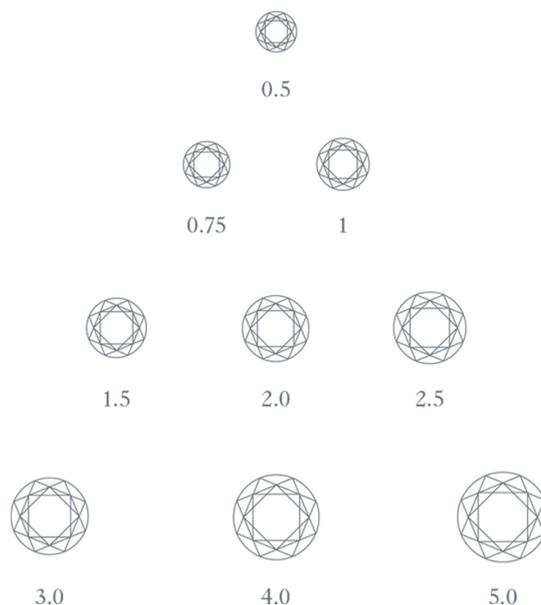


CARAT

A diamond's size is measured by weight, expressed in carats divided into points. A carat equals 100 points or 1/5 of a gram. Diamonds of higher carat weight are generally more valuable because they are found less frequently in nature. But diamonds of equal carat weight may vary greatly in value because they differ in the quality of their cut, color and clarity. Therefore weight alone is a poor guide for evaluating a diamond, since it is a complex combination of factors that determines a diamond's beauty and quality.



COLOUR

Though diamonds are transparent, almost all diamonds display some slight hint of color. A diamond's color is assessed against a scale from D through Z — based on an internationally standardized color grading system. As a standard, JURA Jewelry uses diamonds from the top three grades which are deemed colourless; they are the rarest and the most valuable. Nevertheless, we believe that in some designs and in combination with especially Yellow or Rose gold, the Faint or Light Yellow Colours match the Warmth of the metal and accentuates the romantic touch of the design. Colour is also a matter of taste and design preference. However, we can offer any piece set with diamonds in G up to J colour range to meet our customers budget!

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

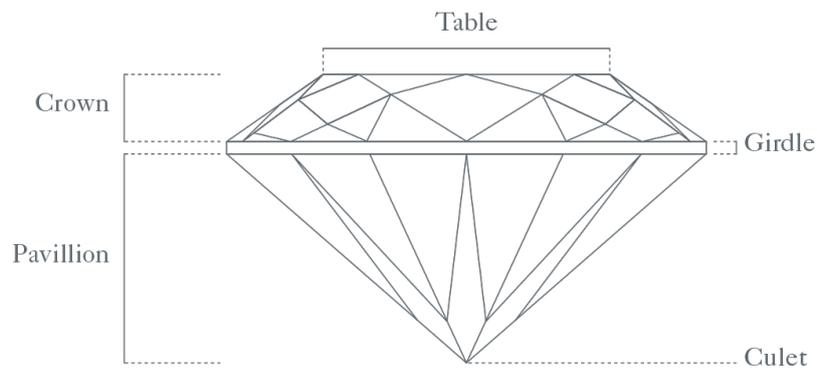
CLARITY

Almost all diamonds have slight internal and surface natural inclusions, most of them too small to be seen by the unaided eye. When viewed using a magnification of 10X, they can take various forms such as tiny crystals, clouds or feathers. To determine a diamond's clarity grade, a gemologist will consider its size, location, quantity and nature. Diamonds possessing no such characteristics are categorised as Flawless (FL) or Internally Flawless (IF). In general, the greater the imperfections are in number and size, the lower the clarity grade. JURA Jewelry pieces are all manufactured under a microscope with at least 10X magnification. We select each diamond from the clarity grades of Flawless through VS2 using the highest and most strict standards.



CUT

The beauty of a diamond's sparkle is the result of how well it has been cut. The aspects of cut we consider one of the most important qualities of our stones. The proportion, symmetry and polish contribute most to a diamond's beauty. When a diamond is cut to exacting proportions—neither too deep nor too shallow—light will reflect inside the stone from one mirror-like facet to another and reappear to the eye in a flash of spectral colours. JURA Jewelry diamond setting techniques are focust on revealing as much of the stone possible to enhance the reflection of light within the stone and enhance it's fire!



FLUORESCENCE

In gemmology, fluorecence refers to the natural property some diamonds have of glowing when exposed to ultraviolet light. When such diamonds are observed under incandescent or natural light, they can often have a milky appearance—even when they have good clarity. JURA Jewelry accepts only diamonds with zero to faint fluorecence.

ETHICS

Our suppliers are a certified member of the Responsible Jewellery Council ("RJC") and comply with the Kimberley Process governing the purchase of precious gemstones. All JURA Jewelry suppliers must certify that they maintain ethical business practices, and comply with applicable laws and regulations, including protecting basic human rights wherever they operate.

CERTIFICATES

Upon request we can supply a diamond certificate from up 0,3ct. Diamonds. The certificate is basically a document that lists gemological information about the diamond's material properties and physical proportions. This document is prepared after an assessment is performed by a trained gemologist according to standards laid out by the grading lab. We only rely on GIA or HRD certification as they are the most accurate and consistent labs in the entire world.

Please note that despite that the diamond certificate is an essential document, its still an expert opinion and it's usefulness is restricted to a gemological assessment of the diamond's material properties. When it comes to determining the outward appearance of the diamond, the certificate has severe limitations. Looking at the certificate, you can not determine the light performance, cut precision and shape appeal of a diamond. Even more tricky are the grading reports for fancy shapes that contain even less information about the diamond's proportions. JURA Jewelry is very determined on selecting each diamond on these, often overlooked, but such essential details!

ONLY NATURAL!

Lab-grown diamonds are almost impossible to detect without professional scanning and have unfortunately polluted the natural diamond industry. To guarantee that we supply 100% natural diamonds, We have invested in our very own YEHUDA Sherlock Holmes 2.0 lab grown diamond detector, that detects 100% of all lab grown diamonds!