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GEMOLOGICAL INSTITUTE OF AMERICA®

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GIA Sheds Light on Fluorescence

New Report Insert Explains Why Some Diamonds Glow

CARLSBAD, Calif. – July 6, 2009 – In an effort to help educate the public about the common, but little understood, phenomenon of ultraviolet fluorescence in diamonds, the Gemological Institute of America (GIA) will include, effective immediately, additional information describing fluorescence and its properties in every GIA Diamond Grading Report and Diamond Dossier® that carries a diamond fluorescence description of medium or stronger.

A separate, four-color insert addresses the most frequently asked questions about fluorescence, explains its properties in easy-to-understand terms, and includes comparison images of diamonds in both natural and UV light to illustrate varying intensities of fluorescence.

“Some diamonds show fluorescence and some don’t,” said Thomas M. Moses, GIA’s senior vice president of Laboratory and Research. “Fluorescence is the emission of visible light by a diamond when it is stimulated by invisible ultraviolet (UV) rays. It is a common characteristic of diamonds. The diamond simply glows under the UV lights, usually a blue color, which most often stops when the energy source causing it is removed.”

For more than 50 years, GIA has indicated the presence of diamond fluorescence on its diamond grading reports, but described it on the report as an identification characteristic only – not a grade, Moses said. The five terms GIA uses to classify the intensity of the fluorescence are: None, Faint, Medium, Strong, and Very Strong.

“This insert will help the public better understand diamonds in general, which gives them more confidence and knowledge when making a decision about a diamond,” he said.

GIA has additional information on fluorescence on its Web site, including a scientific article, “A Contribution to Understanding Blue Fluorescence on the Appearance of Diamonds,” by Thomas M. Moses, Ilene M. Reinitz, Mary L. Johnson, John M. King and James E. Shigley, which appeared in the Winter 1997 issue of GIA’s *Gems & Gemology*.

For more information about GIA Diamond Grading Reports and fluorescence, please visit www.gia.edu.

About GIA:

An independent nonprofit organization, the Gemological Institute of America (GIA) is recognized as the world's foremost authority in gemology. Established in 1931, GIA has translated its expert knowledge into the most respected gemological education available. Early in the 1950s, GIA invented the famous Four Cs of Color, Cut, Clarity and Carat Weight. In 1953, the Institute created the International Diamond Grading System™ which, today, is recognized by virtually every professional jeweler in the world.

Through research, education, gemological laboratory services, and instrument development, the Institute is dedicated to ensuring the public trust in gems and jewelry by upholding the highest standards of integrity, academics, science, and professionalism. GIA can be found on the web at www.gia.edu. Media queries contact: Laura Simanton 760-603-4112 or Jessica Sachariason, 760-603-4197.

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