Diamonds are among nature's most precious and beautiful creations. The hardest gem of all, they are made of just one element: carbon. Diamonds are valued for their colorless nature and purity.

**DIAMOND COLOR**
GIA's D-to-Z scale measures the colorlessness of a diamond, comparing it to masterstones under controlled viewing conditions.

**DIAMOND CLARITY**
Clarity is the relative absence of inclusions and blemishes. Clarity grades are based on the number, size, relief, position and nature of the inclusions that can be seen under 10x magnification by a trained grader.

**DIAMOND CUT**
The cut of a diamond can affect its appearance. Precise workmanship is required to cut a diamond so its proportions, symmetry, and polish maximize brightness, scintillation, and fire.

**DIAMOND CARAT WEIGHT**
Diamonds are sold by weight. One carat is equal to 0.20 grams. Only one in 1,000 diamonds weighs more than a carat.

**TIPS AND ADVICE**
- **INSIST ON A GIA DIAMOND GRADING REPORT.** The differences in diamond quality can be so subtle even a trained jeweler can't recognize them without lab verification. Insist that any diamond you buy comes with an indisputable verification of its quality from an unbiased source.
- **PROTECT YOUR PURCHASE.** Have your diamond appraised and insured. Appraisers and insurers rely on GIA Diamond Grading Reports which accurately describe the stone. This information is used by the appraiser to establish the stone's value. As an additional measure, consider having your diamond laser-inscribed with its GIA report number, to provide verification if it is ever lost or stolen.
- **LOOK FOR A GEM THAT WEIGHS A BIT LESS THAN YOUR TARGET SIZE.** Prices per carat generally increase as the weight passes “magic numbers” such as 1.00, 1.50, and 2.00 carats. A diamond that weighs 0.95 carat will cost less per carat than a 1.00 carat stone but look almost the same.

**DIAMOND COLOR**
GIA's D-to-Z scale measures the colorlessness of a diamond, comparing it to masterstones under controlled viewing conditions.

**DIAMOND CLARITY**
Clarity is the relative absence of inclusions and blemishes. Clarity grades are based on the number, size, relief, position and nature of the inclusions that can be seen under 10x magnification by a trained grader.

**DIAMOND CUT**
The cut of a diamond can affect its appearance. Precise workmanship is required to cut a diamond so its proportions, symmetry, and polish maximize brightness, scintillation, and fire.

**DIAMOND CARAT WEIGHT**
Diamonds are sold by weight. One carat is equal to 0.20 grams. Only one in 1,000 diamonds weighs more than a carat.

**TIPS AND ADVICE**
- **INSIST ON A GIA DIAMOND GRADING REPORT.** The differences in diamond quality can be so subtle even a trained jeweler can't recognize them without lab verification. Insist that any diamond you buy comes with an indisputable verification of its quality from an unbiased source.
- **PROTECT YOUR PURCHASE.** Have your diamond appraised and insured. Appraisers and insurers rely on GIA Diamond Grading Reports which accurately describe the stone. This information is used by the appraiser to establish the stone's value. As an additional measure, consider having your diamond laser-inscribed with its GIA report number, to provide verification if it is ever lost or stolen.
- **LOOK FOR A GEM THAT WEIGHS A BIT LESS THAN YOUR TARGET SIZE.** Prices per carat generally increase as the weight passes “magic numbers” such as 1.00, 1.50, and 2.00 carats. A diamond that weighs 0.95 carat will cost less per carat than a 1.00 carat stone but look almost the same.