

JEWELRY NEWS & VIEWS

Spring

ENHANCERY jewelers

Since 1978

Issue 2012

NEW FOR MOTHER'S DAY

Unique Colored Diamonds - Sure To Delight Any Mom

No gem on earth is more unique and special than vividly sparkling fancy colored diamonds. They make the perfect gift for that one of a kind mom who is the very special person in your life. And best of all, these glittering rainbow colored diamonds are more available than they once were.

Thanks to today's advanced technology, beautiful colored diamonds are now more plentiful and are available in a wide range of brilliant colors such as red, blue, pink, yellow, brown, peach, orange, purple, green, violet, gray, and black. And colored diamonds should never be compared to other colored gems. That's because only diamond has the brilliant inner fire that sets it apart as the premier gemstone with a unique one of a kind beauty shared by no other colored gem.

This Mother's Day, give your mom the one gift that shows her how special and one of a kind she really is. Give her an exciting piece of jewelry set with flashing and fancy colored diamonds. Whatever the design, you can be sure she will love and treasure it forever.



Kathy & Marty White
Master IJO Jewelers

Enhancery Jewelers ■ (619) 282-3900 ■ www.enhancery.com

4242 Camino Del Rio N., #17, San Diego, CA 92108

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BRILLIANCE YOU DESERVE®

Birthstone Jewelry - The Classic Gift Of Lasting Value

No other birthday gift is so naturally precious and supremely personal, too. Colorful birthstone gems have been prized for centuries for their beauty as well as their value. In addition, they have a long history of predicting unique personality traits and bestowing unusual powers on those born in one special month of the year. Surprisingly, birthstone jewelry is very affordable and comes in attractive styles for both men and women. Come in soon and see our collection.

MAY ■ Emerald

Glorious green emerald has a rich, springtime color and traditionally offers success for those lucky people born in May. It's a hard, sparkling gem and is the most valuable form of the mineral beryl. Emerald has been treasured by kings and queens since ancient times.



JUNE ■ Pearl / Alexandrite

Pure white pearl has for thousands of years symbolized perfect purity which is why it is said to bring a happy marriage to those of June birth. Alexandrite, June's alternate birthstone, is a good luck gem that is famous for its ability to change color...appearing green by day and red at night.



JULY ■ Ruby

Radiant red ruby has been highly esteemed for centuries because of its vivid, fiery-red color and has long had a legendary history of bestowing power and strength to the July born. A form of the mineral corundum, ruby is a hard, sparkling, and very durable gem.



HOW JEWELRY IS MADE

Four Gemstone Settings That Offer Special Advantages



Settings are used to hold diamonds and colored gems securely in rings, bracelets, necklaces, and other pieces of jewelry. Some settings give extra protection, others offer extra brilliance, and still others provide unique effects. Here are four of the most popular.

Tension Setting. Generally this type of setting is selected after the gemstone is purchased as the setting is calibrated to the exact fit. The gemstone is held in place by pressure rather than prongs, a bezel or other mounting. The metal setting is actually spring-loaded to exert pressure and has tiny grooves added to create a shelf for the gemstone's edges to rest. The gemstone appears to be suspended in the air with nothing but the tension of the setting holding it in place.

Prong Setting. This type of setting usually has 4 to 6 prongs holding the gem which allows light to enter from below giving gems a bright look. Popular kinds include the 4-prong Tiffany, the 6-prong Buttercup, the Martini Glass, and the Belcher setting.

Bezel Setting. Has no prongs. Gems are tightly held in place by a collar of precious metal that gives complete protection since no gemstone edges are exposed.

Invisible Setting. Originally called the "mystery setting," it displays rows of square-cut gemstones close together without any means of support. It produces a continuous band of brilliant gemstone sparkle with no metal showing because gems are actually gripped from below.

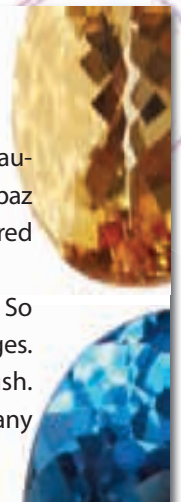
THE JEWELRY DOCTOR

How To Take Care Of Topaz

Topaz is a hard, brilliant, and transparent gemstone noted for its beautiful luster and strong color. Best known as a golden-yellow gem, topaz is also available in many colors such as a blue, green, orange, pink, red brown, clear, and the lovely sherry color known as imperial topaz.

Although topaz is hard, it is susceptible to breaking and cleaves easily. So it should be protected from sharp blows and sudden temperature changes.

Handle topaz carefully and clean in warm soapy water with a soft brush. Avoid ultrasonic and steam cleaning. Because topaz is harder than many other gems, store it separately to protect other jewelry.



Newest Rings, Earrings, And Necklaces Have Extra Length And Extra Drama

Continuing a trend that began last fall, many kinds of high-fashion jewelry still display the extra length that adds extra excitement to this season's most dramatic new designs.

Long Finger Rings. Quietly becoming this season's statement piece, these finger-flattering styles feature precious metal extended to give the impression of long, elegant fingers. Elongated gemstone settings also add a classic and stylish look to these sleek cousins of the oversize cocktail ring.

Trendy Dangling Earrings. Like the stiletto heel, these swinging drop earrings make everyone look and feel amazing. You can take your choice of shoulder-grazing chandeliers, pendants, tassels, or openwork designs. These exciting designs add eye-catching movement and glamour to any outfit.

Super-Length Necklaces. The lure of today's popular ultra-long necklaces is in their great versatility. They can be worn singly or looped several times around the neck to create the stylish look of a group of different necklace lengths. A MUST for this season's wardrobe.



GIFT IDEA FOR DADS & GRADS

Today's Timepieces Do More Than Tell Time

Portable timepieces were invented around the year 1500. They were egg-shaped or drum-shaped, had only an hour hand, were very heavy, and not very accurate. The first real wristwatch was worn by Queen Elizabeth I of England. It was the first watch small enough to fit into a bracelet and was presented to her as a gift by Robert Dudley, 1st Earl of Leicester in 1571.

Over the centuries, many advances were made to improve the accuracy and reduce the weight of mechanical watches. And the invention of the revolutionary quartz movement in 1969 made timekeeping easier and more accurate than ever.

Today's timepieces not only tell time with great accuracy but also perform other specific and helpful functions. Here are a few examples.

Perpetual Calendar. Gives the date, day of the week, and month of the year whether or not it's a leap year for the next hundred years.

Moon Phase. A disc with pictures of the moon rotates as the month progresses underneath the dial to show lunar phases through a little window.

Casino Games. Allows the wearer to play black jack, roulette, or dice games while also displaying hours and minutes.

Dual Time Zones. Offers travelers home time and traveler time plus day and night indications in areas around the world.

Water Depth. Designed to withstand deep water pressure, a diver watch can show how long the diver has been down and also has an alarm that sounds when a pre-set depth has been reached.

Other interesting functions include a built-in stop watch, a pulsimeter to measure the wearer's pulse rate, a pedometer that counts the number of strides taken, an altimeter that measures height, and a tachometer that measures the speed which the wearer has traveled over a measured distance.



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