

# TANZANITE



# Unleash Your Inner Sophistication: Discover The Allure Of Tanzanite

- One of the top 10 rare gemstones.
- Exhibits a highly attractive shade: violetish - blue.
- One of the most sought-after gemstones.
- Gained popularity due to its exotic beauty.
- A single mine gemstone.
- Limited opportunities to own this magnificent gemstone.





# TANZANITE: GEMSTONE OF A GENERATION

- Finding tanzanite anywhere else on Earth is one in a million.
- Hence, this makes it a thousand times rarer than diamonds.
- Supply expected to become exhausted in the coming decades.
- This generation may be the last to purchase stones from the primary market before the supply is exhausted.
- The scarcity of this gemstone adds to its value and desirability.

*Source: Google Research*





# FROM DISCOVERY TO PROMINENCE: THE EVOLUTION OF TANZANITE

- Tanzanite discovered in late 1960s at the Mererani Hills of Tanzania.
- Masai tribesman Ali Juuyawatu is credited with finding the first tanzanite crystal.
- Tiffany & Co named this blue-violet variety of zoisite in honor of Tanzania, where it was first unearthed in 1967.
- Hence, the stone gets its name from its parent country, Tanzania.
- A testament to its growing popularity, the American gem society made tanzanite a birthstone in 2002.
- Earlier misinterpreted for Sapphire, but further tests ruled that out.

Source: Google Research





# Can The Rare Tanzanite Be Found Anywhere Else?

## Geologist Explains

Press here to know

# NATURAL OR ENHANCED?



Tanzanite gems are universally heat treated.



Natural have dull grey, brownish or greenish hue.



Zoisite heated to 600°C for about 30 mins.



Oxidation state of vanadium changes through heating..

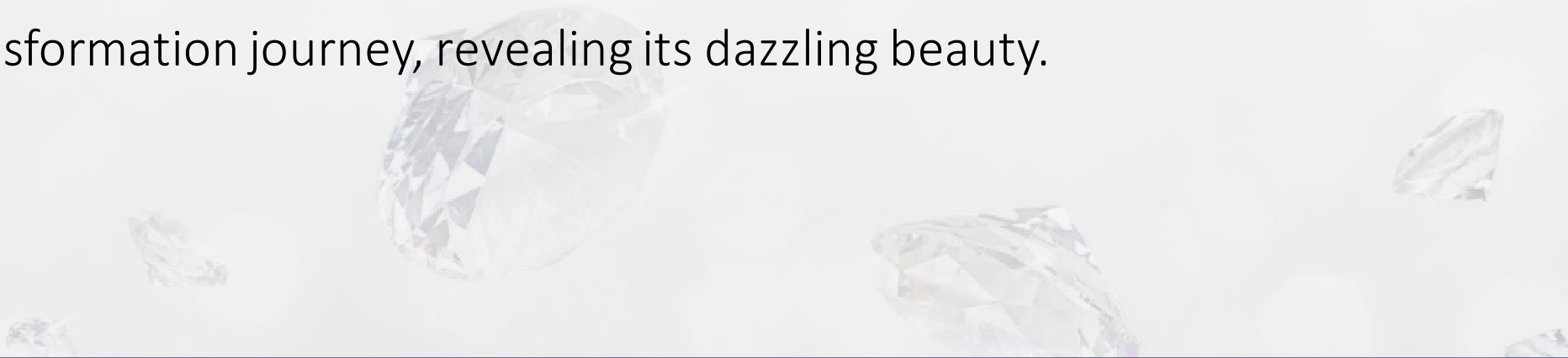


This causes or improves deep violet-blue color.

# PURPOSE OF HEATING TANZANITE

- When tanzanite is mined, it often comes in brown or greenish hues. how does Tanzanite go from a simple 'girl next door' to a 'Hollywood starlet'? With a little bit of heat, of course!
- The primary purpose of heating tanzanite is to bring out the gem's brilliant blue and violet hues. The heat treatment process is like the magic wand that transforms tanzanite's initial color into enchanting blue and violet, which makes the gem so prized and loved.

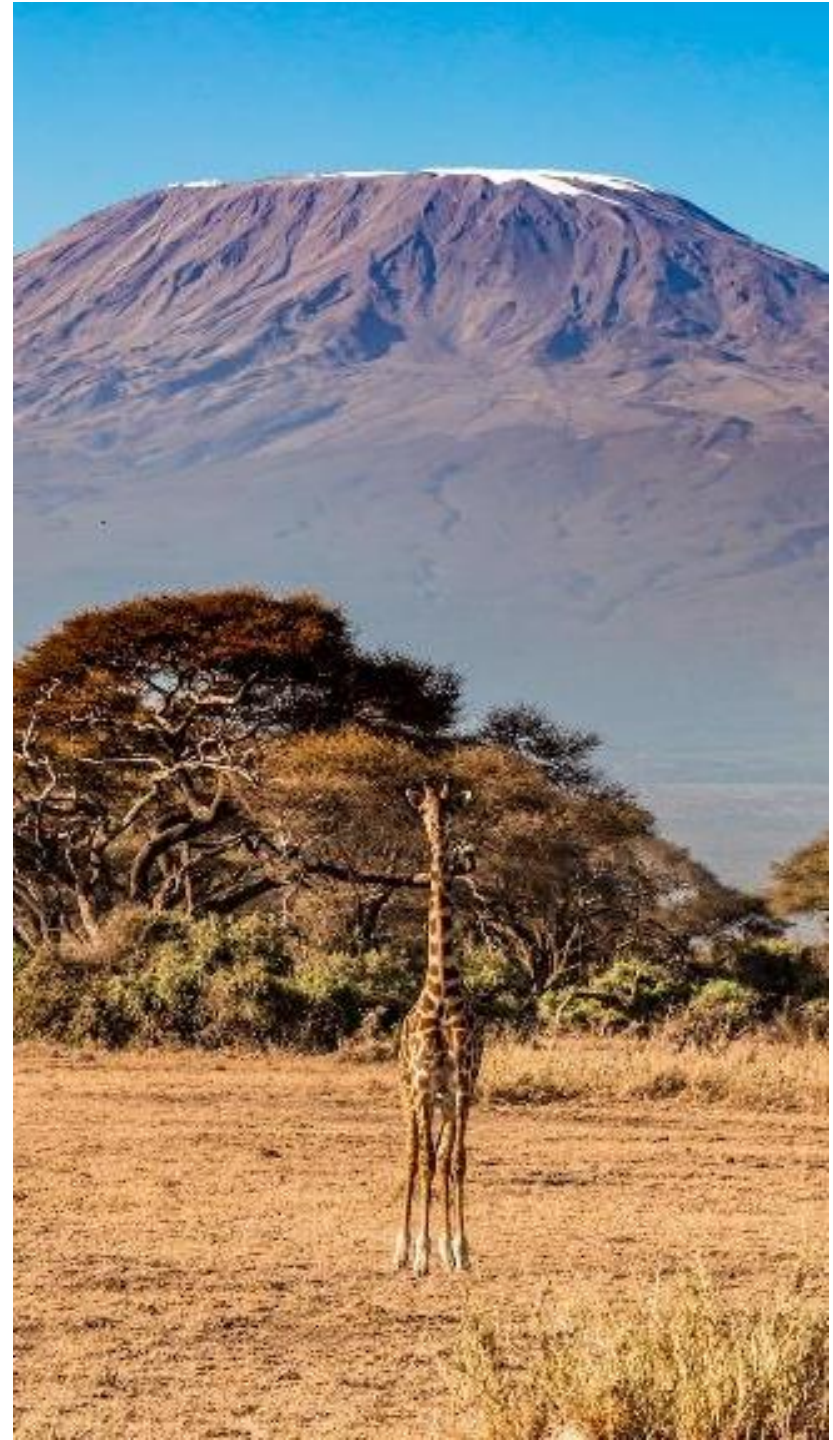
- While nature gifts us tanzanite, science brings out its full beauty. Heat treatment is a careful process conducted in controlled environments. Specifically, the heating process involves exposing the gemstone to temperatures of about 600 degrees Celsius.
- This high heat causes the brown hues to 'disappear,' revealing the gorgeous blues and violets characteristic of tanzanite.
- And that is the wonder of heat treatment! This process takes tanzanite on a transformation journey, revealing its dazzling beauty.





# WHERE IT IS FOUND?

- Found only at one place.
- Mined from the foothills of Mount Kilimanjaro.
- Found at the Manyara region of North Tanzania.



# HOW IS TANZANITE MINED?

Remote location and limited accessibility.

Mining area divided into four sections by the government.

Tanzanite layers found approximately 200 meters below ground.

Increasingly sophisticated infrastructure required for deeper mining levels.

Mining methods involve pits and tunnels.

Gems picked from shaft and sorted in a dedicated facility.

Cleaning, weighing, and removal of unwanted materials.

Cobbing and grading to categorize the gems.

High-quality gems undergo detailed evaluation.



# TANZANITE MINES





## COLOR IS IMPORTANT

- It can appear in various shades of blue, purple or even red depending on its orientation.
- Generally, blue is more apparent under fluorescent lights, while purples are more visible in incandescent light.
- Most vivid and deeply saturated colors are highly valued such as deep-blue, purplish-blue and violet-blue colors.



# 4Cs of TANZANITE

## COLOR

Tanzanite is the blue to violet variety of zoisite.

Exhibits pleochroism, mean the color of the gemstone shifts as you change its position.

## CUT

Expert Lapidary can only cut it.

Lapidary must consider the pleochroic nature of tanzanite.

## CLARITY

Shop LC tanzanite is predominantly eye-clean.

Any inclusions visible to the unaided eye can reduce the value of the stone.

## CARAT

Tanzanite gem occur in a wide range of sizes.

# CUTTING OF TANZANITE

## CHARACTERISTICS OF A GOOD CUT

- **Symmetry:** A good cut should be symmetrical, meaning each facet should mirror the one opposite it. Balance is critical to revealing the gemstone's full brilliance.
- **Proportions:** Proportions refer to the balance between the different parts of the gemstone. A well-proportioned jewel will have a harmonious balance, which helps enhance its beauty.
- **Finish:** The finish is about the polish's quality and the facet edges' precision. A good cut will have a smooth, high-quality polish and sharp, clean facet junctions.
- **Light Reflection:** A good cut will reflect light beautifully, maximizing the gemstone's brilliance and fire. CUT

## CHARACTERISTICS OF A BAD CUT

- **Lack of Symmetry:** If facets are not symmetrical, it can affect the gemstone's brilliance and even create an uneven color display in pleochroic rocks like tanzanite.
- **Poor Proportions:** If the gemstone is cut too shallow or deep, it can cause it to lose light, making it appear dull or dark.
- **Poor Finish:** A poor polish or rough facet edges can lead to a lackluster appearance.
- **Poor Light Reflection:** If the gemstone doesn't reflect light well, it will lack that desirable sparkle and brilliance.



# APPRAISING TANZANITE

## FACTORS AFFECTING THE VALUE OF TANZANITE



### COLOR:

TANZANITE IS PRIZED FOR ITS VIVID BLUE-VIOLET COLOR—THE RICHER AND DEEPER THE COLOR, THE HIGHER THE VALUE.



### CUT QUALITY:

A WELL-CUT TANZANITE MAXIMIZES BRILLIANCE AND SHOWCASES THE GEMSTONE'S COLOR. A POOR CUT CAN REDUCE ITS VALUE.



### CLARITY:

TANZANITE WITH FEWER INCLUSIONS (INTERNAL OR EXTERNAL FLAWS) IS MORE VALUABLE.



### CARAT WEIGHT:

LIKE MOST GEMSTONES, LARGER TANZANITE GEMSTONES ARE MORE VALUABLE THAN SMALLER ONES, ASSUMING ALL OTHER QUALITY FACTORS ARE EQUAL.



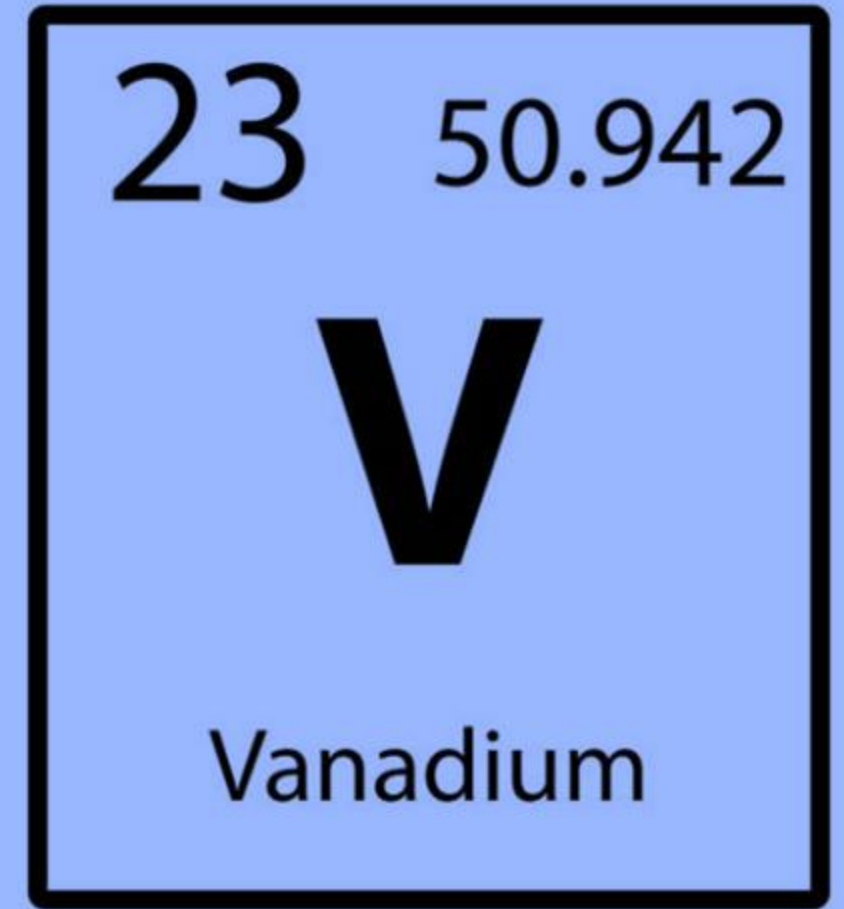
### SHAPE AND STYLE:

UNUSUAL OR HIGHLY SKILLED CUTS MAY INCREASE THE TANZANITE'S VALUE.

While one can evaluate tanzanite based on the factors above, getting it professionally appraised can give a more accurate valuation. A professional gemologist or appraiser will use specialized tools and expert knowledge to assess a tanzanite's value.

## MINERALOGY AND GEOLOGY

- A variety of zoisite mineral.
- Made up of aluminum hydroxyl silicate. Defined as a geological phenomenon.
- Circumstances led to its formation 585 years old were exceptional.
- Formed through regional metamorphism process of tectonic plates.
- The blue color of tanzanite is caused by small amounts of vanadium.



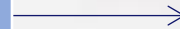
# PROCUREMENT STORY

We purchased finished products for this event.

Prices for tanzanite consistently on rise.

Almost 10% increase in price.

Hence, no guarantee if we can offer at this price again.







## MOST EXPENSIVE TANZANITE AUCTION!

- Tanzanite auction: sold for \$3.4 million.
- The stones weigh 9.2 kg and 5.8 kg.

## FAMOUS TANZANITES!

- Necklace adorned with 63.60-carat tanzanite
- 423.56 carat Tanzanite Necklace
- Queen of Kilimanjaro Tiara: has faceted tanzanite weighing in at 242 carats., set amidst 803 tsavorite garnets and 913 diamonds.
- Chopard's "Belle" Necklace With 69-Carat Tanzanite Center

1.



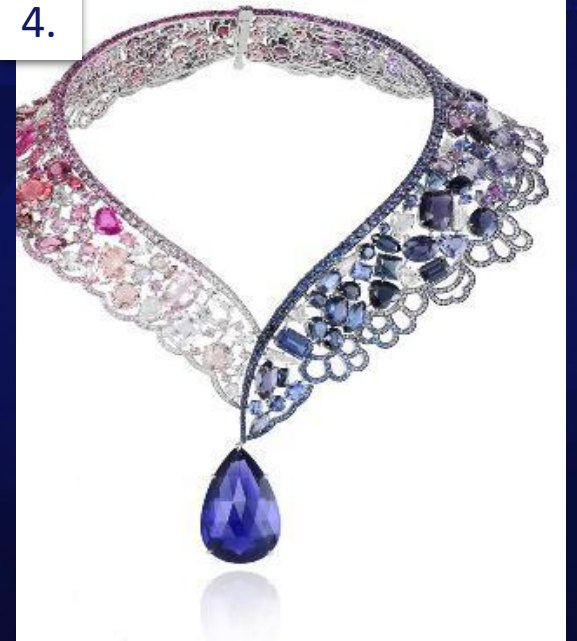
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3.



4.





## THE MEDICI'S TANZANITE

The largest cut tanzanite is 618 carats (123.6 grams) and is owned by the Medici Collection.





# GEM FACTS

- Ranks 6-7 on Mohs Scale of Hardness.
- Undergoes heat treatment.
- A single source gem: mined at Merelani Hills, Tanzania.
- Displays violetish-blue color.
- Birthstone of December.
- Traditional gift for 24th Wedding Anniversary.



# GEM LORE

Improve fertility.

Provide protection  
during pregnancy  
for unborn  
children.

Improve  
communication.

Sharpen mind.

Open ability to  
perceive greater  
world around us.

Create calm  
soothing work  
environment.

Provide solutions  
to problems.



## BREAKING DOWN THE STEREOTYPES

Tanzanite proves that any  
gemstone can perfectly fit men's  
jewelry.

It's all about design, setting, and  
personal style.



# 10 REASONS TO GIFT TANZANITE To HIM

## **Understanding Tanzanite:**

This rare gemstone, unique to Tanzania, is revered for its beautiful color-changing properties and exceptional beauty.

## **Tanzanite in Men's Jewelry:**

Far from being exclusive to women's jewelry, tanzanite's bold and rich hues make it a perfect choice for men's pieces.

## **Types of Tanzanite Gifts:**

From stylish cufflinks and rings to timeless tie clips and necklaces, a tanzanite gift suits every man's style.

## **Buying Guide:**

Knowledge of tanzanite quality factors, like color, clarity, cut, and carat weight, ensures you'll choose a stunning piece he'll treasure.

## **Style Matching:**

Tanzanite's versatility means it pairs beautifully with various styles, from the suave businessman to the laid-back casual guy.

## **Custom Tanzanite Jewelry:**

A custom piece allows you to design a unique gift that perfectly encapsulates your personality and style.

## **Caring for Tanzanite:**

Proper care and maintenance will ensure your tanzanite gift sparkles for years.

## **Significance and Occasions:**

Tanzanite is not just a gemstone; it's a celebration of unique and cherished moments, making it a perfect gift for various occasions.

## **Ethical Considerations:**

Ensuring your tanzanite is ethically sourced gives peace of mind and adds to the joy of gifting.

## **Potential Benefits:**

Tanzanite is believed to offer various emotional and spiritual benefits, enhancing its appeal as a thoughtful gift.





Item: 7480314  
\$59.99

5.0



Item: 3826599  
\$129.99

5.0

# TANZANITE FOR SIGNIFICANT OCCASIONS

## TANZANITE FOR BIRTHDAYS

As the birthstone for December, tanzanite makes a thoughtful birthday gift for those born this month. A tanzanite pendant, earrings, or ring can make her feel special, symbolizing your shared moments and joyous celebration of her life.

## TANZANITE FOR ENGAGEMENTS AND WEDDINGS

Tanzanite's rich, deep color is the perfect symbol of profound love, making it an excellent choice for engagement rings and [wedding jewelry](#). A tanzanite engagement ring or a pair of tanzanite earrings for the bride can add a unique touch to this life-changing occasion.

## TANZANITE FOR ANNIVERSARIES

Tanzanite is recognized as a gemstone to celebrate the 24th wedding anniversary. It's a beautiful way to commemorate the years spent together, each as unique and precious as tanzanite.

## TANZANITE FOR MOTHER'S DAY

What better way to express appreciation for the most important woman than with a tanzanite gift? A tanzanite necklace or bracelet is a beautiful Mother's Day present, symbolizing your infinite love and gratitude.

## TANZANITE FOR GRADUATION

A piece of jewelry can be a perfect graduation gift, symbolizing the end of one journey and the start of another. It can be a constant reminder of achievements and the exciting road ahead.

No matter the occasion, tanzanite is a gemstone that speaks the language of love, joy, and accomplishment. In our final section, we'll conclude our journey into the world of tanzanite!



## PRODUCT COLLECTION



Item: 7436910  
\$1799.99

5.0



Item: 7314051  
\$3399.99

4.9



Item: 7276109  
\$399.99

4.9



Item: 7276670  
\$319.99

5.0



# Customer Testimonials



This was the first item I purchased from Shoplc, and I hit the jackpot with it. It is as gorgeous as it appeared on the TV screen. Tanzanite is a beautiful, deep color and diamonds are clear and bright white with tons of sparkle. Love it. It looks perfect on my hand as well. Great joy!!!

**- Muriel B.**



This ring is stunning! Good size tanzanite. The diamonds are like light bulbs. Not in size but it clarity and brightness. EVERYONE will ask about this gorgeous ring. NO complaints!

**- Tori R.**



Beautiful Tanzanite ring. Most stones are AA and even some are AAA rated! In 20 years, each stone will be worth more than a hundred bucks! Quality people with quality products.

**-R. JOHNSON**



The other jewelry network constantly insists they buy and sell the most Tanzanite than any other company in the world. It's funny because I didn't see them anywhere on that list from the Tanzanite book. And their Tanzanite is nowhere near the caliber that SHOP LC sells. I'm just saying!

**-CAIT, PA**



# Let's Play A Quiz

## Where was Tanzanite Discovered?

A. Thailand

B. Tanzania

C. Tongo



# Let's Play A Quiz

## Why is Tanzanite Heated?

A. Because it changes color from natural brown to blue and violets

B. Because heat treatment is good for a gemstone

C. Because the gemstone grows in size





## Let's Play A Quiz

Tanzanite Jewelry is available for?

A. Only Women

B. Only Men

C. Both Women and Men





THANK YOU