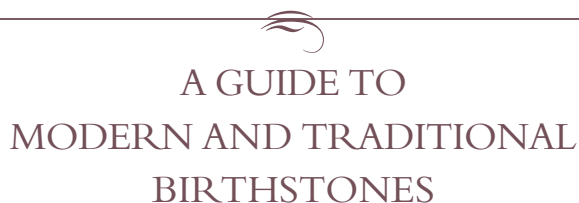


WHAT MAKES THE AMERICAN GEM SOCIETY™ SO SPECIAL?

For starters, only 5% of all jewelers, designers, appraisers, and suppliers have met American Gem Society standards. In addition to satisfying our exacting criteria, including recertification on a yearly basis, members admitted to the American Gem Society have shown a proven commitment to their community and the highest standards of ethical practice.



AmericanGemSociety.org

Cover image provided courtesy of Precious Gem Resources.



WHAT DO YOU CALL A GIFT THAT

ENCHANTS,
PROTECTS,
SOOTHES,
REJUVENATES,
PRESERVES,
AND EMPOWERS?



When you present your loved ones with a precious gem, you are following one of the oldest and most time-honored traditions in giving. For centuries, people have associated mystical healing and supernatural powers to gemstones. Qualities like protecting a loved one, wishing someone good health and fortune or bestowing strength and vitality. That's why giving a birthstone isn't only for birthdays. The symbolism attached to these gems confers upon each stone a beauty and significance that makes it a uniquely personal gift no matter what the occasion. These days, there is no bad time or wrong reason to give a birthstone.

Moreover, rest assured that when you put your trust in a member of the prestigious American Gem Society™, you can be confident that you have purchased the right gem for the right reason from a respected and reputable professional.



GARNET

IN JANUARY **GARNET** LIGHTS UP
THE NEW YEAR.



Garnet, the birthstone of January, is the perfect birthday gift for a friend to signify eternal friendship and trust. Garnet, derived from the word “granatum” means seed, because of the gem’s resemblance to a pomegranate seed. They date back to 3100 B.C., when Egyptians would inlay them in jewelry. Even Noah, it is reported, used a lantern from Garnet in order to safely steer his Ark through the darkness of the night. Garnets are found in jewelry from ancient Egyptian, Greek, and Roman eras.

“Garnet” is the name for a group of over ten different gemstones with a similar chemical structure. Although the color red is the one that occurs most frequently, there are also Garnets showing different shades of green, pale to bright yellow, fiery orange, and fine earth- and umbra-shades. So Garnet is the name of a group of minerals that comes in a virtual rainbow of colors, from the deep red of the pyrope to the vibrant green of tsavorite. Each type of garnet varies in composition, hardness, and mineralogical classifications. Today, these gems are mined in Tanzania, Sri Lanka, and India and are said to be the gemstone of the future.



Let a Garnet expert from the American Gem Society illuminate you on the brilliance and versatility of this fiery gemstone.

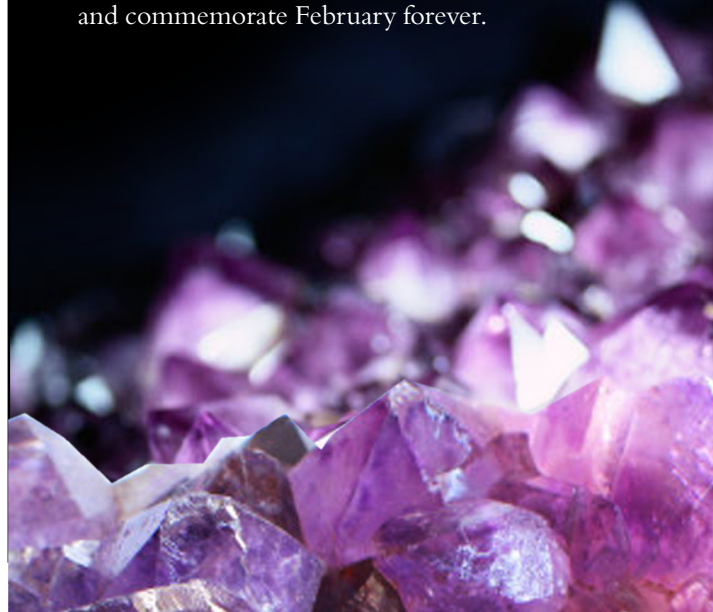
Garnet image provided courtesy of Idaho Opal & Gem Corporation.

Amethyst, the gemstone believed by ancient Greeks and Romans to ward off the intoxicating powers of Bacchus, is also said to keep the wearer clear-headed and quick-witted. British regalia were decorated with amethyst during the Middle Ages as a symbol of royalty. It has been associated with many myths, legends, religions and cultures.

ROYAL **AMETHYST**
PROUDLY PROCLAIMS:
AME FEBRUARY FOREVER. **YST**

Amethyst is purple quartz, a beautiful blend of violet and red that can found in every corner of the earth. Historically, the finest amethysts originated in Russia, which were consequently featured in royal European jewelry; today, Africa is considered the prized source. Amethyst ranges in color from pale lilac to deep purple. The pale colors are sometimes called “Rose de France” and can be seen set in Victorian jewelry. The deep colors are the most valuable, particularly those with a rich purple rose flashes. Amethyst is mined in Brazil, Uruguay, Bolivia, and Argentina, as well as in Zambia, Namibia, and other African countries.

For a gemstone worthy of royalty and intoxicating to wear, visit an American Gem Society jeweler and commemorate February forever.



AQUAMARINE TRANSFORMS MARCH LIONS INTO LAMBS.

The birthstone of March is aquamarine. Its name is derived from the Latin word aqua, meaning “water,” and marina, meaning “sea.” This stone was known to protect sailors and guarantee a safe voyage. The serene color of aquamarine is known to cool the temper, allowing the wearer to remain calm and levelheaded. Its color suggests coolness and often is worn in spring and summer.

Aquamarine is one of the most popular and best-known gemstones, and distinguishes itself by many good qualities. It is almost as popular as the classics: ruby, sapphire, and emerald. In fact it is related to the emerald, both belonging to the beryl family. The color of aquamarine, however, is usually more even than that of the emerald. Colors range from greenish blue to blue-green in light tones. The color is usually more intense in larger stones. Aquamarines are found mainly in Brazil, and also in Nigeria, Madagascar, Zambia, Pakistan, and Mozambique.

So for a truly unique gem that has been known to soothe even the loudest roaring lion, see your certified American Gem Society jeweler.



YOU CAN MAKE
APRIL LAST FOREVER
WITH A **DIAMOND.**



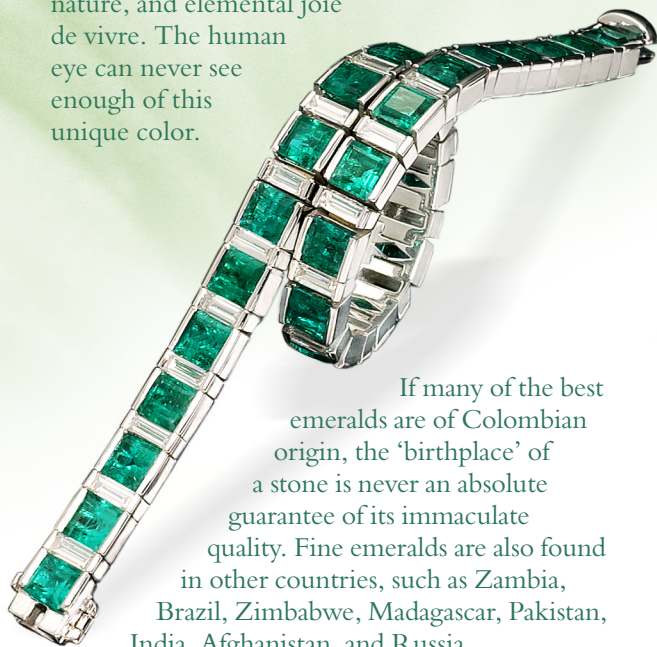
Diamonds are the ideal gift for a loved one born in April. Unique in the world of gemstones, diamonds are the hardest of all materials. Perhaps it is because of this durability that diamonds are treasured as symbols of devotion, purity, and everlasting love.

Why not make a shift from the traditional diamond? Get creative and give the ultimate gift of beauty: a fancy-colored diamond. Fancy-colored diamonds are a natural, rare, and truly exotic gem of the Earth. Colors range in intensity from faint to vivid in yellow, red, pink, blue, and green. The more saturated the color, the higher the value. In fact, a diamond sparkling with intense color is so rare that it can be valued higher than a colorless diamond. It is estimated that only one out of every 10,000 natural diamonds is fancy-colored. When purchasing a fancy-colored diamond, shoppers should ask if any enhancements or treatments were used to improve its color and/or clarity.

Whatever your birthstone, diamonds are always in style. Just be sure to deal with an American Gem Society, certified diamond expert.

THE WORLD TURNS EMERALD GREEN IN MAY.

As the birthstone of May, the emerald is believed to empower the owner with foresight into the future, good fortune, youth, and rebirth. Emerald, derived from the word “smaragdus,” meaning green in Greek, was mined in Egypt as early as 330 BC. The Vedas, the holy scriptures of the Indians, say of the precious green gems and their healing properties: ‘Emeralds promise good luck...’; and ‘The emerald enhances the well-being...’. The magnificent green of the emerald is a color that conveys harmony, love of nature, and elemental joie de vivre. The human eye can never see enough of this unique color.



If many of the best emeralds are of Colombian origin, the ‘birthplace’ of a stone is never an absolute guarantee of its immaculate quality. Fine emeralds are also found in other countries, such as Zambia, Brazil, Zimbabwe, Madagascar, Pakistan, India, Afghanistan, and Russia.

The green of the emerald is the color of life and of the springtime, which comes around again and again. But it has also, for centuries, been the color of beauty and constant love. At the American Gem Society, we feel lucky indeed to be in the company of such eternal beauty.

From the Latin word “perula” or small pear, the pearl has been revered by royalty for centuries. Pearl was among the favorite gem materials of the Roman Empire. In Tudor England, the 1500s were known as “the pearl age.” Pearls are unique in that they are the only gems of the sea from living creatures requiring no faceting or polishing to reveal their natural beauty.



Pearls have been treasured for their lustrous, creamy textures and their subtle iridescent reflections. Because they are so rare and so very difficult to recover from the ocean’s depths, man invented the technique of “culturing” salt and freshwater pearls from mollusks carefully seeded with irritants. This painstaking effort has resulted in our ability to coax beauty from nature.

JUNE OFFERS TWO RICH CULTURES: ONE FROM THE SEA. AND ONE FROM THE CZAR.

June’s other birthstone is a relatively young modern gem, alexandrite. Alexandrite was first discovered in Russia in 1830, during the reign of Czar Alexander II. The very first crystals were discovered in April 1834 in the emerald mines near the Tokovaya River in the Urals.

The most sensational feature about alexandrite is its surprising ability to change its color. Green or bluish-green in daylight, alexandrite turns a soft shade of red, purplish-red or raspberry red in incandescent light. This unique optical characteristic makes it one of the most valuable gemstones of all, especially in fine qualities.

At an American Gem Society jeweler, culture from the sea and beauty from Russia are second nature to us in the form of cultured pearls and alexandrite.



RUBY

HERE'S TO A **RUBY** RED HOT JULY.

There's no better way to demonstrate your love than by giving a ruby in celebration of a July birthday. Rubies scintillate the senses, stir the imagination and are said to guarantee health, wisdom, wealth, and success in love. As a talisman, the ruby preserves the body and mental health of the wearer by removing evil thoughts.

Ruby is a variety of the gem species, corundum. It is harder than any natural gem, except diamond, which means a ruby is durable enough for everyday wear. Fine-quality rubies are extremely rare and the color of the gem is most important to its value. The finest color is a medium or medium-dark, vivid red, or slightly purplish-red. If the gem is too light, or has too much purple or orange, it is merely a fancy-color sapphire. Most rubies are mined in Southeast Asia, but other top producers are Thailand, Myanmar (Burma), Sri Lanka, and Africa.

At the American Gem Society jeweler, our certified gemologists will have sizzling rubies ready to help you paint the town red.



PERIDOT



PERIDOT. A MOST AUGUST GEM.

As the birthstone of August, peridot is said to host magical powers and healing properties. It shines with enthusiasm and is said to bring the wearer power, influence, and a wonderful year. Peridot is a gemstone that forms deep inside the Earth and is brought to the surface by volcanoes. In Hawaii, peridot symbolizes the tears of Pele, the goddess of the volcano.

The most valuable peridot is medium in tone, the most vivid possible, and slightly yellowish-green in hue. Peridot is widely available in a variety of shapes from faceted to cabochon (curved dome), and many sizes. The majority of the peridot today is mined in Arizona. It is also found in Myanmar (Burma), China, and other localities.

When you visit an American Gem Society jeweler, you too will feel the earth move in wonderful ways when you experience the beauty of peridot.



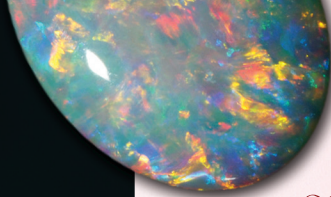
SEPTEMBER IS A **SAPPHIRE** SEASON.

According to lore, the sapphire will protect your loved one from envy and harm. Sapphires have had a powerful affect since the Middle Ages. The clergy wore sapphires to symbolize Heaven, while commoners thought the gem attracted heavenly blessings.

Soothing, sensuous blue; liquid blue; evening sky blue; cornflower blue ... these are among the many shades of this lovely gemstone. Blue sapphires range from very light to very dark greenish or violet-hued blue, as well as various shades of pure blue. The most prized colors are a medium to medium dark blue or slightly violet blue. Sapphire is a variety of the gem species, corundum, and not only occurs in blue, but in all colors of the rainbow. Pink, purple, green, orange, or yellow sapphires are known as fancy-colored sapphires. But, when they are red, they are known as rubies.

At the American Gem Society, we feel blessed to be in the company of such seasoned beauty of the sapphires.

Sapphire ring provided courtesy of Precious Gem Resources.
Opal image provided courtesy of Opal & Gem Corporation Corporation.



OPAL

OCTOBER TRICK OR TREAT OR **TOURMALINE...** UNLESS YOU'RE BOBBING FOR **OPALS.**

According to an ancient Egyptian legend, on the way from the Earth's heart up towards the sun, Tourmaline traveled along a rainbow. And on its way it collected all the colors of the rainbow.

This is why nowadays it is called the "Rainbow gemstone". However, the name "Tourmaline" has been derived from the Singhalese expression "tura mali", which translates as "stone of mixed colors."



Tourmaline has become a favorite gemstone among jewelry designers, and gem collectors the world over. Since it is available in a wide variety of color shades, it is ideally suited to almost anyone's taste. Tourmaline is also known for displaying several colors in the same gem such as "bi-color" or "tri-color" gems, and even what is called "watermelon" with green and pink hues in combination, cut into thin slices. Tourmaline is found in many localities namely Brazil, Afghanistan, East Africa, and the United States of America.

October's other treat is the opal. The name opal was derived from the Greek, "Opallos," meaning to see a change (of color). Opal was once believed to cure diseases of the eye and to have the power to render its wearer invisible. Almost 95 percent of all Opals come from Australian mines.

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.



At an American Gem Society jeweler, you can experience October's most dazzling treats – exquisite tourmalines and opals.



NOTHING SAYS
NOVEMBER LIKE **TOPAZ**.
OK, **CITRINE** SAYS IT
VERY WELL, TOO.

The Egyptians said that topaz was colored with the golden glow of the mighty sun god Ra. Legend has it that it dispels all enchantment and helps to improve eyesight as well. The ancient Greeks believed that it had the power to increase strength and make its wearer invisible in times of emergency. Its mystical curative powers waxed and waned with the phases of the moon; it was said to cure insomnia, asthma, and hemorrhages.

Topaz is a gemstone available in a rich rainbow of colors. Prized for several thousand years, all yellow gems in antiquity were called Topaz. Often confused with the Quartz Varieties: Citrine (Yellow) and Smoky (Brown). Quartz and Topaz are not related species. The most valuable Topaz is called "Imperial", after the Russian Czars of the 1800's, and features a magnificent Orange body color, with pinkish Red undertones. Topaz also comes in Yellow, Pink, Purple, Orange, and the popular Blue hues.



Citrine, the other birthstone of November, is recognized as the healing quartz. This golden gemstone supports vitality and health, encouraging and guiding hope, energy, and warmth within the wearer. In ancient times, citrine was carried as a protection against snake venom and evil thoughts.

Citrine can be found in a variety of shades ranging from pastel yellow to orange. It is one of the most affordable of gemstones and plentiful in nature. Citrine is found most frequently in Brazil, Bolivia, and Spain. Although the darker, orange colors of citrine, sometimes called Madeira citrine after the color of the wine, has generally been the most valued color, in modern times, many people prefer the bright lemony shades which mix better with pastel colors.

At the American Gem Society, we can't attest to any special healing powers from either of these gems. We only promise you'll be anything but invisible.

Tanzanite necklace provided courtesy of Richard Glatter Designs.
Topaz ring, Topaz earrings, Zircon ring, and Turquoise bracelet provided
courtesy of AGTA Stock Photography © 2007.



DECEMBER ARRIVES
BEARING PRECIOUS GIFTS OF
**TANZANITE, ZIRCON
AND TURQUOISE.**

The three unique gemstones associated with December are tanzanite, zircon, and turquoise.

Discovered in the late 1960s in Tanzania, tanzanite is the official December birthstone of the American Gem Society™. Tanzanite colors range from blue to purple, but the highly valued stones are a rich violet-blue with a medium-dark tone. Tanzanite can be less expensive than sapphire and is often purchased as an alternative. Heat-treated to achieve its color, tanzanite is carefully mined to avoid damage to the precious limited supply available.



Derived from the Arabic words "zar" and "gun", meaning gold and color, Zircon is found in wide range of colors, such as: blue, yellow, orange, red, brown, and green. For many years Zircon was used to imitate diamonds and is said to relieve pain, whet one's appetite, protect travelers from disease, injury, and ensure a warm welcome, and prevent nightmares ensuring a deep tranquil sleep. The most prized zircon is the red gemstone. Major sources of zircon are the Chanthaburi area of Thailand, the Palin area of Cambodia, and the southern part of Vietnam.

The name turquoise comes from the French expression Pierre tourques, or "Turkish stone," that originated in the thirteenth century. The color of the gem is robin's egg blue, but this color actually varies from greenish blue to sky blue shades. It can also be translucent or opaque. Turquoise is plentiful and available in a wide range of sizes. It's most often used for beads, cabochons, carvings, and inlays. Although its popularity fluctuates in fashion, the biggest market for turquoise is the American Southwest.

So make your list, check it twice, and then visit an American Gem Society jeweler for a breathtaking holiday gift.

