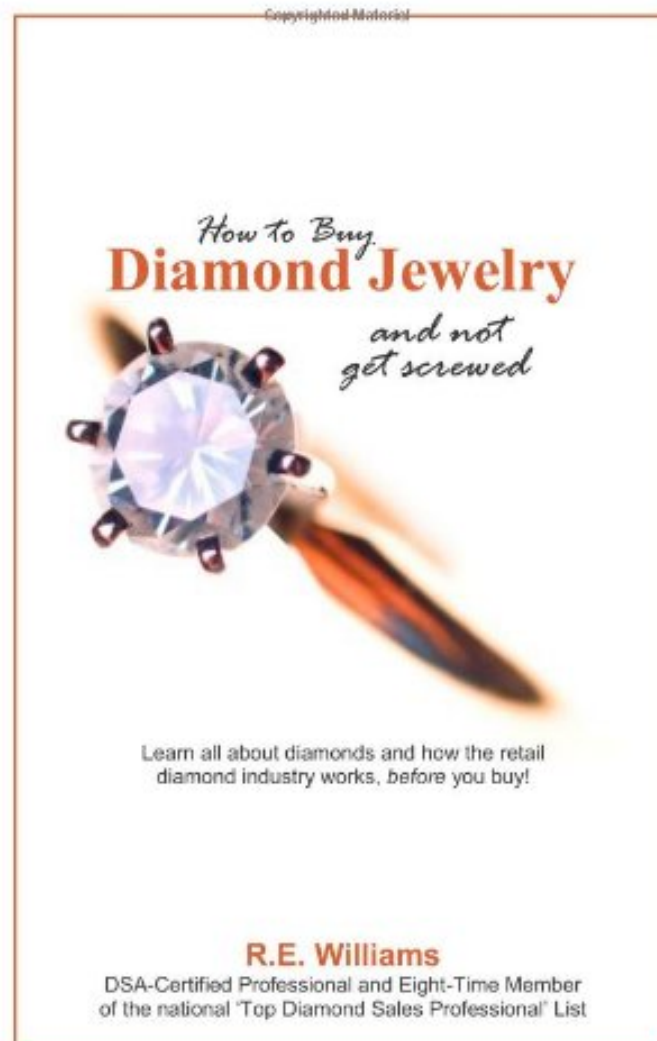


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how the retail diamond industry works, before you buy!:

Are you thinking about buying diamond jewelry but dont want to be taken advantage of? So how will you know if the diamond youre looking at is a great value, or a junk diamond? Does it have inclusions? Whats the color? Will you pay through the nose for a diamond of very poor quality? And is your jeweler doing something to conceal the poor quality of their diamonds? STOP! This may be a once-in-a-lifetime purchase, so before you spend hundreds or thousands of dollars on what could be a bad diamond (also known as frozen spit in the diamond industry), read this authoritative report by a DSA-Certified Diamond Sales Professional! The fact is, diamonds vary tremendously from one to the next, and most people either arent aware of that fact, or dont know how to gauge a diamonds quality. Really, theyre not all the same! Spend just a few minutes reading this informative full-color, easy to read 40-page booklet that includes plenty of photos, and youll not only be able to speak intelligently about diamonds, but more importantly youll know how to judge the quality of a diamond or spot the lack thereof. This authoritative guide will teach you in very understandable terms how to determine if the diamond youre looking at is worth the asking price, and if its a diamond youd want to own. Give yourself a solid education with this diamond expert's buying guide now so you can make an intelligent buying choice. Unless youre an expert, dont rely on pure luck or what the salesperson tells you in selecting a diamond. This diamond will be with you for a lifetime; make sure its a good one!