

Smart Jewelry Buyer's Checklist

The Complete "Buy Smart" Buying Map for Lab Diamonds, CZ & Beyond

Step 1. Know What You're Buying

- I understand the **difference between real diamonds and simulants (CZ, Moissanite, etc.)**
- I verified whether the stone is **lab grown or mined**
- I checked for a **certificate (GIA, IGI, or GCAL)**
- I asked about the **cut, color, clarity, and carat** (the 4Cs)

Step 2. Compare True Value

- I've compared **price per carat** between lab grown and mined diamonds
- I know the **expected lifespan** of the stone (CZ vs Diamond longevity)
- I asked if there's any **resale or trade-in value**
- I confirmed whether the price includes **setting, polishing, and warranty**

Step 3. Check Ethics & Sustainability

- The retailer provided a **conflict-free or carbon-neutral statement**
- I verified whether their diamonds are **ethically sourced or grown**
- The brand publishes **environmental transparency data**
- I know the **energy source** behind lab diamond production (renewable or not)

Step 4. Evaluate Craftsmanship

- I examined the **setting quality** (secure prongs, no gaps, even polish)
- The **band material** (gold, platinum, etc.) matches my durability needs
- I compared **CZ scratch resistance vs. diamond hardness**
- I tested sparkle under **natural and artificial light**

Step 5. Verify Authenticity

- The stone **passes a diamond tester**
- I checked for **laser inscription** on certified lab diamonds

- I reviewed **magnified or microscope photos** of inclusions
- The stone's **refractive index and brilliance** match diamond standards

Step 6. Protect Your Investment

- The piece includes a **return policy and lifetime warranty**
- I have **proof of authenticity** (certificate, invoice)
- I've received **maintenance and cleaning instructions**
- I compared **insurance options** for lab vs. mined diamonds

Step 7. Final Confidence Check

- The retailer has verified **online reviews and testimonials**
- The jewelry feels **substantial and well-crafted**
- I know exactly **how to care for my stone**
- I feel **confident in my purchase and brand choice**

Pro Tip

If you can't check off at least 80% of these boxes — keep shopping.
An informed buyer gets sparkle *and* value.