

KORITE®

2020 BUYERS GUIDE

WHAT IS AMMOLITE?

Ammolite has been naturally created over the past 71 Million years. It is formed from an ammonite fossil preserved through a combination of immense tectonic pressure, mineralization from the soil, heat and of course time. The result is a natural gemstone layer that shows a full kaleidoscope of colors from vibrant blues & greens to fiery reds & golds. Truly a work of art, no two pieces are ever the same. You have the ability to own something entirely unique that comes from one place in the world, the foothills of the Canadian Rockies in Southern Alberta, Canada.

WHAT TO LOOK FOR WHEN BUYING AMMOLITE?

Quite simply color! Most gemstones color comes from light absorption like the way a diamond sparkles when light comes in through the table. The color of Ammolite however is achieved from light interference as it rebounds through the stacked layers of aragonite.

KORITE Ammolite's World Center of Excellence has set the grading standards since 1979.

OFFICIAL GRADING CHART

Grade	Colors	Brilliance & Intensity
AAA	3+	Vibrant vivid colors
AA	3+	Bright colors
A	2+	Bright colors
Standard	1-2	Good colors

AAAA - Museum Quality. The world's rarest gemstone; so seldom and rare... it is flawless.

IRIDESCENCE AND OCULAR DYNAMICS

The tremendous iridescence of Ammolite is due to the microstructure of the numerous aragonite layers. In most gems, the colors we see come from light absorption, whereas in Ammolite, the iridescent colours come from light interference as it rebounds through the numerous stacked layers of aragonite.

Ammolite has been compared to the most expensive Black Opals. Ocular Dynamics is the visual experiences achieved when rotating and moving the Ammolite around a central light source to expose the gemstone's natural beauty.

PROPRIETARY PREPARATION

Ammolite has been in the Earth for over 71 million years. KORITE uses highly specialized and proprietary techniques developed over the past 40 years to restore fossils for some of the world's most famous museums such as the Royal Tyrrell Museum. Handling and finishing the Ammolite gemstone using these handcrafted and specialized techniques, allow KORITE to offer a lifetime unconditional warranty on all its jewelry.

Color pattern and brilliance will vary with each Ammolite gemstone. Each gemstone is one of a kind no two are alike.

WHY YOU SHOULD INVEST IN KORITE AMMOLITE?

1. KORITE is the original and largest Ammolite company in the world.
2. KORITE mines 90% of the world's supply so we have access to the most sought after gemstones.
3. KORITE caps each piece of Ammolite to protect the gemstone and increase its hardness on the Moh's scale from 4 to 7.5.
You have a beautiful, durable piece of art that will last for years to come.
4. Each piece of KORITE Ammolite is issued a certificate of authenticity guaranteeing you are receiving natural Ammolite from Alberta, Canada.
5. KORITE wants you to always be protected with your purchase so we give you an unconditional lifetime guarantee with each piece.

CARING FOR YOUR AMMOLITE:

Like all gemstones, Ammolite should be treated with care and attention. Use a soft, non-abrasive cloth to clean your Ammolite jewelry.

- Avoid exposure to direct heat.
- Do not over-expose to water.
- Avoid hard impact to the stone.
- Avoid ultrasonic cleaners.

HOW TO SELECT YOUR KORITE AMMOLITE:

1. Find the Korite design that speaks to you from our 18K couture collection, our 14k white and yellow gold collection or even in our affordable silver collection.
2. Pick up the piece and place it in your palm.
3. Rock the piece back and forth in your palm and watch the colors come to life.
4. Try this with several pieces until you find the one that truly speaks to you.

Your guarantee of
KORITE Quality.
All KORITE jewelry
comes with a certificate
of authenticity and
an unconditional
lifetime guarantee.

