



Giving a gift of diamonds is a way of expressing your deepest feelings. The choice you make should be made with care and consideration. You should enter the process with the confidence that you know what to look for in a diamond and how much you should pay. To make selecting a diamond easy for you, we offer you this quick guide to the diamond-buying process.

## 1- MEASURING BRILLIANCE

While good color and clarity are important attributes, a diamond's cut is critical to the resulting brightness and largely a result of the artistry applied.

*I took the Leo Challenge and understand how brilliance makes a difference.*

Notes:

## 2 - FAMILIARIZE YOURSELF WITH THE 4C'S

The 4C's are the criteria for grading a diamond. They help determine the value as well as the beauty of each diamond. **Cut** is the most important characteristic of a diamond, because only a well cut diamond will deliver maximum fire and brilliance. **Carat** weight measures a diamond's size. **Color** is the natural body color visible in a diamond, ranging from colorless to yellow. **Clarity** indicates a diamond's purity.

*Ask to see a diamond's certification to be assured of the quality you are paying for. Also use it as a way to compare one diamond with another.*

	Cut	Carat	Color	Clarity	Notes (brilliance/Price)
Diamond 1					
Diamond 2					
Diamond 3					
Diamond 4					

### 3- CHOOSING A SHAPE

The Leo Diamond is available in either of the two most popular shapes: round brilliant and princess. There are other diamond shapes as well: Oval, Heart, Marquise, Radiant, Emerald and Asscher. What would she prefer?

<input type="checkbox"/> <i>Round Brilliant</i>	<input type="checkbox"/> <i>Princess</i>	<input type="checkbox"/> <i>Other</i>
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Notes:

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### 4- CHOOSING A SETTING

Settings are designed with particular shape of stone in mind. You want the setting to show off the beauty of your diamond. Check the options you think she will prefer.

<input type="checkbox"/> <i>Yellow Gold</i>	<input type="checkbox"/> <i>White Gold</i>	<input type="checkbox"/> <i>Platinum</i>
<input type="checkbox"/> <i>Solitaire Setting</i>	<input type="checkbox"/> <i>Three Stone Setting</i>	<input type="checkbox"/> <i>Other</i>
<input type="checkbox"/> <i>Simple Band</i>	<input type="checkbox"/> <i>Band Adorned with Smaller Stones</i>	

Notes:

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### 5- KNOW HER RING SIZE

If you're planning a surprise proposal, you want to make sure to know her ring size so the diamond engagement ring you present her with will slip right onto her finger. Ask her family and friends, borrow a ring, or make an impression of one of her rings in a bar of soap so a jeweler can measure it.

*What is her ring size?*

Notes:

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## 6- DECIDE HOW MUCH YOU CAN SPEND

Have a figure in your head of what you can reasonably afford. Two months salary is the rule of thumb.

Know your budget

Notes:

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## 7- LOCATE A TRUSTED JEWELER

If you select a well-respected retail jeweler, you will have the best chance of making the right investment and getting the quality, value, and service you need. Ask for:

	<i>Authorized Jeweler</i>	<i>Address</i>	<i>Phone</i>
<i>Jeweler 1:</i>			
<i>Jeweler 1:</i>			
<i>Jeweler 1:</i>			

*Certification*

*Jeweler 1*

*Jeweler 2*

*Jeweler 3*

*A money-back guarantee*

*Jeweler 1*

*Jeweler 2*

*Jeweler 3*

*The ability to exchange  
or upgrade your diamond*

*Jeweler 1*

*Jeweler 2*

*Jeweler 3*

*On-going good service  
and six-months "check-ups"*

*Jeweler 1*

*Jeweler 2*

*Jeweler 3*

Notes:

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