

Ask the
GEMOLOGIST[®]

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SEEING DIAMOND IN A WHOLE NEW LIGHT!

A diamond's grading report will reveal whether (and to what degree) the gemstone "fluoresces," the trait that some diamonds have to change color when exposed to the sun's ultraviolet (UV) rays or fluorescent light. Diamonds that fluoresce usually turn yellow, blue, or white. Yellowish diamonds that fluoresce blue may have their yellow tint masked by the effect in fluorescent light; diamonds that fluoresce yellow can appear whiter under incandescent lights. Most fluorescence is subtle and will not produce a noticeable color change. Strong yellow fluorescence, however, may decrease value, but strong

blue fluorescence may actually increase the value of diamonds with yellowish tones. Thus, it is important for consumers to be aware of this characteristic.

Don't let fluorescence unjustifiably sway your choice when selecting a diamond. It's important for you to be happy with the diamond you buy. Ask our jeweler at 1402 Hancock Street, Quincy Center to show you examples of fluorescence and try to look at diamonds in many types of light before you make a decision. If you have any questions about the exquisite pieces we offer please feel free to contact us at 617-773-3636.

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