



AMERICAN GEM SOCIETY
LABORATORIES*

*Setting the Highest Standard for Diamond Grading**

TALKING POINTS FOR DISCUSSING AGS LABORATORIES DIAMOND GRADING REPORTS WITH YOUR CUSTOMERS

With our mission of consumer protection, backed by the AGS Diamond Grading Standards, AGS Laboratories Diamond Grading Reports provide peace of mind for your customers. The following talking points may be useful when you are talking to your customers about AGS Laboratories reports.

1. A diamond is an important purchase. You are looking for something precious and rare, and knowing and understanding the quality of your diamond will give you peace of mind.
2. It's important to have a diamond grading report from a reputable diamond grading laboratory that gives you the info you need to make an informed decision.
3. We provide diamond grading reports from AGS Laboratories. They were founded by the American Gem Society (AGS) and are a nonprofit diamond grading laboratory. Their mission is consumer protection.
4. This means that with an AGS Laboratories report, you will receive an unbiased, third-party opinion on the quality of their diamond.
5. AGS Laboratories looks at the diamond inside and out so that you know and understand the quality of the diamond you're purchasing.
6. The AGS Laboratories grading process is also based on science, and, as a result, their reports are consistent and accurate.
7. All AGS Laboratories' reports have six unique security features to ensure authenticity.
8. Here's a brochure* you might find useful. They created this for jewelry buyers like yourself. You can also visit their website at agslab.com to learn more.

**Hand your customer AGS Laboratories' (Choose it for Love) trifold for consumers.*

