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SIMPLY BRILLIANT

Better margins are possible. Learn how to get them with Teva Diamonds Color Perfected Naturals.

Diamonds are all about discovery. Engaged couples are on a quest to find the perfect symbol of their love. And now, with Teva Color Perfected Naturals, retailers can offer their customers some of the most brilliant earth-mined diamonds possible—and help their store to make money on diamonds again.

Today, it's more important than ever for the independent jeweler to have an edge that helps them compete with online sellers, lab-grown diamonds and the rapidly changing jewelry industry. By teaming up with Teva Diamonds, jewelers can offer guaranteed 100 percent natural earth-mined diamonds with brilliant color and clarity, perfect for discriminating customers who are looking for the best and biggest diamond for their money. "We give retailers a chance to really make a profit from these diamonds," says Matan Oved, Vice President of Teva Diamonds, and the son of Teva Diamonds founder, Boaz Oved.

Founded in 2007, Teva Diamonds is known as an innovator in the industry for providing clarity-enhanced diamonds — at great prices. "Everyone knows us for that," says Matan. "We always try to be creative and help retailers find new ways of selling diamonds."

They've found another breakthrough with HPHT diamonds. The high-pressure, high-temperature process reproduces the powerful heat and tremendous pressure of a diamond's journey. "Today, when you mention HPHT, a lot of people think you're talking about lab-grown diamonds," says Matan. "That's why we emphasize the fact that these are earth-mined diamonds," and rare gems. Only 2 percent of the earth's diamonds are rare Type II A diamonds which can become Teva Color Perfected Naturals. Due to the immense heat and pressure of the process, only stones of very high clarity can undergo the HPHT process. The results

are gem-quality diamonds ranging from D-F colors and IF-VS2 clarities.

Teva Diamonds takes these special, totally natural diamonds and uses HPHT to permanently and irreversibly perfect them into very high colorless D, E and F quality with every diamond certified by the Gemological Institute of America. Margins for regular GIA-certified natural diamonds are very slim, but substantial profits are possible with Teva Color Perfected Naturals—and customers get the guaranteed security of an investment in a 100 percent natural earth-mined diamond, at a better price than they could have hoped to imagine.

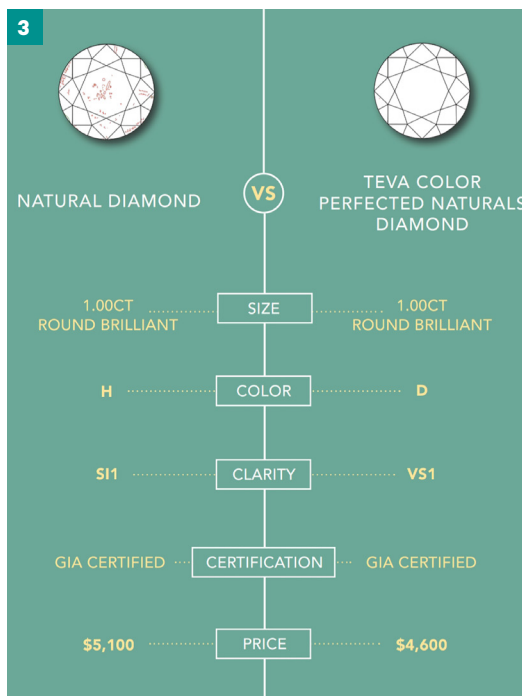
Teva Color Perfected Naturals are available in sizes from .50 to 10 CT, with larger stones available. The value is especially great as you go up in size. For example, a jeweler can obtain a beautiful 1.5 CT Teva Color Perfected Natural for about \$9,000 rather than \$16,000 or more for a lower-quality diamond of the same size. Adds Matan: "There is money to be made on this product. The clients we have who are working with the product are making money and that's why they keep coming back, understanding the great potential of the product."

Diamond sales used to be the heart of every independent jeweler's business. They can be again. Learn how Teva Color Perfected Naturals can help boost your diamond margins — and help your customers get the most beautiful diamond for their money.



TEVA Diamonds

Learn more at tevadiamonds.com and contact the company at [877 683 3426](tel:8776833426) and info@tevadiamonds.com.



1. Matan Oved of Teva Diamonds.

2. Two Teva Color Perfected Naturals (from left): A 1.20 CT round brilliant F VVS2 and a 1.01 CT oval E IF.

3. A price comparison chart for a natural versus a Teva Color Perfected Naturals diamond. Savings are even more substantial for larger diamonds.