

SHOP LC



WORKSHOPS

Explore More with Us!

WELCOME!



TANZANITE

"Gemstone of the 20th Century"



GEM LORE

TANZANITE

ALSO KNOWN AS THE "GEMSTONE OF A GENERATION"

Thought to strengthen the immune system, detoxify the blood, and improve vitality.

SAID TO:

- Create a calm working environment
- Improve communication
- Sharpen the mind

CRYSTAL HEALING TANZANITE

It is thought by crystal healers to strengthen the immune system, detoxify the blood, improve vitality, and protect against the side-effects of medicine or surgery.





BASICS

TANZANITE

Best varieties display transition of color from blue to violet, with flashes of red

Universally undergoes heating to improve color

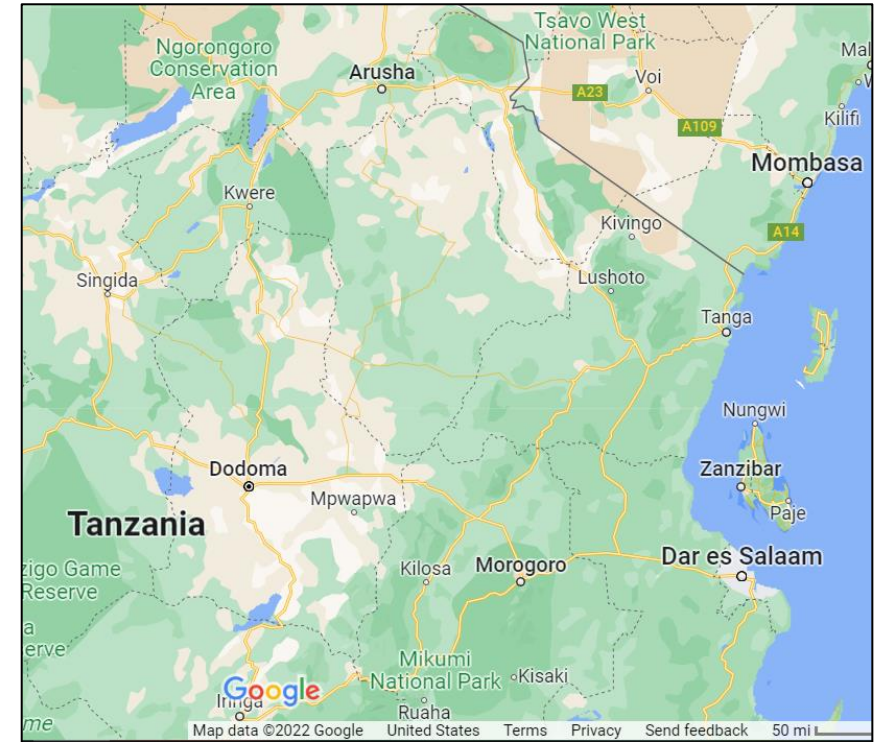
Traditional gift for 24th wedding anniversary

Ranks 6 to 7 on Mohs scale

December Birthstone

History

- The common story of tanzanite's discovery tells of Masai herders who found blue crystals in the Merelani Hills near Arusha, Tanzania, in 1967.
- He notified a prospector named Manuel D'Souza, who promptly registered claims with the government to begin mining. Though he thought he was mining sapphire gems, the crystal was soon identified as a vibrant blue variety of Zoisite.
- Initially, tanzanite was easily collected from the surface, but “scavenger” mining didn't last long, and pits and tunnels quickly took preference.
- With the implementation of fair systems and various ethical organizations, tanzanite is mined fairly, and has significantly boosted the Tanzanian economy.



Gemological Data

- Family: Zoisite
- Coloring agent: Vanadium
- Chemical composition: $\text{Ca}_2\text{Al}_3(\text{SiO}_4)_3(\text{OH})$
- Source: Tanzania
- Treatment: Heat, to improve the color
- Hardness: Ranks 6 to 6.5 on Mohs's Scale

Customer Comment...

// This is deep blue/purple highlights. If I put a flame near it Wow lots of flashes. My favorite by far .. Worth it. Thank you shop LC I have watched you grow!. It is so nice to see a company give back. Thank you

- Valli



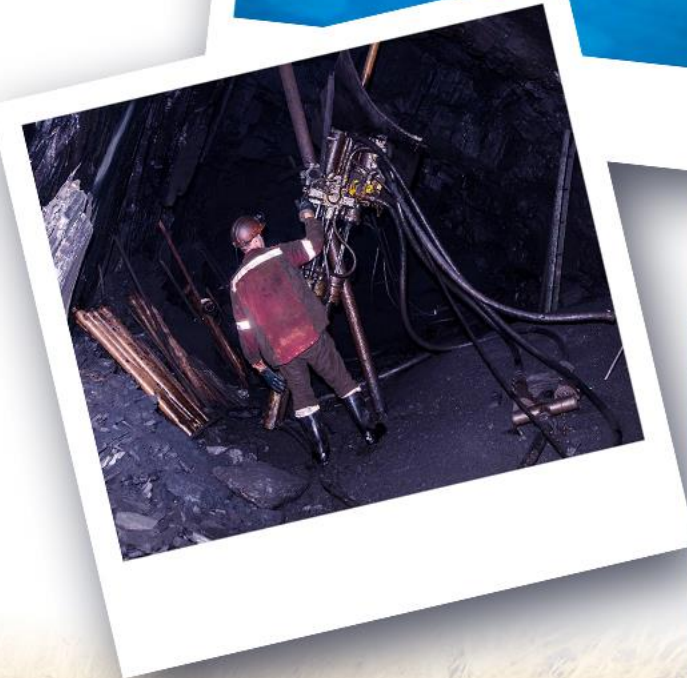
SOURCING

TANZANITE

Mined from the foothills of Mount Kilimanjaro in the Manyara Region of North Tanzania

Accessibility of rough stones from the remotely located mine is not easy

As mining levels drop deeper, increasingly sophisticated machinery required to access Tanzanite



MINES

TANZANITE

Only found on a 5 square mile hill at Merelani in Tanzania



****Boudins are pegmatitic veins that have become stressed and have broken into smaller pieces. Tanzanite stones are found in small pockets inside the boudins.**



MINES

TANZANITE



Wall around the Tanzanite Mine





BREAKING NEWS

The biggest tanzanite in the world is a single large crystal of 16,839 carats.

Tanzanite is becoming increasingly recognized as an heirloom due to its very limited supply and rarity.

The discovery of tanzanite has greatly impacted the Tanzanian economy.

TANZANITE:
MINER BECOMES
OVERNIGHT MILLIONAIRE!
\$3.4M!



SOURCE: BBC.COM

PHOTO: TANZANIA MINISTRY OF MINERALS

Mr. Laizer - holding up the precious stones - plans to build a school and a shopping center in his community.



TOP 10 RAREST GEMSTONES FOUND ON EARTH



#10 Poudretteite

#9 Tanzanite

#8 Benitoite

#7 Grandidierite

#6 Black Opal

#5 Red Beryl

#4 Jadeite

#3 Taaffeite

#2 Alexandrite



#1 Painite



RARITY

TANZANITE

1,000X RARER THAN DIAMOND

Expected to completely be mined out in the next couple of decades

Only gemstone with a large and growing popularity that has such a limited known supply

Currently, fine quality Tanzanite can range in value from \$1,000 to \$5,000 per carat

Cutting Process

- Firstly, the gems are picked from the shaft, after which they are taken to the sorting house where they are cleaned and weighed
- Unwanted materials (i.e., non-gem material) are removed from the gems, and then the cobbing process begins
- The gems are cobbled and graded so that they can be divided into various groups
- Gems of good quality are taken away for carat, clarity and color grading, while others are taken away to be sold as they are, and the off-cuts or “waste” are collected to be sold locally
- Once all the grading and sizing procedures have taken place, the gems are packed and ready to be sold

CUT & COLOR TANZANITE

Blue to violet variety of zoisite

Exhibits color shifting
pleochroism phenomenon

Only expert lapidaries can cut
Tanzanite, who must consider the
pleochroic nature of the stone

SHOP LC's Tanzanite is eye-clean



PLEOCHROISM TANZANITE

Displays pleochroism, meaning it can display different colors when viewed from different angles.





TANZANITE
SMACKDOWN

Customer Comment...

//

This is how tanzanite should look! It's absolutely beautiful! Thanks SHOP LC!

- JACKIE

//

COLOR CHART TANZANITE

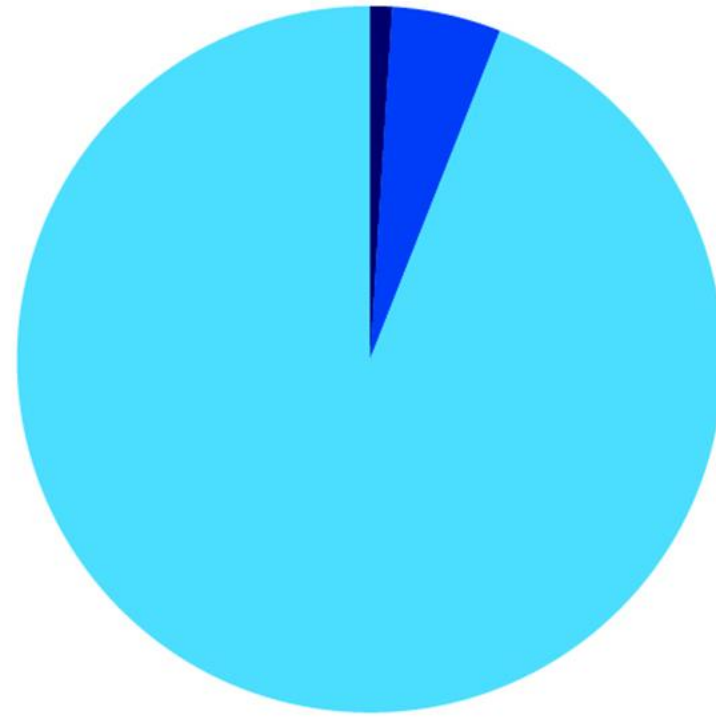


COLOR SATURATION

We grade Tanzanite using an 'A Grading' system. Once a Tanzanite has been cut and faceted (as long as it is eye clean) it qualifies for this system. Note though that the gem **MUST** be eye clean, in other words, no inclusions should be visible to the naked eye. The gem also **MUST** be well cut, with good symmetry.

TANZANITE GRADING

TANZANITE



1% AAAA

5% AAA

94% < AAA



TANZANITE
SMACKDOWN

Customer Comment...

// I love the cut and simple elegance of this pendant! All I see is the perfect blue tanzanite sitting elegantly on my chain. It makes me think of something Audrey Hepburn might have worn. I just love it!

- Elizabeth



Challenges faced sourcing Tanzanite

- Challenges related to gemstones:

- Color
- Transparency
- Price
- Size

- Challenges from the sourcing unit:

- Political situation of the county
- Language problem
- Identification of stones
- Security



The Future of Tanzanite

- As in all industries, prices are affected by supply and demand. The demand for tanzanite continues to rise, but the supply is slowly decreasing.
- Once tanzanite is depleted, there will be no more first-time owners of this precious gem, and buyers hoping to acquire their very own tanzanite stone or tanzanite jewelry will have to be willing to spend a bit more than they currently would.
- Experts believe that the supply of tanzanite will decrease, and eventually, Tanzania's supply of tanzanite will run out, and the magnificent gem will become depleted.
- However, as supplies begin to run low, mining companies are going deeper underground in the hope of recovering more tanzanite in layers previously unexplored.
- Though its legend is sure to live on forever, its supply certainly won't!!



UNCERTAIN FUTURE TANZANITE

The future of Tanzanite is uncertain, as it's dependent on the government and miners.

Experts predict this means an increase in overall cost.

Customer Comment...



Every tanzanite product I have purchased from SHOP LC has been more beautiful in hand than on TV. The appraisals have confirmed the true value as higher than the price paid!

- TERRY



TANZANITE FAVORITES ON SHOP LC*

WEB EXCLUSIVE



3669029

RHAPSODY



3870132

LUX+ORO



3863886



3877530



7146556

RHAPSODY



6849580

ILIANA



3884171



3353742

WEB EXCLUSIVE



7149402

GP
GIUSEPPE PEREZ
COLLECTION



7177514

*Items may not be available

Customer Comment...



I never thought I would be able to own a men's tanzanite ring! Thanks to Shop LC, I OWN ONE! I love it and I cannot thank you enough! Thank you Shop LC!

-William, PA



3842663



3874999



7148389



3826602



Customer Comment...



Don't let this opportunity pass you up! I have brought a bit of Tanzanite; both Iliana and AA beauties, and I was never disappointed. Don't second guess the offers Shop LC is giving us right now, it will be that gem you wish you had gotten!

-Ashley, MA



THANK YOU