



All you need to know about the most precious of jewels

There's an irresistibly seductive power about diamonds that has made them the one jewel we cherish above all others. If we have something special to celebrate or an occasion we want to mark, the twinkle and sparkle of a diamond seems to say it all. Follow our guide on everything you need to know about this precious stone except, perhaps, how to persuade someone to buy you one!

Diamond Facts

- Maximilian I of Austria gave the first diamond engagement ring on record to Mary of Burgundy in 1477.
- The most expensive diamond ever sold was a 100.1-carat diamond that fetched \$16.5 million in May 1995. The second most expensive diamond ever sold at auction last year for \$16.2 million.
- Many diamonds are billions of years old!
- Diamonds are mined in their rough form and cut to maximise sparkle or 'brilliance'.
- The Queen is the first British monarch to have celebrated a Diamond Wedding Anniversary.

The Four Cs!

- Carat – This refers to the weight of the diamond. One carat is divided into 100 points, so that a diamond of 75 points weighs 0.75 carats. Generally, the larger the diamond, the greater the value per carat, although other factors should be taken into consideration.
- Colour – The most valuable diamonds are colourless. Most, however, have a little yellow in them, the less yellow the better. The colour is scaled from D to Z, D being the whitest and Z the most yellow.
- Clarity – The clearer the diamond, the greater its value. Ranging from diamonds with no internal flaws or impurities to diamonds with flaws visible with a magnifying glass to those visible with the naked eye.
- Cut – The diamond cut is not the same as its shape. A well-cut diamond adds to the value of the diamond.

Bring a little sparkle into your life

You can even add a little sparkle to your home by treating yourself to Bold 2in1 Infusions White Diamond & Lotus Flower with its elegant, sheer, crisp fragrance. We all deserve a little luxury, after all, and this quality detergent and fabric conditioner works together to leave your wash smelling beautiful and feeling deliciously soft.

Star Diamonds

It's true that celebrities love their diamonds!

- Marilyn Monroe couldn't have looked more gorgeous draped in diamonds and her shocking pink dress when she sang the glitter-girls' anthem, 'Diamonds are a girl's best friend'!
- The first famous diamond Richard Burton bought his wife Elizabeth Taylor was the 33.19-carats emerald-cut Krupp diamond in 1968. He later bought the 69.42-carats pear shape, which became known as the Taylor-Burton diamond.
- Oscar night sees one of the biggest displays of diamonds as A-list celebrities borrow some real stunners to help them down the red carpet! Nicole Kidman wore what appeared to be one of the world's biggest diamond necklaces at this year's event and when Helen Mirren won her Oscar for best actress she accepted her award holding a \$250,000 diamond studded clutch bag!