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Diamond Industry ABC Guide on 4 C's of a Diamond:

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Hardness of a Diamond

- A diamond is graded according to the following characteristics to help determine a price:
 - Cut
 - Colour
 - Clarity
 - Caratage
- Consumers are urged to familiarise themselves with the 4c's when planning on buying a diamond.

Caratage

- The word "carat" comes from the "carob" seed, the original unit of measure for diamond traders
- Caratage is actually a unit of weight, though most think of a carat in terms of size
- A carat is equal to exactly 0.2 grams (about the weight of a paper clip)
- As the carat size of a diamond increases, the diamond's price increases, Because the larger the diamond, the more increasingly rare it is

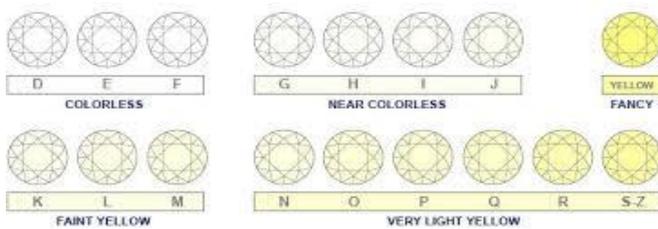


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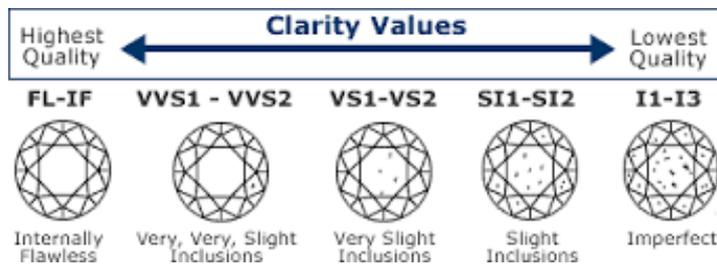
Colour:

- Diamonds are valued by how closely they approach colourlessness – the fewer colours, the higher their value. Colourless diamonds are graded from D-M
- The exception to this is fancy colour diamonds, such as pinks and blues, which lie outside this colour range
- Faint yellow diamonds are the second common after colourless diamonds, with Intense and Vivid yellow diamonds being rare.
- The rarest diamond is a red diamond.



Clarity:

- Clarity determines how clean a diamond is internally and externally.
- Diamonds have internal features, called inclusions, and surface irregularities, called blemishes
- Inclusions and blemishes influence the grading of a diamonds grading and inversely the price.
- A higher price is achieved for a diamond that has no blemishes and inclusions whilst a lower price is achieved for a diamond with these blemishes and inclusions.



Cut:

- A well-cut diamond displays the beauty consumers expect to see in a diamond .
- Most diamonds are cut round with full 58 facets, and a good cut, or make, has more scintillation, more sparkle

- It is the work of a master cutter that allows the diamond to be cut in such a way as to permit the maximum amount of light to be reflected through the diamond, and that's a great reflection on you.
- It is the cut that enables a diamond to make the best use of light.
- The following images is the various cuts of a diamond:



Conclusion:

- Understanding the 4c's is of utmost importance to ensure accurate pricing on diamonds