

WE ARE DEDICATED TO PROTECTING YOU AND YOUR JEWELRY.

The American Gem Society® is a nonprofit trade association of fine jewelers, designers, and appraisers. These members are dedicated to consumer protection, ethical business practices, and development of superior gemological skills and knowledge. Founded by Robert M. Shipley in 1934, today the American Gem Society® is comprised of nearly 1,300 jeweler and appraisal members and nearly 2,000 individual titleholders.

What makes members of the American Gem Society® so special? For starters, only one in 20 of all jewelers, designers, and appraisers have chosen to meet the exacting requirements for membership.

The member must hold a reputation for unquestioned integrity in the business community. The owners and principals of the member firm must demonstrate that they are genuinely interested in high business ethics, and must exemplify this belief. The member firm must be a retail jewelry business that has been established for at least two years and has demonstrated financial stability.

In addition to satisfying our exacting criteria, including recertification on a yearly basis, members admitted to the American Gem Society® have demonstrated a proven commitment to their community and the highest standards of ethical business practices.

ADDED PROTECTION FROM THE AMERICAN GEM SOCIETY®.

The American Gem Society® affords you additional reassurance and peace of mind by enforcing a grievance and review process of its members. The Membership Committee has the responsibility to ensure that all members of the Society adhere to the established standards and ethics of the Society.

Shop with an American Gem Society® Jeweler.

For more information, including a list of members in your area, please visit
AmericanGemSociety.org/FindAJeweler.



HOW TO BEST PROTECT YOUR JEWELRY PURCHASE



WE STAND FOR YOU



THE AMERICAN GEM SOCIETY® MEANS CONSUMER PROTECTION

There's only one secret to buying jewelry—buy from a reputable, experienced, and credentialed jewelry professional who is a member of the American Gem Society®.

You'll have peace of mind knowing that our professionals are educated, tested, and re-accredited annually by the premier non-profit association dedicated to consumer protection. We have equipment on-site to help you understand all the factors that determine a gem's value. And, most importantly, we are committed to promoting the highest ethical standards to give you confidence and satisfaction.

When you put your trust in a member of the American Gem Society®, rest assured that you're working with a consummate professional—one who adheres to the highest standards of the jewelry industry.



Since 1934, American Gem Society® members have been protecting the jewelry-buying public. Membership is awarded only to select jewelers who possess proven gemological knowledge and the highest ethical standards. American Gem Society® members know what methods will clean and secure your fine jewelry most effectively. Extensive jewelry knowledge is your assurance of the reliability and capability of an American Gem Society firm.

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FOR BUYING FINE JEWELRY BY THE AMERICAN GEM SOCIETY®

TIPS



Work with a Certified Gemologist or Registered Jeweler.

Make sure your jeweler is properly certified and has recognized gemological training. The American Gem Society awards titles to qualified members who adhere to strict standards.



Purchase the Best Quality You Can Afford.

Quality is jewelry's most important asset. A smaller stone of higher quality is more likely to appreciate in value than a larger stone of lesser quality.



Get the right Diamond Grading Report.

Ask your jeweler for an AGS Laboratories Diamond Grading Report. AGS Laboratories is a nonprofit diamond grading lab with a mission of consumer protection. A report from AGS Laboratories means your jeweler has made the choice to offer you complete details on a diamond so that you can make a well-informed purchase.



Know the Quality of Your Metals.

Pure *gold* is 24 karat. Gold jewelry is usually either 10 karat, 14 karat, or 18 karat and is marked accordingly. *Platinum* should be accompanied by a number showing the parts per thousand. Typically, platinum jewelry is marked 950Plat., 900Plat., or 850Plat. indicating parts per thousand of pure platinum. *Silver* or *sterling silver* contains 92.5% silver and is frequently marked sterling, sterling silver, or .925. It is important that your jewelry pieces show a stamp or engraving of the metal quality along with the manufacturer's trademark or name.



Be Wary of Large Discounts.

If a sale seems too good to be true, it probably is. Ask the jeweler when the piece went on sale and how long the sale will last. Often it isn't a real sale.



Be Cautious of Mail, Internet, or Phone Purchases.

The photo may bear little resemblance to the actual item. Quality of workmanship, durability, quality of gemstones and metals used, and the service, guaranty, and expertise of the seller are things you may not be able to determine in a photo.



Know the Store's Return, Repair, and Service Policies.

A reputable jeweler should have policies on return, repairs, and service. Inquire about these before you make your purchase.



Buy Jewelry for Pleasure, Not Primarily for Investment.

Although fine jewelry can appreciate in value, do not purchase fine jewelry only for financial investment. Instead, buy jewelry as an investment in pleasure and beauty.



Make Sure Your Fine Jewelry Is Properly Insured.

To enjoy your jewelry, you need to wear it. Proper insurance will give you peace of mind. A qualified appraiser, such as a Certified Gemologist Appraiser of the American Gem Society®, should fully describe and value the jewelry before you insure it. Look for an insurance policy especially for jewelry.



Before Buying, Do Some Research.

Do your homework. And consult with a knowledgeable professional who is a member of the American Gem Society®.

