

Whether you're choosing a diamond for the perfect engagement ring, or special anniversary gift, we have designed this colorless diamond worksheet, to help you select the perfect diamond.

## SHAPE

While each shape has its own style, these shapes have become traditional -- and for good reason: they are absolutely stunning and show the highest reflective attributes of a diamond. You may hear of 'fancy-shaped' diamonds, this refers to all diamond shapes, other than than round or round brilliant.



round



princess



emerald



radiant



asscher



oval



marquise



heart



pear



cushion



## CUT

It is only when a rough diamond is in the hands of expert diamond cutter, the true inner beauty and brilliance is unleashed. sparkle of a diamond is often called the 'fire' because of the colorful bursts of light that refract from a well cut diamonds facets. At DoW we carry a range of diamond cuts, but would recommend choosing a diamond with an 'ideal cut' to 'good cut', for maximum fire.

## COLOR

Although a diamond is primarily composed of carbon, a diamond usually includes traces of other elements. The presences of these elements, during the diamonds formation give the diamond its color. Often, color variations are extremely subtle and can go unnoticed by the untrained eye. At DoW, we offer colorless to faint yellow diamonds that have been evaluated by a certified independent laboratory.



## CLARITY

A clarity profile determines the unique characteristics of each diamond, much like a fingerprint. These distinguishing marks are called "inclusions", which develop during a diamond's formation. DoW offers a range of clarity options, ranging from FL to I1.

<b>IF</b>	<b>Internally Flawless:</b> IF No internal flaws.
<b>VVS1- VVS2</b>	<b>Very, Very Slightly Included:</b> Extremely difficult to see inclusions under 10x magnification.
<b>VS1-VS2</b>	<b>Very Slightly Included:</b> Inclusions are not visible to the unaided eye.
<b>SI1-SI2</b>	<b>Slightly Included:</b> Inclusions are visible under 10x magnification.
<b>I1 -I2 -I3</b>	<b>Included:</b> Inclusions and flaws visible to the naked eye.

## CARAT

The last of the 4C's, carat weight, is the easiest to understand. One carat equals 1/5 of one gram and is divided into 100 points. So, when you discuss a 3/4 stone you could say that it weights .75 carat, or 75 points.

## DOW DIFFERENCE

You can rely on DoW as your fine diamond source. Our superb reputation reflects our quality, integrity and exceptional customer service. We have decades of diamond-sales experience, outstanding ratings, and glowing testimonials from our customers. And we offer a full money-back guarantee on your purchase.