



## AMETHYST



The essence of the color purple, amethyst is beautiful enough for crown jewels yet affordable enough for class rings. Amethyst's major attribute is its rich velvety purple or reddish purple hue. Gems that display this color evenly—with no visible color zoning when viewed from above—are highly prized.



### AMETHYST COLOR

The finest amethyst color is a strong reddish purple or purple, without brown modifying the hue,

or any noticeable color zoning when you look at the stone from the top. If the stone becomes too dark in tone, it might look black under dim lighting.

### TIPS AND ADVICE

#### UNDERSTAND THE DIFFERENCE THAT COLOR MAKES.

Look at different colors of amethyst side by side to understand the range of qualities available. Pale colors are more affordable than vibrant purple or reddish purple colors.

#### DON'T COMPROMISE ON CUT.

The quality of the cut can make a big difference in beauty and brilliance. Your amethyst should sparkle in a lively way, reflecting light back evenly across the entire gem. Poorly cut gems are much less marketable and sell at a discount.

#### WORK WITH A JEWELER YOU TRUST.

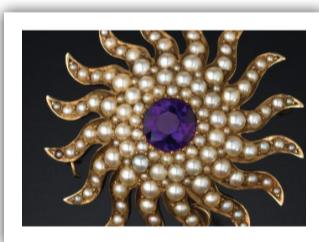
If it's important to you that you are purchasing a natural amethyst, make sure you choose a jeweler who has gemological knowledge and is experienced with this gem.

#### WHEN IN DOUBT, GET A LAB REPORT.

For a significant purchase, an independent laboratory report can confirm that the amethyst you are buying is natural.

### AMETHYST CLARITY

Much of the faceted amethyst in the market is "eye clean," meaning it lacks eye-visible inclusions. Gem professionals overlook minor inclusions when the gem is richly colored and otherwise high quality. Often this material is used for cabochons or carvings. Visible inclusions in pale pastel-colored gems reduce their value greatly.



### AMETHYST CUT

Amethyst is available in a wide variety of fancy shapes. Most cutting styles are calibrated in standard millimeter sizes for use in mass-market jewelry.

### AMETHYST CARAT WEIGHT

Amethyst in large sizes is not priced significantly more per carat than smaller sizes, making it a good choice for bold jewelry designs. Unlike some colored gems, small sizes can be strongly colored, making it easier to match sets of differently sized gems.



## FAQ

**Q: DOES IT MATTER WHERE AN AMETHYST IS MINED?**

**A:** Origin alone does not add value to amethyst. Value is based on quality, and color is the most important value factor regardless of the country of origin.

**Q: DOES GIA OFFER REPORTS FOR AMETHYST?**

**A:** GIA offers gemological identification services for the full array of colored stones, including amethyst.

**Q: WHAT'S AAA QUALITY AMETHYST?**

**A:** Although individual companies might create their own quality descriptions, like AAA, AA, A to denote the range of quality of their goods, no standard quality grading scales exist for amethyst.

**Q: IS IT OK TO HAVE AN AMETHYST ENGAGEMENT RING?**

**A:** With a Mohs hardness of 7, amethyst is certainly appropriate for everyday wear, but will show wear over the years and may require repolishing. Today, consumers make unconventional engagement ring choices, choosing birthstones or other colored gemstones rather than diamond. It's a personal choice.

GIA exists to connect people to the understanding of gems.

As a long-standing scientific authority, GIA is not only a unique source for gem knowledge, its grading reports inspire confidence wherever they appear.

For more information on GIA visit: [www.4Cs.gia.edu](http://www.4Cs.gia.edu)