



## **Diamond Education**

Before you start diamond shopping, you want to have an understanding of what you're buying. This guide simplifies the four C's of diamonds – cut, color, clarity, and carat weight – so you can select your diamond based on the same criteria jewelers use to grade them. After reading through this guide, you'll be ready to choose the diamond that's right for you.

### **Cut**

The cut of a diamond has the most effect on its sparkle, or brilliance. Even if the diamond has perfect color and clarity, a poor cut can make a diamond look dull. Blue Nile carries only the highest grades of diamond cut, for the most sparkle.

### **Color**

Diamonds with very little color are the most highly valued and priced accordingly. A little color can diminish a diamond's brilliance. To help you choose the most brilliant diamond, Blue Nile offers diamonds with the highest grades of color.

### **Clarity**

Diamond with few flaws, or inclusions, are very rare and highly valued. Clarity is graded based on the number, location, size and type of the inclusions found in a diamond. Blue Nile has some of the clearest diamonds available.

### **Carat Weight**

The weight of a diamond is measured in carats. Since larger diamonds are more rare than smaller diamonds, diamond value tends to rise exponentially with carat weight.