

New Turkish gem Zultanite™ hits the market

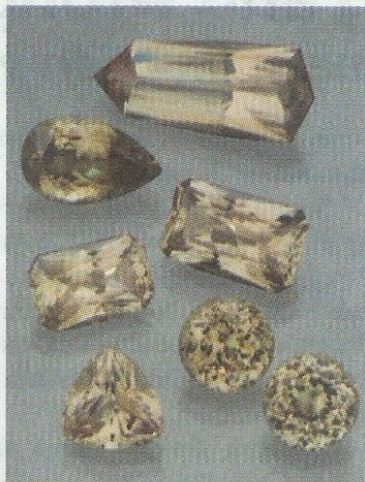
Rare, color-change diaspore is available faceted from the source

Zultanite™ is the newest gemstone to hit the market. A rare variety of mineral diaspore unique to Turkey, this mesmerizing gem comes from a remote, mountainous region in Anatolia. Gem-quality crystals were first discovered there in the early 1980s, but never mined commercially until Zultanite Gems LLC obtained the deposit. What was once a collector's stone is now a rising star in fine jewelry design.

"Zultanite is not for you if you're looking for a traditional gem. But if you want something new, exotic and rare, Zultanite is the rising star in fine jewelry," advocates Murat Akgun, partner in Zultanite Gems LLC, a Turkish mining company serving the U.S. market from Fort Lauderdale, Florida. "Zultanite is a gemstone that astonishes people with its beauty. Most women who see it for the first time fall in love with its earthy, tranquil colors."

The beauty and intrigue of this regal gem lies in its subtle nuances of color under different lighting

conditions. At its best, Zultanite transforms from a kiwi green to arhodolite purplish-pink. The same stone also can show a khaki-green to brownish-pink, or pinkish-champagne to ginger color change depending on the light. "You can easily see the kiwi green when the stone is viewed outdoors in daylight, except under direct sunlight, which is not good for viewing any gem," says Akgun. "Yellow flashes are noticeable under sunny skies, but a rich champagne color is seen



under traditional indoor lighting. In low light, the same stone reveals pink to raspberry hues. You must experiment with many light sources to see the wonderful variety of hues in Zultanite.

"Zultanite is as hard as tanzanite or amethyst, as brilliant as sapphire, and as entertaining as alexandrite," describes Akgun.

The Zultanite deposit — located in a remote area in Anatolia at an altitude of 4000+ feet — is enormous, spanning thousands of acres.

"Bringing electricity and water to the mine are our biggest challenges, as the nearest village is seven miles away," explains Akgun.

Although Zultanite will not be sold for a king's ransom, Akgun says it will command a per carat price that reflects the market value it deserves for its rarity and unique qualities. For more information, contact Murat Akgun, Zultanite Gems LLC, toll-free at 888-808-7074, 954-643-3329, or e-mail murat@zultanitegems.com.

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