

**FOREVERMARK**



THE ART  
OF SELECTION

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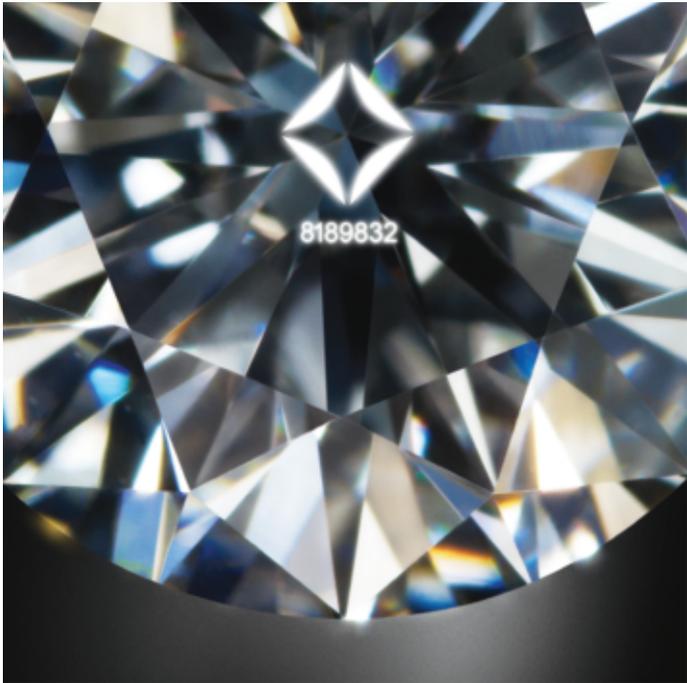


Forevermark diamonds are selected for their exceptional qualities: less than one percent of the world's diamonds are eligible to become a Forevermark diamond.

Set apart for their cut, clarity, color, and size, Forevermark diamonds are crafted by a select group of Diamantaires, releasing their full beauty and brilliance.



Each Forevermark diamond is inscribed with the Forevermark icon and a unique identification number, using patented technology developed by the De Beers group. Invisible to the naked eye, the inscription proves that this diamond has met Forevermark standards of quality and integrity; the individual number identifies it always to be uniquely yours.



Forevermark diamonds only come from sources which are committed to high business, social, and environmental standards and benefit the people, communities, and countries from which they originate.

The Forevermark promise means that every diamond is a genuine, natural, and untreated diamond whose quality, beauty, and integrity have been protected at every step in its journey.

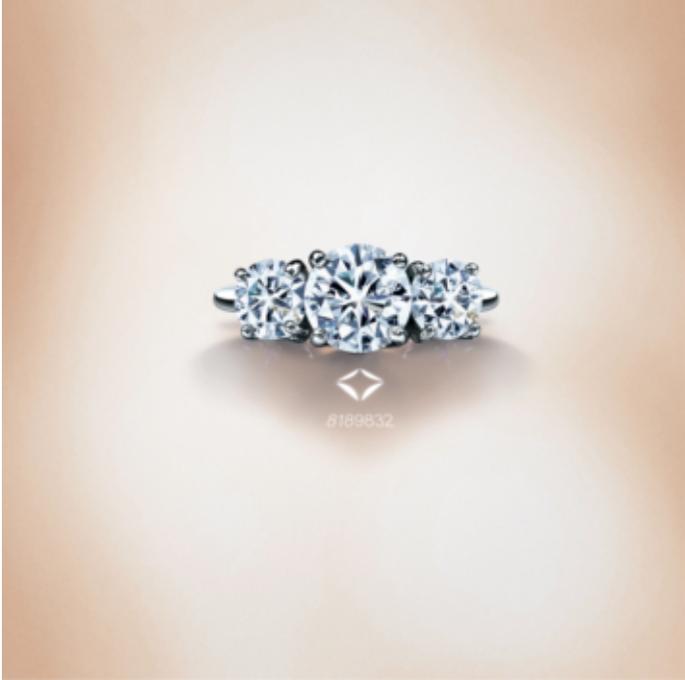


There is an additional Forevermark promise – a grading certificate with the precise cut, clarity, color, and carat weight. Forevermark diamonds are evaluated by highly respected leading diamond gemologists in the Forevermark Diamond Institute in Antwerp, drawing on world-class bespoke Forevermark grading processes and technology developed by De Beers.

Forevermark only grades diamonds that have been selected according to Forevermark standards. Your grading report provides an accurate blueprint of the qualities that make your diamond unique and special.

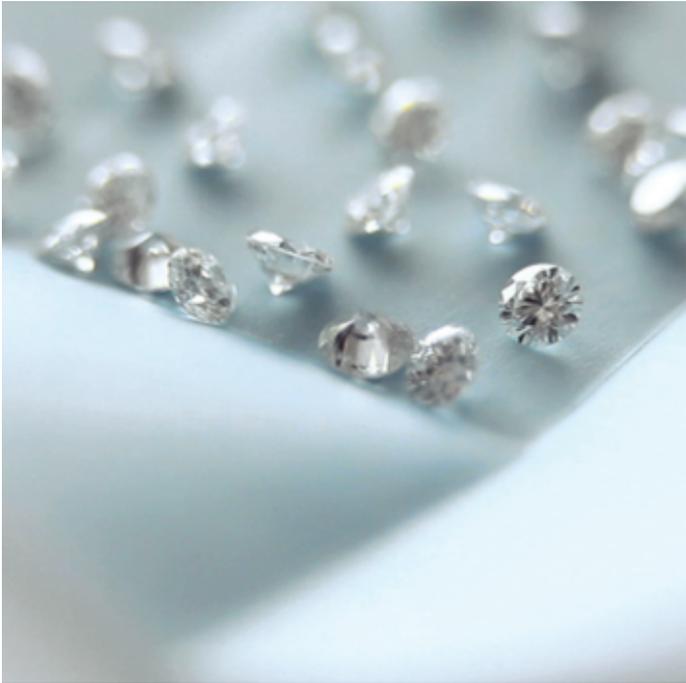


Forevermark diamonds are available in a range of timeless and exquisite diamond jewelry designs. From engagement rings and three-stone anniversary rings to solitaire pendants and ear studs, your licensed Forevermark diamond jeweler will help you find the perfect piece of jewelry in which to feature your unique Forevermark diamond.



The same care that goes into selecting Forevermark diamonds is used in choosing the jewelers where they can be found. Forevermark diamonds are only available at these exclusive jewelers, who are passionate about creating the finest designs inspired by these exceptional diamonds.





## THE 4 Cs

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Masters in the art of selection, Forevermark selects each Forevermark diamond carefully and individually, to give you the confidence that whichever Forevermark diamond you choose, you are always selecting a truly exceptional diamond. The inscription at the heart of the diamond – a promise of quality and integrity – this diamond fulfills Forevermark’s Pipeline Integrity and selection standards. The 4 Cs are only a small part of the story.

To standardize descriptions of every diamond's characteristics, a language known as the '4 Cs' was developed. Originally inspired in 1939 by De Beers assortment to classify rough diamonds, this language is now universally spoken in the diamond world. The 4 Cs describe a diamond's specific characteristics - its Cut, Color, Clarity, and Carat weight. The combination of these four elements gives a diamond its unique personality and forms a basis for its valuation. It takes true expertise to craft each diamond that nature creates, each with its own combination of the 4 Cs.

# CUT



Cut refers to the shape of the diamond. Round, princess, oval, marquise, pear, and emerald are some of the most familiar. Cut is also the factor most involved in the sparkle of a polished diamond. Cut is expressed in terms of the brilliance, fire, and scintillation of a diamond. To maximize sparkle, a diamond must be cut to very specific parameters for angle and dimension with a strict attention to the polished finish of the diamond.

*Each Forevermark diamond must achieve a very good or excellent cut standard.*

# CLARITY

				
FLAWLESS AND INTERNALLY FLAWLESS	VERY, VERY SLIGHTLY INCLUDED	VERY SLIGHTLY INCLUDED	SLIGHTLY INCLUDED	INCLUDED
FL IF	VVS <sub>1</sub> VVS <sub>2</sub>	VS <sub>1</sub> VS <sub>2</sub>	SI <sub>1</sub> SI <sub>2</sub>	I <sub>1</sub> I <sub>2</sub> I <sub>3</sub>

Naturally occurring features – known as inclusions – provide a special fingerprint within the diamond. Clarity measures the diamond's purity. It refers to how free a diamond is from these tiny blemishes and inclusions.

*Forevermark diamonds are available from flawless to SI2.*

# COLOR

COLORLESS	NEAR COLORLESS	FAINT COLOR	VERY LIGHT COLOR	LIGHT COLOR											
D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S-Z

Diamonds occur naturally in all colors of the rainbow. Generally, the rarest diamonds exhibit no color at all (apart from fancy colors). Polished diamonds are graded for minute variations in depth of color, from 'colorless' to 'light yellow' and 'light brown.' This is universally known as the D ('exceptional white') to Z ('tinted color') color scale.

*Forevermark inscribes diamonds from D to L colors as well as all fancy colors.*

# CARAT



Carat is a measure of weight. One carat (1 ct) equals 0.20 grams and is divided into 100 points (a half carat diamond - 0.50 Ct - can be described as a 50 point diamond).

*Forevermark diamonds are available in 0.14 carats and larger.*

Forevermark is part of the De Beers group of companies, the world's foremost diamond experts for over 120 years.

Forevermark makes selecting a diamond an intimate, inspiring, and meaningful experience.

For more information, visit [Forevermark.com](http://Forevermark.com) where the full story of Forevermark, and the promise that stands behind it, are brought to life.

Forevermark is committed to upholding high business, social, and environmental standards and practices across its and its partners' businesses.

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