

THERE'S A NEW WAY TO BUY DIAMONDS!



It's cost affordable....it's foolproof....and it's available to everyone!

"Carat Smart" diamonds are the newest variation in diamond products designed to give you the biggest bang for your buck. The Carat Smart process is a revolutionary new method of proportioning your diamond so it retains the maximum amount of the most visible facet, the table. The result is your diamond appears to be 17% to 20% larger than other diamonds of the same weight. As a customer it means you are now able to purchase a diamond that appears larger than it's actual weight, and costs less.

In May 2009, Frank Isaac teamed up with Carat Smart, one of the largest wholesale diamond companies in Arizona, for a partnership that gives Isaac Jewelers the exclusive opportunity to offer these most exquisite diamonds at prices never before available to the retail consumer.

This patented faceting enhances the fire, brilliance, and scintillation that generations have come to expect in fine quality diamonds. "If a 2 carat diamond is a little out of your price range," Mr. Isaac

explains, "you can purchase a 1.50 carat that appears as large as a 2 carat and stay within your budget."

Isaac Jewelers also purchases diamonds from wholesalers or stores that are going out of business, which translates into additional savings for you the customer. Because Isaac Jewelers is able to purchase these diamonds at lower than wholesale costs, they can offer the diamonds for, on average, 50% lower than any other jeweler. "Nobody can compete with our prices because we're not dealing with the diamond markets," Frank reassures. "We buy right so we sell right, and I personally guarantee 100% satisfaction with every diamond purchase."

Isaac Jewelers certified diamonds are available in sizes ranging from .25 of a carat to 30-40 carats, in all colors, clarities, shapes, and styles. From the finest designer brands and Isaac's own unique one of kind creations, Frank Isaac can customize masterpieces within two weeks time. "We're part of the most exciting innovation to impact the diamond marketplace in 50 years," says Isaac, "and Isaac Jewelers is thrilled to make these incredible savings available to our customers."

Come into the Isaac Jewelry Boutique in Kierland Commons between 10am and 8pm Monday thru Thursday; 10am and 9pm Friday and Saturday; Noon and 6pm on Sundays. Or visit our website at www.isaacjewelers.com. For more information, you can call our boutique at 480.941.9090.