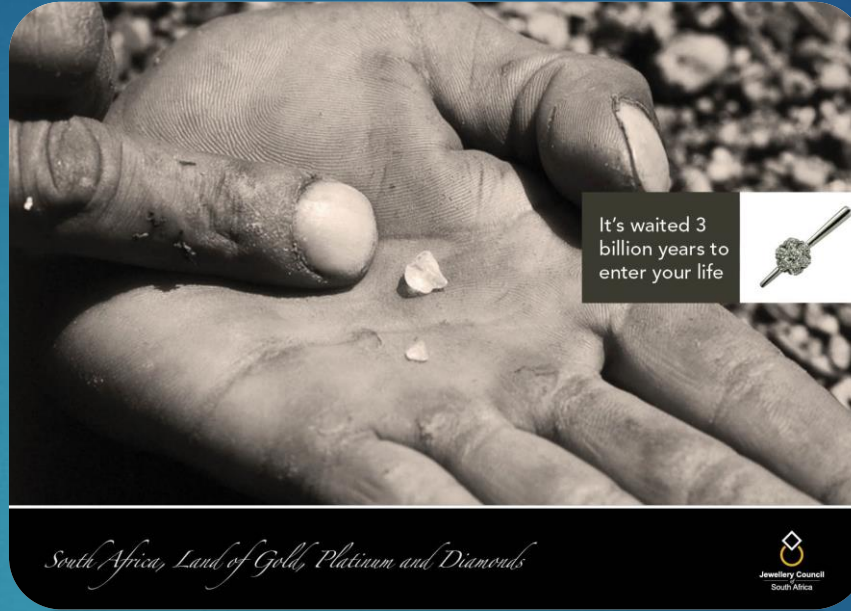
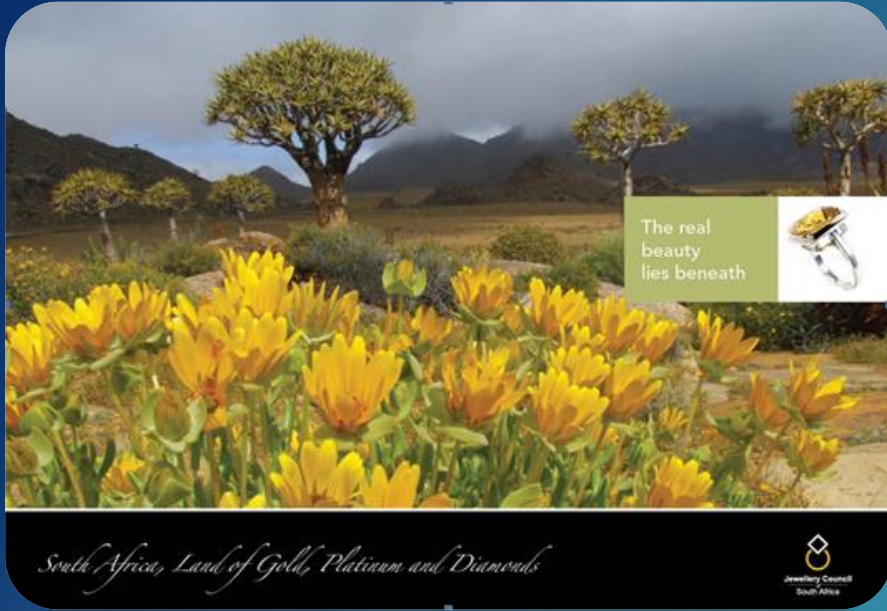



SA, Land of Gold, Platinum and Diamonds



Cost:
R60 per poster
or
R180 for a set of 4 posters


4 C's Posters



4C **CARAT-WEIGHT**


A carat is a measure of weight, which also indicates size.

0.20	0.30	0.40	0.50	0.60	0.70	0.80	0.90	1.00	1.20	1.50
1.1mm	1.2mm	1.3mm	1.4mm	1.5mm	1.6mm	1.7mm	1.8mm	1.9mm	2.0mm	2.2mm




4C **CUT**

A diamond cut to proper proportion allows the greatest amount of light to be reflected, for maximum brilliance.




PROPER CUT TOO DEEP TOO SHALLOW



4C **COLOUR**


Diamonds are found with a range of colours from light yellow or brown through to the rarest, which have no colour at all.

D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	Z
COLOURS																
NEAR COLOURLESS																
NEAR FLESHY																
VERY LIGHT YELLOW																
DARK YELLOW																



4C **CLARITY**

The fewer imperfections in a diamond, the better; a flawless diamond is extremely rare and valuable.



IF VVS1 VVS2 VS1 VS2 SI1 SI2 S1 S2 I1 I2 I3

Cost:
R180 per set of 4 Posters

A4 Diamond Charts



YOUR GUIDE TO DIAMONDS

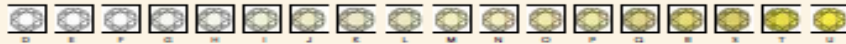
CUTS



CARAT WEIGHT



COLOUR



CLARITY



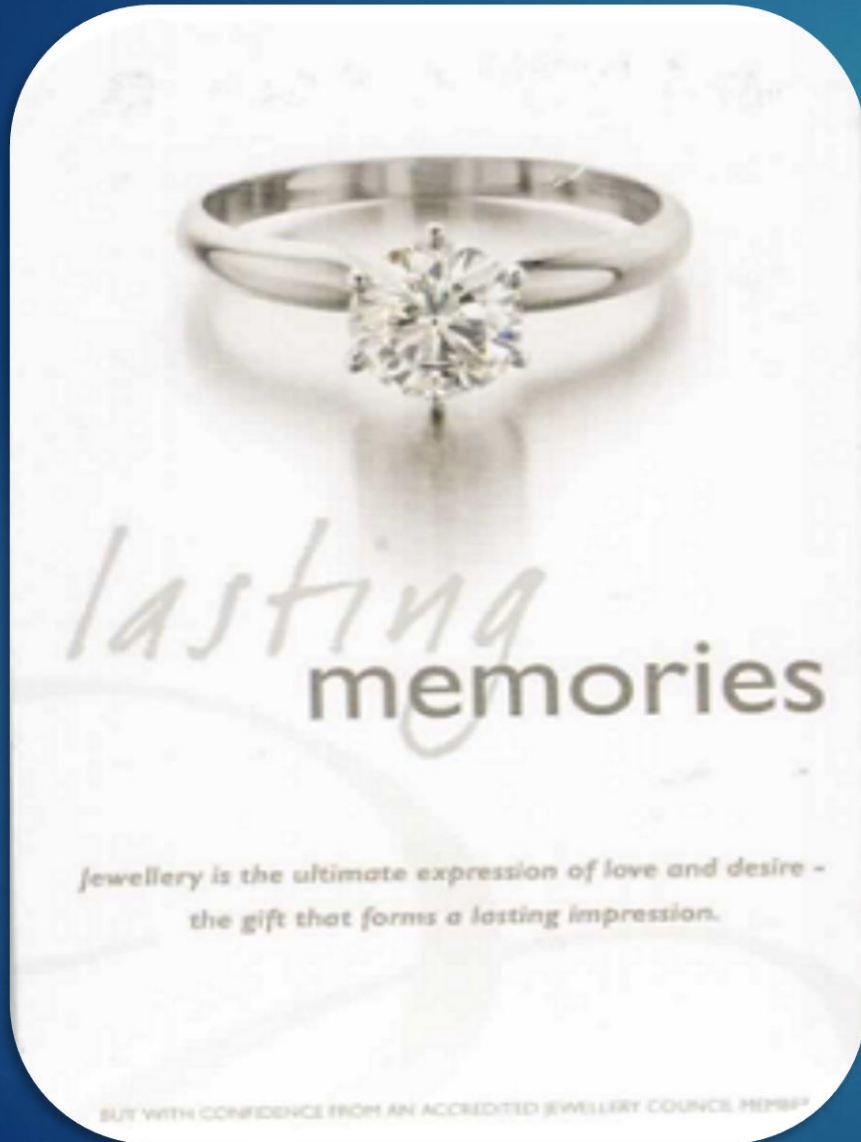
- The IF (IF) category (Internally Flawless) describes diamonds which have no internal inclusions.
- The VVS1 and VVS2 categories (very, very slightly included) describe diamonds that have minute small inclusions.
- The VS1 and VS2 categories (very slightly included) describe diamonds that have very small inclusions.
- The SI1, SI2 and SI3 categories (slightly included) describe diamonds with small inclusions.
- The I1, I2 and I3 categories (slightly included) describe diamonds with inclusions that are easily visible to the naked eye.

DIAMOND ANALYSIS



Cost: R35 per chart
Discount on bulk purchases

Consumer Education Brochure



Cost: R3, 55 per book

A-Frame Show Card



90mm x 100mm laminated, and then folded to
90mm x 50mm

R2.45 per Showcard