

Diamond Buying Guide



Snyder Jewelers

As your local jeweler, Snyder Jewelers has the expert skill, knowledge and technology to create the perfect engagement ring for you. With the assistance of our GIA trained staff, we are happy to educate you about the purchase you are about to make before showing you any diamonds. Once you have an understanding of how the price of a diamond is established, we will show you diamonds of all sizes, colors and qualities. We offer a full selection of engagement mountings, as well as the ability to create you the perfect “custom” mounting using our CounterSketch and CAD CAM services.

Snyder Jewelers is not just here to sell you a ring. After you purchase your ring from us, sizing adjustments, refurbishing and appraisal services will be free of charge for as long as you own the ring. When you need to shop for wedding bands, we will offer you an automatic discount for both the ladies and men’s bands.

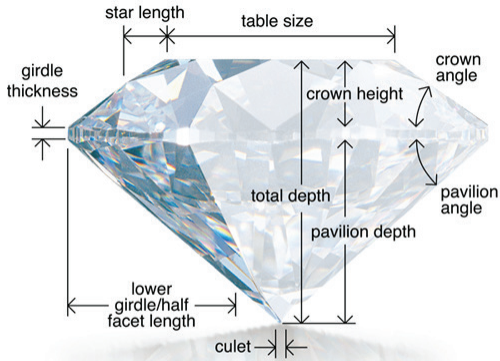
At Snyder Jewelers, we are proud to offer you fine quality services to design you a masterpiece you will cherish for a lifetime!

Sincerely,

Mark Snyder

Snyder Jewelers

Carat & Cut



Carat is pretty straightforward. There are 100 points to 1 carat (just like a dollar is made up of 100 cents). So a 1.12ct diamond is slightly over 1 carat. A .97ct diamond would be just under 1ct. .75ct is a 3/4 carat, and 1.50ct is 1 1/2 ct.

Cut refers to how well the diamond is cut as well as its shape. Shapes can be round, square (Princess Cut), Oval, Pear, Cushion etc. Round has always been the most popular and traditional shape, while “fancy” shapes are often used to create a more unique design. Cut also refers to how well the diamond is cut to return light to the viewer’s eye. A poorly cut diamond will leak light out the bottom or sides and not reflect it back to the eye. A very well cut diamond will return maximum brilliance and dispersion to the eye. There are 5 cut grades for round diamonds: Poor, Fair, Good, Very Good and Excellent. Polish and Symmetry refer to a diamond’s final “finish” and can greatly affect a diamonds beauty and CUT grade.

Snyder Jewelers only sells well cut diamonds regardless of shape. To ensure the Cut quality of our diamonds always meets our standards, we will only sell round diamonds with a cut grade of Good, Very Good or Excellent.

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Clarity & Color

GIA CLARITY GRADING SCALE

GIA	FL-IF	VVS ₁	VVS ₂	VS ₁	VS ₂	SI ₁	SI ₂	I ₁	I ₂	I ₃
Clarity Grading Scale	Internally Flawless	Very Very Slight Inclusions		Very Slight Inclusions		Slight Inclusions		Imperfect		

GIA COLOR GRADING SCALE



Clarity is where the microscope comes into play. This is where we look inside the diamond for flaws, inclusions or other blemishes that formed inside the diamond when it was created in the Earth. Inclusions can be white or black and can look like a bubble, or a crystal or a line in the diamond (we call that a feather). The fewer inclusions there are, the higher the clarity grade and the more expensive the diamond will be. Clarity grades run from: Imperfect (I1, I2, I3), Slightly Included (SI1, SI2), Very Slightly Included (VS1, VS2), Very Very Slightly Included (VVS1, VVS2), Internally Flawless (IF) and Flawless (F). Realistically most diamonds we sell fall between four grades: SI2 and VS1 (however higher clarity grades are available from our network of diamond suppliers). Beauty, Brilliance and most importantly durability can be greatly compromised for diamonds with Clarity grades of I1, I2 & I3.

GIA COLOR CHART

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

Color is the description of a diamond's color as it relates to "colorless" or no color at all. If you have ever painted a room white, you have seen how one color can have many different variations. There are

trace elements in the earth that can mix with a diamond as it is being formed and give that diamond a body color. Diamonds with fine enough color to be used in the jewelry industry are extremely rare. Most of the diamonds that come out of the earth look brown, yellow and dark. A small percentage are useable for jewelry. Diamond color is graded on a scale of D through Z. "D" being completely colorless and quite beautiful. "Z" being dark yellow or brown. Diamonds are considered colorless between D-F colors. Near colorless between G-J. Faint Yellow or Brown between K-N. To uphold our quality standards, Snyder Jewelers does not sell diamonds below the "J" color grade. Once a diamond's color grade falls below "J" into the "K" or below grade, a detectable yellow tinge appears.

FACETS USA & REKO



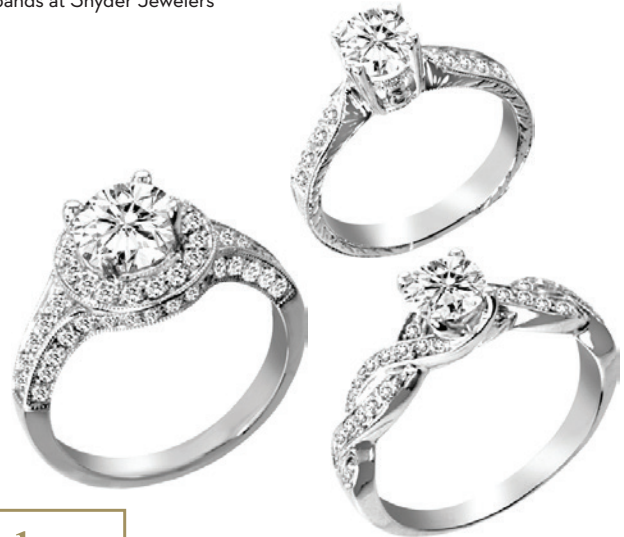
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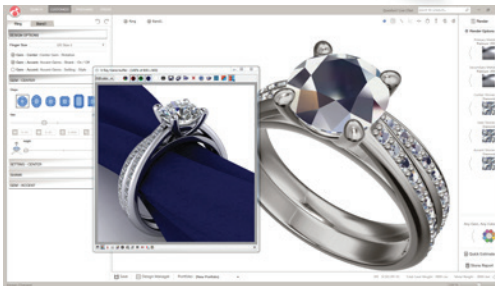
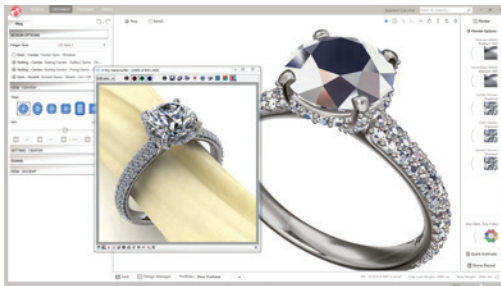
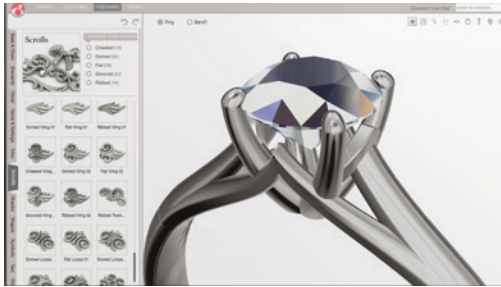
Our REKO Bridal line has several hundred designs to choose from with matching wedding bands. With pre-calibrated sizes and a "custom" order option, rings can be created to accommodate any center gemstone. REKO designs are available in 14k white, yellow or rose gold as well as Platinum and 18k gold. We also offer a full line of REKO Men's wedding bands at Snyder Jewelers



Our Facets USA Bridal line offers hundreds of current and popular styles of engagement rings and wedding bands. Each ring is hand made in Boston, MA to accommodate the center diamond or gemstone. All Facets USA designs are available in 14k white, yellow or rose gold, as well as Platinum and 18k gold.

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CounterSketch



At Snyder Jewelers our new state of the art CounterSketch design studio allows us to offer you a side by side design experience not found at any other area jeweler. Sit with one of our GIA trained staff and design a new piece of jewelry on a computer screen. During the process you designer can show you actual renderings of how the ring will look before you make any final decisions. Change gemstone color and shapes, change the shank design, change the amount of side diamonds, change the color of the metal and see the changes instantly. Once you finish creating your new design a casting will be created in gold or platinum of your choice. Our expert bench jeweler will then set your gemstones and finish the piece.

Jewelry created using CounterSketch takes 4-6 weeks to create and an appointment is required to meet with one of our trained staff members. Request an appointment at info@snyderjeweler.com or call 781-331-0725.

NOTES



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Open Tuesday through Saturday

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