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Twelve Little Facts: You Probably Didn't Know

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The Dirty Dozen

1. The average person in the United States pays twice what they should for an engagement ring.
2. 1 out of every 3 diamonds sold in the United States is laser-drilled.
3. 1 out of every 20 diamonds sold in the United States is fracture-filled.
4. 1 out of every 3 diamonds sold in the United States has been treated to some degree, including doublets, coating, and irradiation.
5. 75% of all round diamonds are cut poorly to salvage weight, resulting in diamonds that lose 2/3 of their potential sparkle.
6. 88% of all fancy diamonds (pear, marquise, emerald cut, etc.) are poorly cut to salvage weight, resulting in diamonds that lose 2/3 of their potential sparkle.
7. The average diamond sold in the United States has been over graded in quality by two grades to enhance its salability.
8. 2 out of every 3 diamonds have fluorescence (a diamonds reaction to ultraviolet light) that causes the diamond to look oily and milky in sunlight.
9. 3 out of every 5 diamonds are weighed incorrectly to increase the profit margin of the jeweler.
10. The average diamond sold in the United States is tinted yellow and will probably never appreciate in value.
11. The average diamond sold in the United States has cracks, breaks, or carbon that you can see with your own eyes.
12. If we define a good diamond in general terms as a diamond that is big, white, clean, sparkly, and will appreciate in value over time; less than 25 out of every 1,000 diamonds sold in the United States would classify as good.

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