

To buy with CONFIDENCE

Look no further
than your local
“Master IJO Jeweler”



TRUST. INTEGRITY. HONESTY. EXPERTISE.

“The Hallmark of a Master IJO Jeweler”

Brain Teaser Test Your Diamond Knowledge!

Receive a 10% discount off of your next purchase, if you can answer five out of the six questions correctly.

1. Can you name the world's most famous diamond and its color?
2. How many tons of ore must be processed to yield a single one-carat rough diamond?
3. What is a Four Grainer?
4. What is an “Ideal Cut” Diamond?
5. Who created the formula for “Ideal Cut” diamonds?
6. What city in Europe is considered the Diamond Buying Capital of the World?

Stop in to have your answers verified and to receive your discount!

(Sale items excluded.)



Gemstone Color Profiles

Pastel Pink Gemstones - A Favorite With Women Everywhere

Pink is one of the most popular and romantic colors in gemstones today. The color pink is very feminine, versatile, and always looks good with anything you wear. It's also available in a variety of different gemstones that range in color from delicate pale rose, to hot pink, to a bright glowing raspberry tint. And you'll find that many of these gems are surprisingly affordable.

Pink Topaz. A real eye-catcher, pink topaz is a hard, brilliant, and glittering gem that works well in any jewelry setting. It has a rich, showy luster and a hardness of 8 on the Mohs scale.

Pink Tourmaline. A bright, hard, and glittering gem with colors ranging from hot, bubble gum pink to a soft, pastel pink. Very durable and reasonably priced.

Pink Sapphire. This pastel form of corun-

dum comes in many beautiful shades of pink. It has a lively brilliance, great clarity, and a soft, velvety luster.

Morganite. This wonderfully transparent pink beryl comes in a fine range of elegant pink colors. It was named for J.P. Morgan, the famous gem collector and banker.

Pink Mother of Pearl. Also known as nacre, Mother of Pearl gets its name because it is literally the “mother” or creator of pearls, making up the inner shell of mollusks. It is very strong, resilient, and beautifully iridescent. Mother of Pearl comes in a variety of natural and dyed colors, making it popular for use in watch faces, knives, and jewelry.

Pink Spinel. Brilliantly clear and sparkling, pink spinel is only a little less hard than rubies and sapphires. It comes in many lovely pink colors including hot pink.

Stop In With Your Questions

As members of IJO we are part of the largest Buying Group in the world, almost 900 jewelers strong, bringing you exclusive styles and the best values in the industry. As professional jewelers, we have a responsibility to our customers and our community...to maintain the highest standards and preserve your fine jewelry investment.

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