

PLATINUM MASTERS

A REFLECTION OF YOU

THE DEFINITIVE TANZANITE BUYER'S GUIDE

This Tanzanite Buyer's Guide is the authority on buying tanzanite. Tanzanite is one of the world's rarest gemstones, with only a single source at the foothills of mount Kilimanjaro and a decade or so of supply left.

Having read this Guide, you will be able to choose the tanzanite that is best for you, based on the 5 C's criteria. These guidelines are upheld by the Tanzanite Foundation, an independent industry body dedicated to protecting tanzanite's integrity.

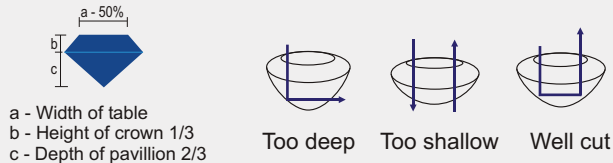
Tanzanite is a rare and precious investment. Buy tanzanite after you have read this Guide.

CLARITY refers to any natural flaws or inclusions in a tanzanite. Tanzanite ranges from Internally Flawless (IF) to Heavily Included (HI). The more flawless the stone, the more valuable it is.



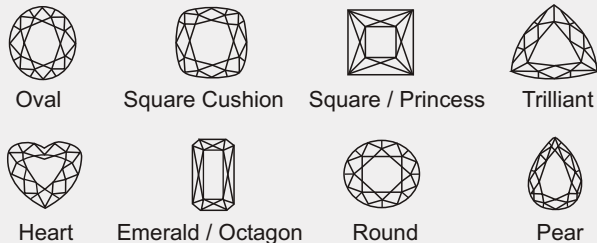
CUT refers to the shape, facets and proportion of a tanzanite. A 'fine' cut ensures that the stone facets reflect light to create maximum brilliance. The more precise the craftsman's cutting, the more valuable the tanzanite.

IDEAL PROPORTIONS

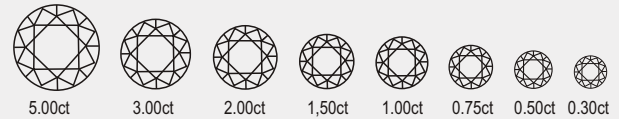


a - Width of table
b - Height of crown 1/3
c - Depth of pavillion 2/3

SHAPES



CARAT is the term used to measure a tanzanite's weight. One carat has 100 points and weighs 1/5 of a gram. Two seemingly identical stones will have different carat weights if they vary in depth.



TANZANITE QUALITY SCALE®

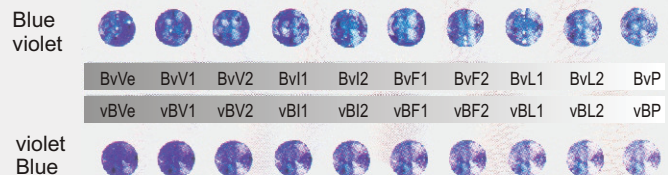
This Guide is based on the Tanzanite Foundation's **Tanzanite Quality Scale**, the only internationally recognized system for grading and valuing tanzanite.

Colour (Bv or vB plus)	Clarity	Cut
Ve - Vivid exceptional	IF - Internally flawless	A - Excellent
V1 - Vivid 1	EF - Eye flawless	B - Fine
V2 - Vivid 2	N - Natural	C - Good
I1 - Intense 1	SI - Slightly Included	D - Fair
I2 - Intense 2	HI - Heavily Included	E - Poor
F1 - Fancy 1	The Tanzanite Quality Scale is a proprietary grading system belonging to the Tanzanite Foundation and may not be used without the Tanzanite Foundation's express written consent.	
F2 - Fancy 2		
Light 1		
Light 2		
P - Pale		

BUYING TANZANITE: THE 5 C's

In a similar way to diamonds, the Tanzanite Foundation grades Tanzanite according to the 5 C's: Colour, Clarity, Cut, Carat and Confidence. The higher the combination of these characteristics, the rarer and more valuable the stone. Understand and check all 5 C's before purchasing your tanzanite.

COLOUR refers to the blue in tanzanite and its degree of violet saturation. The depth of colour ranges from vivid to pale, with a 'B' or 'v' preceding to indicate a predominance of blue or violet hues. The deeper the colour, the more valuable the tanzanite.



CONFIDENCE is your assurance that your tanzanite is natural, has been accurately graded and has followed an ethical route to market. Don't buy tanzanite if you are not sure of its authenticity, value and provenance.