

JEWELRY NEWS & VIEWS

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Auburn, New York

RJ JEWELERS
DIAMONDS ♦ GOLD ♦ GIFTWARE

Fall 2015, 12th Issue



Always FREE Gift Wrapping!

**Happy Holidays
from RJ Jewelers**

**All Our Birthstone
Jewelry Now On Sale
20% Off**

**New Collection Debut
“Waxing Poetic”**

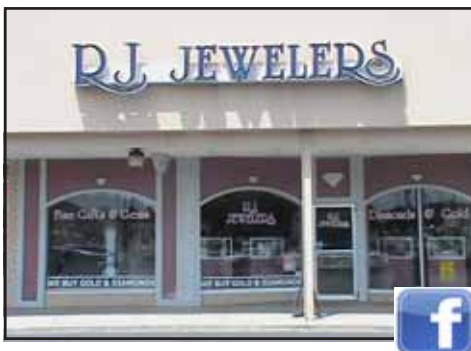
**How To Clean Your
Engagement Rings**

**Easy Financing Plans
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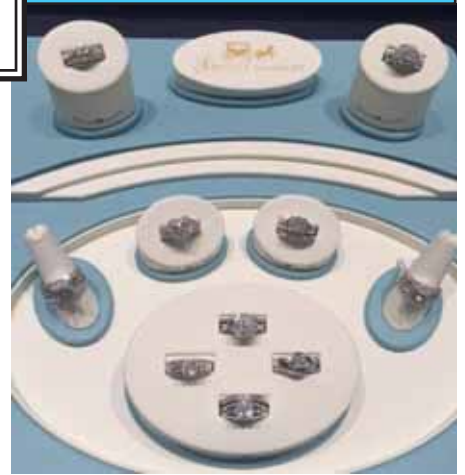
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Open: Mon. - Fri. 10 to 5:30,
Sat. 10 to 5, Closed Sundays



New Diamond Wedding Collection!

RJ Jewelers is proud to present our New Diamond collection Fairy Tale. Fairy Tale Diamond rings are designed to look like a much larger equivalent full size center but are luxuriously priced much lower. Where you might see a 1ctw traditional bridal ring for \$5000, the equivalent Fairy Tale Diamond ring would be under \$2000. They're not just beautiful, they're beautifully smart. Their features & benefits include proprietary “Forever Lock” set diamonds, hand matched and calibrated diamonds secured in a frame of precious gold. They are also guaranteed against any stone loss. Every Fairy Tale Diamond ring has an exclusive scrolling heart filigree back & crown stamp. When you purchase a Fairy Tale ring you receive this beautiful Carriage Ring Box embellished with Austrian crystals!



LeVian Chocolates for the Holidays!



Inspired by their history as guardians of the royal jewels, Le Vian became fascinated by the natural color brown diamonds from Australia, which were long perceived by jewelers as lower quality. While it is true that there exists a high percentage of low clarity/ poor color brown diamonds, there is a small percentage, less than 5%, which are, in actuality, more beautiful and rarer than their colorless white counterpart; in fact, 10,000 times rarer. It is this select group of diamonds that enticed Le Vian who recognized the value and rarity of the higher color and clarity natural brown diamonds which were unfairly grouped with the lower quality stones thus resulting in lower pricing. It is no surprise that Le Vian was the first to appreciate and pave the way for natural color brown diamonds. Le Vian's commitment to the consumer is its creativity and its passion, a culture of innovation that was established long before, a desire to provide original designs that offer its clients a variety of choices in which to find their own unique look. Le Vian initiated the “Chocolate Diamonds®” brand

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in the year 2000, when it first introduced its unique brand of natural fancy color brown diamonds to the public. Le Vian's objective with naming its selection of brown diamonds was to help differentiate from the lower quality stones. The company's purpose in obtaining a registered trademark was to assure consumers that Le Vian Chocolate Diamonds® are the higher quality stones. Chocolate Diamonds® are procured through strict standards: come primarily from Australia, are the top 5% of the higher quality natural color brown diamonds, range from C4-C7 on Argyle Diamond's color scale. Stones larger than 20 points are the top 5% of that. Additionally, while most of the world's brown diamonds have visible inclusions, Le Vian Chocolate Diamonds® are chosen for their color, clarity and cut.

All Birthstone Jewelry is 20% Off!

October's Birthstone Gem Is Tourmaline and Opal

Tourmaline has become a favorite gemstone among jewelry designers, and gem collectors the world over. Since it is available in a wide variety of colors, it is ideally suited to almost anyone's taste. Tourmaline also is known for displaying several colors in the same gemstone. These *bi-color* or *tri-color* gems are formed in many combinations; gemstones with clear color distinctions are highly prized.



The name *Opal* derives from the Greek *Opallos*, meaning "to see a change (of color)." Opals range in color from milky white to black with flashes of yellow, orange, green, red and blue. An opal's beauty is the product of contrast between its color play and its background.

Birthstone Bands can be used as stackables!



Come in and fill out your wish list

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Two Gems Are Appropriate For November Birthdays. They Are Topaz & Citrine

Topaz is a gemstone available in a rich rainbow of colors. Prized for several thousand years in antiquity, all yellow gems in antiquity were called *topaz*. Often confused with citrine quartz (yellow) and smoky quartz (brown), quartz and topaz are separate and unrelated mineral species.

Citrine, the other birthstone for November is known as the "healing quartz". This golden gemstone is said to support vitality and health while encouraging and guiding hope, energy and warmth within the wearer. Citrine can be found in a variety of shades ranging from pastel yellow to dark brownish orange.



Two Birthstones Associated With The Month of December Are Tanzanite & Blue Topaz

Discovered in the late 1960s in Tanzania, and found exclusively in this tiny area of the world, *tanzanite* exhibits a rich violet-blue color for which the gemstone is treasured; often it is heat-treated to achieve this color. Colors range from blue to purple, and tanzanites that are medium dark in tone, vivid in saturation, and slightly violet blue command premium prices.



Shimmering more vibrantly than a crystal blue lake, blue topaz, the official December birthstone, is known to symbolize love and devotion. December is a month for giving, so selecting a topaz jewelry gift for your loved one for their birthday or for the holiday is an excellent choice.



How To Clean Your Engagement Rings & What Not To Do

There are few things more mesmerizing than watching your engagement ring sparkle and dance in the light, so it's only natural to want to maintain that bling by giving your ring regular cleanings. But the only thing worse than a ring that's lost its luster, is a ring that's damaged due to improper care. So before you get too wrapped up in wacky cleaning hacks and old wives' tales, we tapped Mark Mann, the director of Global Jewelry Manufacturing Arts at the GIA for his professional advice on how to clean your jewelry safely and what to avoid at all costs. First, determine what kind of gunk has gotten on your ring, says Mann. "If you're very active outdoors or in the kitchen and there's a hard compacted layer of oil or dirt, it's best to get it cleaned at the jeweler using professional-grade products that will restore the brilliance of the stone safely." However, if your ring has been dirtied by common cosmetics - for example, hairspray, lotion, makeup, or perfume - a simple at-home cleaning should be sufficient. "The best way to clean your ring is to make a solution with warm water (almost hot) and dishwashing soap. Soak your ring for about 20 to 40 minutes, gently brush the stone with a

very soft toothbrush, and then rinse under warm running water. If needed, repeat."

3 Things to Never Do to Your Engagement Ring

As for substances that you should never use to clean your ring, stay away from any household cleaners such as bleach, chlorine, and acetone, advises Mann. "These harsh chemicals can break down some of the base metals in your ring. Also never use any kind of abrasive products such as toothpaste, baking soda, or any powdered cleaners, which can easily scratch metals - particularly gold." Lastly, also avoid at-home ultrasonic jewelry cleaning machines, especially if your ring features pavé set stones, says Mann. "If one of the prongs is weakened or if there's the slightest error in workmanship, the vibrations from an ultrasonic machine can dislodge a stone," he warns. "Your safest bet for ultrasonic cleaning is to take it to the jeweler, where professionals can test the security of the settings first - or fix it should anything come loose."




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We Have Expert On-Site Repair Service & Custom Design Jewelry Service

With proper care and maintenance, your fine jewelry will reward you with a lifetime of enjoyment and luxury. RJ Jewelers offers a full range of on-site professional jewelry repair, refinishing and refurbishment services that make it easy for you to recapture the pleasure your jewelry was meant to bring. Our full suite of jewelry repair services includes ring sizing, mountings, stone replacement, re-tipping prongs, jewelry cleaning & polishing, necklace repair, bracelet repair, clasp replacement, refurbishment & custom jewelry designs. Probably the best thing you can do is preventative care. Schedule a cleaning for your jewelry every year. During the cleaning, we check for signs of wear, such as loose stone mountings or bent clasps, and fix them before they become a serious problem. Stop in to RJ Jewelers anytime for your free jewelry cleaning and inspection.

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