

SEQUOYAH *Presents* *The 5th C*



Carat

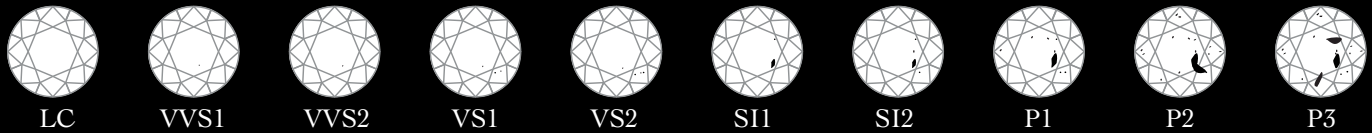
The weight of a diamond is expressed in carats (not to be confused with gold karats). One carat = 0.2 grams, and one carat equals 100 points.



Clarity

Clarity refers to the measurement of minute internal and external characteristics (often referred to as inclusions). A diamond's clarity

grade reflects the size, number, location and visibility of inclusions when examined with a 10X magnifying loupe. Most, however, are not visible to the naked eye.



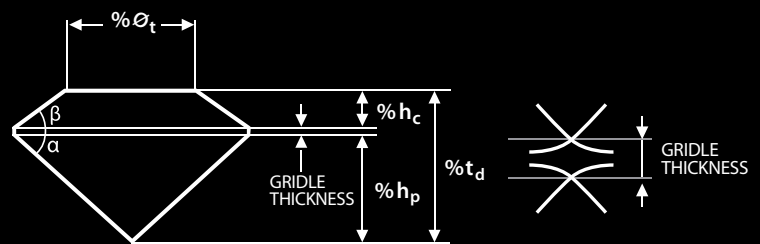
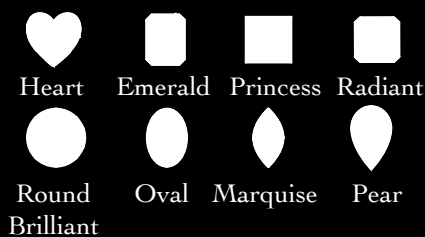
Color

Most diamonds are colorless to slightly yellowish, the best grade being colorless (*D, exceptional white* +). Diamonds also come in more exotic colors, ranging from brownish to striking yellows, including pink, purple, red, green, and blue. These are called "fancy colors."

Cut *proportion & finish grade*

The fourth C, cut, measures two qualities. The fire, brilliancy and the scintillation (twinkling) of a diamond are greatly influenced by the *proportions* of the various parts of the stone, resulting from its cut. *Finish grade* reflects the symmetry of the cut.

Shape



Conflict-Free All Sequoyah diamonds offer you this, our "5th C"

A conflict-free diamond is a diamond that can be certified to have no part in diamond-related violence or human rights abuses.

We purchase our raw diamonds directly from the source: the people who own the land and mine the gems. Our agreements ensure that the miners and their families receive higher compensation, fair treatment, and safer working conditions.



SEQUOYAH
Uncompromising Performance.