

# AN INTRODUCTION TO THE 4CS

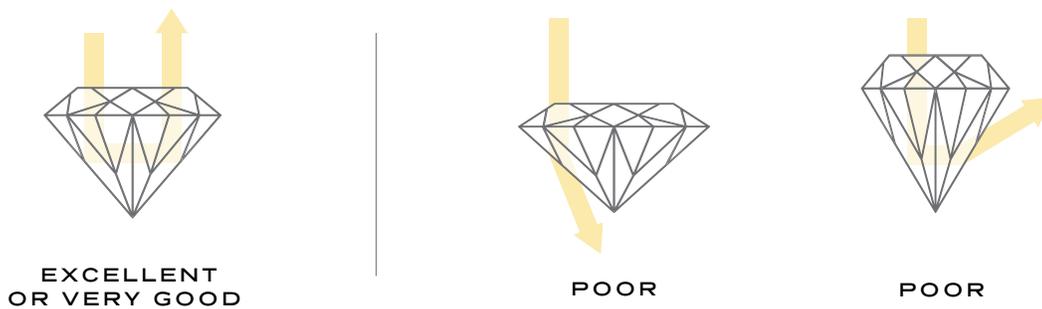
*The 4 C's refers to the color, cut, clarity and carat weight of a diamond. These collective features affect the overall quality and value of the diamond.*

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## CUT

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A diamond's cut refers to the angles a craftsman carves into a raw diamond to make it a polished diamond. These crucial cuts are rooted in scientific formulas and proportions designed to optimize the reflection and refraction of light within a stone. Of the "Four Cs," cut is considered the most significant factor in determining a diamond's value as it greatly influences on the diamond's fire, brilliance and scintillation.




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## COLOR

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Counterintuitively enough, color actually refers to a lack of color in a diamond which can have a natural yellow tint. Therefore, colorless diamonds are rarer and more valuable. Color ranks as the second most important diamond characteristic, just after cut which creates that immediately impressive sparkle.

