

# Gems and Jewels

## The four *E*'s

There is nothing like shopping for a ring with an experienced and trusted jeweler. Not only are they knowledgeable, but they have access to jewelry you could only dream of. Now the only thing you need to remember are the four C's when picking out your perfect diamond.

**CUT** pertains to both the shape and the make of a diamond.

**COLOR** has a specific alphabetic scale from D-Z.

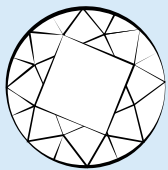
**CLARITY** is based on the presence or absence of inclusions within a diamond.

**CARAT** is the unit of measurement which describes a diamonds weight.

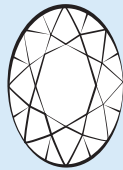
## INDUSTRY LEADING

"It's important to find an experienced jeweler when picking out your perfect ring that's going to last a lifetime."

~**Cynthia Thibault, Owner**  
**The Village Jeweler**



*Round*



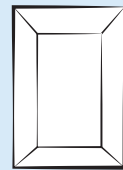
*Oval*



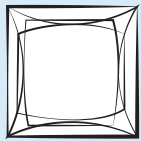
*Marquise*



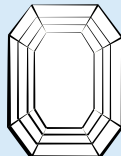
*Pear*



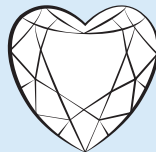
*Baguette*



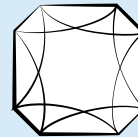
*Princess*



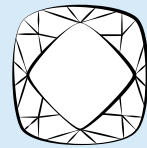
*Emerald*



*Heart*



*Radiant*



*Cushion*

## Color:

Colorless ~ Nearly Colorless

Yellow tinge ~ Faint Yellow

Other: \_\_\_\_\_

## Metal:

Platinum ~ White Gold ~ Gold

Rose Gold ~ Silver ~ Steel

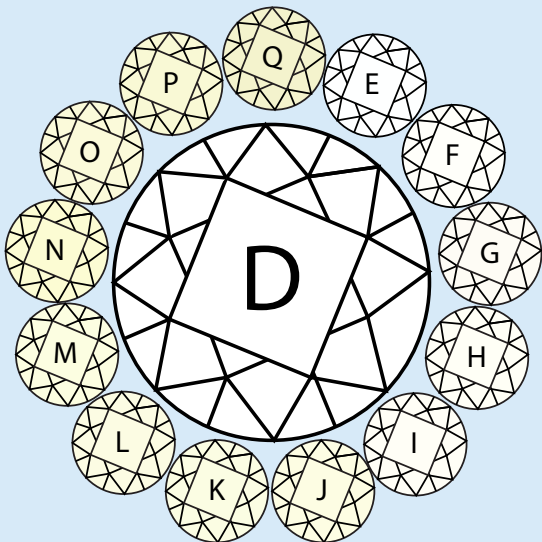
Other: \_\_\_\_\_

## Style:

Traditional ~ Cathedral ~ Split ~ Halo

Criss-cross ~ Straight ~ Tapered

Other: \_\_\_\_\_



## My Favorite Jeweler

Name: \_\_\_\_\_

Sales Associate: \_\_\_\_\_

Phone: \_\_\_\_\_



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