

Gift Ideas

The World's First Diamond To Be Scientifically Proven For Its Superior Fire, Sparkle And Brilliance Launches Nationwide

(NAPSA)—As the bridal season and other diamond gift-giving occasions are upon us, individuals may not be able to quantify the sparkle in the recipient's eyes or smile. Now, however, they can scientifically prove greater brilliance in their diamond gift choices with the new Leo Diamond.

Consumers seeking to purchase diamonds should be prepared with the basic knowledge of the "4 Cs:"

Carat—a diamond's size is measured in carat weight. Since larger diamonds are more rare than smaller diamonds, diamond value tends to rise exponentially with carat weight.

Color—the natural body color visible in a diamond. It's the one characteristic determined completely by nature, not man. Colorless diamonds are most highly valued and are priced accordingly.

Clarity—an indication of a diamond's purity. When a rough stone is formed from carbon, deep beneath the earth, tiny traces of natural elements are almost always trapped inside. These are called inclusions and make a stone unique.

Cut—the term cut commonly refers to the proportions and shape of a diamond, such as round, pear or oval.

Beyond the basics, cut also refers to the craftsmanship of the diamond cutter or the ability to take a rough stone and cut individual precise facets. It takes the hands of a highly-skilled diamond cutter to release a finished diamond's true beauty. Diamondaires painstakingly examine a rough stone to determine how to cut it in order to bring you a diamond of the highest brilliance possible.

The Leo Diamond was created



The Leo Diamond is visibly more brilliant than a comparable diamond of equal 4 Cs.

by Leo Schachter, The World's Diamondaires, and is recognized as a breakthrough in the technique and craft of diamond cutting. Its unique, patented cut reveals a sparkle and brilliance that has been scientifically proven greater than comparable, conventional diamonds. The Leo's symmetrical cut allows the maximum amount of light to enter the stone and be reflected back in a brilliant visual display.

Every Leo Diamond comes with double certification: a GemEx report that objectively measures the diamond's brilliance using state-of-the-art optical technology, and the International Gemological Institute (IGI) grading that certifies the traditional 4 Cs. In addition, the Leo Diamond provides another level of consumer confidence, as each Leo Diamond is marked with a unique I.D. number visible only under 10x magnification. Each diamond and its history can be traced to ensure proper craftsmanship.

Kay Jewelers is an authorized Leo Diamond jeweler. The Leo Diamond is available in cities across the United States. For more information, visit www.kay.com.