THE KAY / DAI LAB CREATED DIAMOND PROGRAM



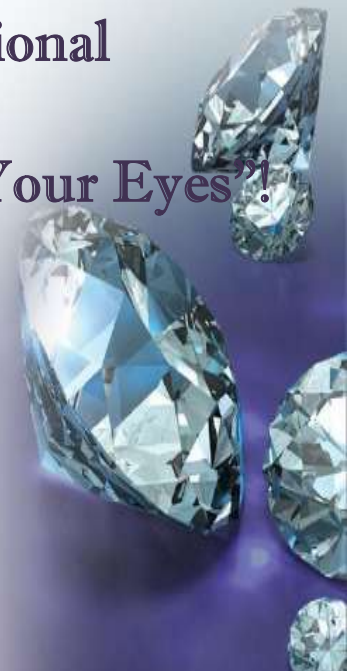


KAY® JEWELERS | DA DANA AUGUSTINE

THE KAY / DAI LAB CREATED DIAMOND PROGRAM

- IGI Certified
- Laser Inscribed
- VS or higher
- F or higher
- Priced from $ 899.00 to $ 3,599.00
- 1.00 CT to 3.00 CT Rounds and Fancies / MQ only to 2.00 CT
- 45 to 52 Stone Selection – It's all about the Selection!
- Generates Excitement and Enthusiasm and Creates Additional Selling Opportunities for DAI Mountings!
- Puts the "Special" back in Special Events! "Right Before Your Eyes"!





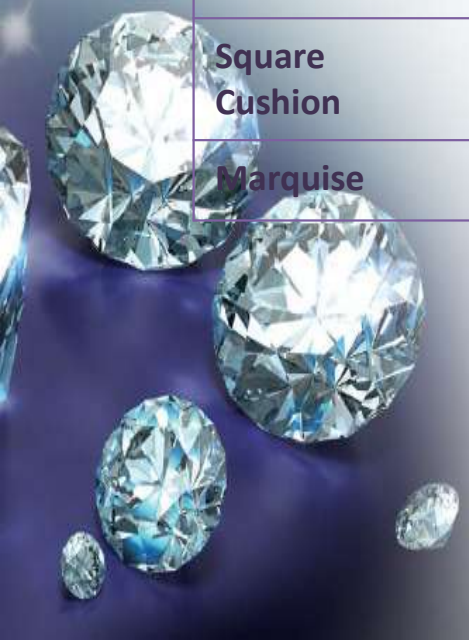
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KAY/DAI LAB GROWN DIAMOND PROGRAM

	1.00	1.50	2.00	2.50	3.00
Round	4	4	4	2	2
Oval	3	3	3	2	2
Emerald	2	2	2	1	1
Radiant	2	2	2	1	1
Pears	1	1	1	1	1
Princess	2	2	2	1	1
Elongated Cushion	1	1	1	1	1
Square Cushion	1	1	1	1	1
Marquise	1	1	1	0	0

CARAT SIZE	SHAPE	RETAIL
1.00	Round/Fancy	$ 899.00
1.50	Round/Fancy	$ 1499.00
2.00	Round/Fancy	$ 1999.00
2.50	Round/Fancy	$ 2599.00
3.00	Round/Fancy	$ 3599.00

ALL STONES SUBJECT TO PRIOR SALE
SELECTION LIMITED TO EVENT SELECTION
NO DAI MARKDOWNS
NO SPECIAL REQUESTS
NO SPECIAL ORDERS
NO LAYAWAYS





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