

The Natural Sapphire Company

THE HOLIDAY SALE

NOV 21 - DEC 2

15% OFF ALL ITEMS*

www.TheNaturalSapphireCompany.com

* SALE DISCOUNTS APPLY TO FINISHED JEWELRY AND/OR LOOSE SAPPHIRES (SOME RESTRICTIONS APPLY) ONLY. CUSTOM ORDER SETTINGS DO NOT APPLY.

The holidays are coming early at The Natural Sapphire company, www.TheNaturalSapphireCompany.com. Starting November 21st, it will be raining sapphires as their annual Holiday Sale season begins.

“Sapphire rings have been extremely popular in 2011 since Prince William and Kate Middleton were engaged with an oval blue sapphire engagement ring last November. The holiday sale season and Black Friday will be an opportunity for shoppers to save on all of our sapphire jewelry, not just sapphire engagement rings,” stated Michael Arnstein, 4th generation sapphire specialist and company CEO. Sapphire jewelry is very durable, as sapphires are the second hardest gemstone behind diamonds. Sapphire jewelry gifts last a lifetime, and sapphires and sapphire jewelry continue to be very popular presents for holidays, birthdays, anniversaries, and other special occasions. Rubies are also extremely popular holiday gifts. In gemological terms, rubies and sapphires are composed of the same mineral, corundum. The difference between the two gemstones is based on color. A red piece of corundum is always a ruby. A piece of corundum in any other color except red is considered a sapphire. Red rubies and blue sapphires are festive holiday colors and compliment the bright lights of the season.

Engagement rings, as we know them today, became popular in the middle ages amongst royal and wealthy families. Sapphires and other colored gemstones were all used in these early symbols of betrothal. Sapphire engagement rings were favored because they symbolized romantic love, truth, and commitment. We welcome our customers to continue this beautiful tradition this season!

Shop our Holiday Sale from Monday November 21st – Friday, December 2nd, 2011 and save 15% off all sapphires and sapphire jewelry! Happy Holidays!

About The Natural Sapphire Company: The Natural Sapphire Company is a mining and manufacturing gemstone wholesaler specializing in natural untreated sapphires. The Natural Sapphire Company was founded in 1939 by Walter Arnstein. It is now a third generation run family business. The Natural Sapphire Company supplies sapphires to retailers, jewelry manufacturers, and private clientele. Since 1999, the online trade of gemstones has grown exponentially and the company has become a popular consumer information website. The Natural Sapphire Company is known to have the world’s largest

collection of natural, untreated loose sapphires, as well as offering for purchase a one-of-a-kind, 69.35 carat natural oval blue sapphire.

<http://www.TheNaturalSapphireCompany.com>

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