

# WHAT ARE BLUFF STONES?

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What are bluff stones? Examples of emerald



Good Stone



Bluff Stone



Bad Stone

Here is a jewelry insiders' knowledge of gem quality. What most people buy as commercial gems are "bluff stones." Only real expert collectors can discern the REAL "gem" (good) quality of a gem and amongst them is the shared understanding that the top quality is very rare and high cost. Perfection or even near perfection is a freak of nature - a wonder of nature.

Imagine: There are 3 kinds of gems 1) Jyotish (good) Quality 2) Doshi (bad) quality... and 3) Bluff quality. ---Bluff means a stone or gem that looks, kind of, half way free of problems, most of which are hidden in the cutting and setting or even treatment, as much as possible. These are essentially defective gems that are not in the category of good nor bad.

The trick is to buy the "bluff" (defective) gem at a cheap price because it is common poor quality, then recut the gem and then create a setting to hide the major or minor flaws...this looks like "gem quality" (to the ignorant masses) and sells for nearly high prices, or even discounted higher prices, so the biggest profit margin is in bluff gem jewelry. And that includes "cultured" as a BLUFF "pearl"

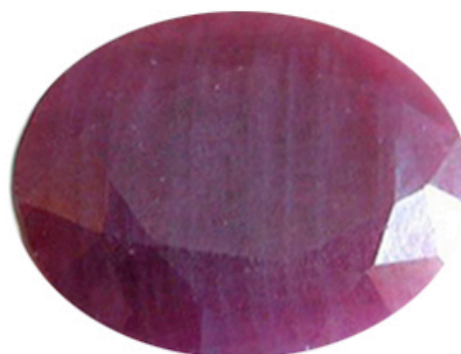
So, bad is bad, and bluff is bluff, but "gem" quality, such as "natural" pearl, high quality emerald, etc., is the most rare and most expensive. Such top quality gems allow only a very small profit margin because starting costs are so extremely high (compared to common cheap bluff stones) that they

cannot be marked up high like ordinary bluff stone jewelry.

### **What does a Jyotish quality ruby look like?**



**GEM (JYOTISH) QUALITY  
RUBY**



**BAD (JUNK) QUALITY  
RUBY**

In other words, good stones cost high and also sell high, bad stones cost low and also sell low. But, **BLUFF STONES COST LOW YET SELL HIGH**. Bluff stone cost the cheap price of bad stones but sell for the high price of good stones. And this is the bluff.

A person advised to wear a 5-carat emerald is a fool if they spend only \$50-\$500 because in that price only low (bad) quality and heavily oiled emeralds are available.

A person of knowledge knows that a near perfect 5 carat "non-oilable" emerald IS available, but cost is anywhere from US\$1,000-\$10,000 per carat, meaning the minimum price for a low end good quality 5 carat emerald would be over \$5,000.

If poor people can't afford truly good quality, then they should go for "uparatna" or semi-precious substitute in jyotish (good) quality. For example substitute clean chrome tourmaline in place of bad (flawed) or lesser-flawed bluff emerald.

The irony is that those who cannot afford good (Jyotish) quality gems are usually the ones seeking them. And what they usually get is **BLUFFED**.