

# 7 Secrets

YOU MUST KNOW

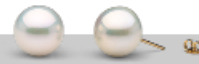
BEFORE BUYING PEARLS



J E R E M Y   S H E P H E R D

F O U N D E R   A N D   C E O

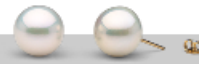
P E A R L   P A R A D I S E . C O M



# Contents

INTRODUCTION by Founder and CEO, Jeremy Shepherd	Page 1
1. YOU WANT CULTURED PEARLS and why they're best!	Page 2
2. KNOW THE DIFFERENCE and the value!	Page 4
3. GET TO GRIPS WITH GRADES and why they matter!	Page 7
4. CHECK THE FACTS and know the truth!	Page 9
5. CHOOSE GIFTS SENSIBLY and make someone smile!	Page 11
6. SIZE COUNTS and how big to get!	Page 12
7. GUYS ONLY and not for the girls ;-)	Page 14
CONCLUSION where I wrap it up for you...	Page 15
POST SCRIPT almost not included, but it may help!	Page 16

**"Pearls lie not in the sunshine.  
If you desire one, you must dive for it."  
—Chinese Proverb**



# Introduction



Hello and welcome to Pearl Paradise,

I'm Jeremy Shepherd, founder and CEO, and I want to ensure you know as much as you possibly can, about pearls and buying pearls, before you invest in the set of pearls that is perfectly suited to you.

For your peace of mind, and mine.

Pearls are a precious, and most often emotional investment, with much sentimental value attached. You should take time to research and become informed to choose wisely, and appropriately, so that your lasting memories of pearls are all good ones.

With everything so easy to replicate these days, you need complete reassurance you're dealing with a reputable concern.

Typically, you also want the best you can afford, and you want to know you're trading your good money for equivalent good value.

That's why I've put this handy little pocketbook together for you. Read it now. You'll learn a lot quickly, and you'll also have access to plenty of information via our website to guide and help you choose.

And remember, choice is personal too, so choose what feels exactly right for you.

I wish you well on your journey with pearls and thank you for your time.

Personally Yours,

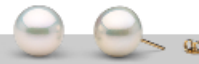
A stylized signature of Jeremy P Shepherd.

**Jeremy P Shepherd**

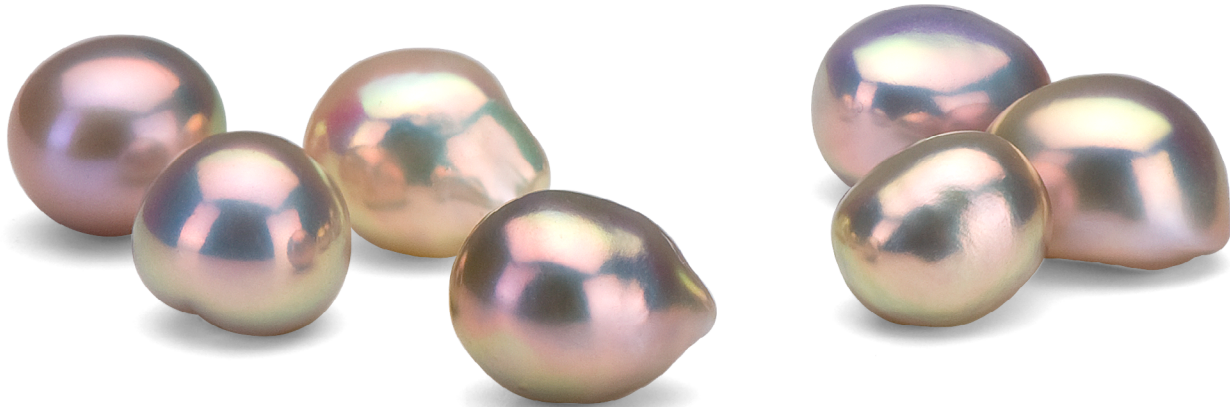
Founder and CEO

PearlParadise.com, Inc.

PS: I encourage you to read about my love affair with pearls [HERE](#) and to learn why, when it comes to pearls and passion, they and I are one and the same.



# 1. You Want Cultured Pearls



As one of Nature's most fascinating and desired works of art, a pearl starts out as a tiny bead within an oyster or mollusk, around which many layers must form. Pearls acquire their beauty and luster only through the passage of time, which is why they have become a legendary symbol of wisdom.

An interesting fact which many folk may be unaware of, is that all pearls in today's commercial market are cultured in oysters and are grown on Pearl Farms.

To distinguish between the two, the term "Natural Pearls" refers to pearls found in wild oysters. And although you may fortunately find a pearl in the wild yourself someday, oysters haven't been harvested commercially in the wild for nearly 100 years.

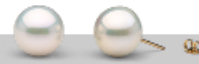
Sustainable Pearl Farming replaced this industry AND saved the world's pearl oyster populations from extinction, thus enhancing, encouraging and maintaining compromised eco-systems.

On the other hand, the term "Cultured Pearls" refers to what are still REAL pearls, which come from an oyster or mollusk that's been cultivated and farmed on a Pearl Farm.



# 7 Secrets

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These Cultured Pearls are formed in exactly the same way as they do in nature, with the only human intervention being to stimulate the oyster to start the pearl creation process. Cultured Pearls are therefore completely pure, as if Mother Nature herself made them.

Fine Natural Pearls are really only sold at auctions. Here are a couple of examples:

*A pair of Natural Pearl earrings sold for \$3.3 million*

*A set of Natural Pearl sold for more than \$7 million*

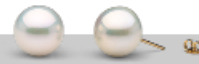
Therefore, the reason “You Want Cultured Pearls” is because so **many first time buyers think cultured means fake** and so they ask for Natural Pearls. We want you to understand that **ALL** fine jewelry companies deal in Cultured Pearls.

When you buy Cultured Pearls, you’re assured of absolute purity and quality, plus you have a wide selection of stunning varieties to choose from. And because Cultured Pearls are far more readily available than their rarer Natural cousins, they’re way more affordable too!

So be cultured, be informed and be eco-friendly too – BUY CULTURED PEARLS!



**Beware:** If you’re looking to buy REAL pearls only (which Cultured Pearls are, and I highly recommend you do) you should avoid brand names and descriptives such as “Faux Pearls,” “Crystal Pearls,” “Shell Pearls” and “Majorca Pearls”. These are NOT real pearls, because they are completely synthetic or man-made.



## 2. Know the Difference

It is vital you know about all the different kinds of pearls available to you, so that you're well equipped to make a wise and informed decision when choosing the perfect set of pearls for you, or that special person.

Pearl Paradise is proud to be one of the only pearl companies in the world to offer a complete range of pearls and pearl jewelry in every pearl type, including: Freshwater, Akoya, Tahitian, and White and Golden South Sea Pearls.

There are four common types of Cultured Pearls, and type definitely makes a big difference. They're listed here, from least to most expensive:

- **FRESHWATER PEARLS**



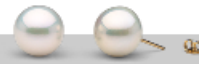
Freshwater Pearls are the up-and-coming favorite variety among pearl lovers and pearl connoisseurs alike. Once known only as Baroque (or rice-shaped pearls) Freshwater Pearls of today now rival high-quality Akoya Pearls for their color, luster and round shapes. Pearl Paradise offers a full selection of Freshwater Pearls in sizes ranging from as small as 5 mm, to Baroques as large as 15 mm, and often even larger.



If you're a little undecided, Freshwater Pearls are a perfect choice for your first strand.

# 7 Secrets

YOU MUST KNOW  
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- **AKOYA PEARLS**

For the most classic of all pearls, choose from our selection of fine Akoya Pearl jewelry. Akoya Pearls were the first variety of pearl to be commercially grown by Kokichi Mikimoto in the early 20th century, and are renowned for their perfectly round shapes, brilliant white bodycolor, and mirror-like luster. While white, round Akoya Pearls are the popular classic, we also offer a selection of natural-color (non-pinked) white and natural silver-blue, as well as color-treated black Akoya Pearls.



To give you a clue as to what Akoya Pearls look like, imagine those white, round strands of pearls you often see; they're Akoya Pearls.

- **TAHITIAN PEARLS**



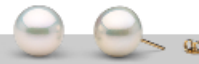
The most exotic of all pearl types are the pearls grown on the volcanic atolls of French Polynesia. These Tahitian Pearls are often referred to as Black Pearls, but, in reality, Tahitian Pearls grow in nearly every color, from white to jet black. Pearl Paradise specializes in Tahitian Pearls, attending international producers' auctions around the world, where we buy all our Tahitian Pearls loose and undrilled. Every piece of Tahitian Pearl jewelry we sell has been matched, drilled and finished by us, at our Los Angeles headquarters.



Tahitian Pearls are exotic with dark colors. They are the sultry and sensual pearl. Baroque and drop strands created from Tahitian Pearls are perfect for someone who wants a unique necklace that can never be replicated.

# 7 Secrets

YOU MUST KNOW  
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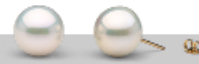
- **SOUTH SEA PEARLS**

South Sea Pearls are among the most valuable of all pearls cultured today. They are farmed primarily in Australia, Indonesia and the Philippines. They are the largest type of pearl, growing in the giant *Pinctada maxima*, or South Sea Pearl oyster, which may grow as large as a dinner plate. South Sea Pearls primarily feature either a white bodycolor or a warm, golden bodycolor. South Sea Pearls are undoubtedly “the Rolls Royce” of pearls. These relatively large pearls are renowned as a symbol of success and achievement.



**Beware:** It is critical to ensure you’re able to confidently distinguish between authentic pearls and all the clever fakes and imitations out there. If you’re ever unsure of the type of pearl you’ve been presented with or are considering investing in, always consult an expert to make absolutely sure.





## 3. Get to Grips with Grades

An absolutely critical fact when it comes to choosing pearls is that you CANNOT simply compare Pearl Grading Scales from one company to another.

Unlike diamonds, Pearl Grading is NOT standardized.

So why is it important that you're aware of this distinction? What exactly does this mean and how does it influence your choice and ultimate selection?

Every pearl company in the world with a Grading System is using a system that they themselves created and regulate. Each company's system is subjective and unique to them. For example, one company's "AAA" grading could be another's "AA."

The example below should tell you all you need to know about grading from one company to another. The pearls on the top are a pair of our AA+ graded Akoya earrings. The pair below were graded and sold by another source as AAA.

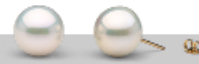


So how is it possible to know you're dealing with a reputable concern that truly delivers quality and value? It's actually easier than you might think!



# 7 Secrets

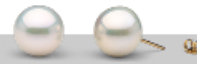
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BEFORE BUYING PEARLS



**Beware:** You need to confidently be able to establish the grade of pearl you're interested in, and distinguish between authentic pearls and imitations. If you're ever unsure of the grade of pearl you've been presented with or are considering investing in, always consult an expert to make absolutely sure.

**Learn more about the way we grade pearls [here](#).**





## 4. Check the Facts

Don't take my word for it, the research has been done, the votes are in, and the results (literally) speak for themselves.

Let's face it, website reviews and feedback can be manipulated, but social communities cannot!

Pricescope.com, one of the internet's largest jewelry discussion forums, has a section dedicated specifically to pearls. When you need to find facts, ask questions, or do any additional research, I strongly recommend you check it out here: [Pricescope Pearl Forum](#)

Topic	Replies	Views	Last post
By Popular Demand: Politics in ATW 6 by Lisa » September 30th, 2014, 9:32 pm »	15	1035	by dm1332zuko 14 November 12th, 2014, 12:43 am
Pricescope Jewelry Search 6 by PSAdmin » July 30th, 2014, 5:38 pm »	10	1951	by dcardcarfina 14 October 23rd, 2014, 10:59 pm
Important Clarification Pricescope Discounts & Commissions 6 by PSAdmin » May 15th, 2014, 6:26 pm »	40	5794	by PSAdmin 14 May 20th, 2014, 11:20 pm
4th Annual Pricescope CTC in Las Vegas! 6 by PSAdmin » February 20th, 2014, 12:05 pm »	179	11069	by PSAdmin 14 July 2nd, 2014, 4:21 pm

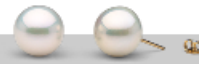
Topic	Replies	Views	Last post
Show me your Pearl! 6 by Lander » March 2nd, 2009, 11:19 am »	800	53026	by dcardcarfina 14 October 23rd, 2014, 11:20 pm
Trusted Vendors Sticky? 6 by Lander » August 18th, 2014, 12:49 pm »	19	1027	by Lander 14 September 19th, 2014, 2:09 pm
What are you wearing today? 6 by kimbela » May 31st, 2013, 12:50 pm »	3000	46907	by kimbela 14 November 12th, 2014, 2:44 pm
Black & White 6 by kimbela » November 7th, 2014, 7:23 am »	45	674	by kimbela 14 November 12th, 2014, 2:30 pm
Pearl in e-ring? 6 by Lisa Ann » November 5th, 2014, 10:01 am »	25	348	by anna 14 November 12th, 2014, 2:09 pm
Tiffany Mesh and Pearl Pendant 6 by kimbela » November 11th, 2014, 9:25 pm »	3	84	by kimbela 14 November 12th, 2014, 1:21 pm

The Pricescope forum has thousands of members who share their jewelry shopping experiences – both good and bad. They love new members, are always willing to talk pearl, and their advice is priceless!



# 7 Secrets

YOU MUST KNOW  
BEFORE BUYING PEARLS



Alternatively, if you want to dive really deep, you can call on our experts and consult with the 5000+ members of [Pearl-Guide.com](http://Pearl-Guide.com), where every pearl-related question has almost certainly been answered over the past 10 years of its existence.

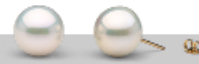
Although I'm affiliated as I co-own Pearl-Guide.com, I guarantee we do not control or filter conversations and everything is completely genuine and legitimate.

**Beware:** Some websites appear to be independent social forums discussing Pearl Education, but are actually completely controlled a Pearl Retailer writing all the content and "conversations," so make sure your information comes from a reputable and reliable resource!

**Tip:** To determine whether or not a forum is real, try creating an account. If a forum does not allow members to register and post comments, it is a fake community.







## 5. Choose Gifts Sensibly

Do you need to buy a gift of pearls for someone, but you're unsure where to start?

Whoever in your life is fortunate enough to be blessed with a gift of pearls from you will undoubtedly be thrilled to bits!

At the same time, you may know very little about pearls and what to buy, or even how much to spend. What you do know, is that whoever the lucky person is, you want her to LOVE what she gets.



Remember, pearls are a lifetime investment and are sure to provide years of joy and a strong emotional attachment for your loved one, so, most importantly, your choice needs to match their personality, their style and their likes as closely as possible.

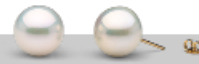
Without asking outright, you could perhaps fish for a few clues. Ask her friends and family (the ones who can keep a secret, of course, if it's a surprise!) or casually show her pictures, or talk about in general what she likes.

Naturally, if it's a joint decision, you can shop together at our [online store](#). You'll literally be spoiled for choice, so take your time.

We have nearly 2000 items for you to choose from and it can be a little overwhelming at first, so if you need some ideas for starters, here's a list of our three most popular pieces:

- [The 7.5-8 mm Freshadama Freshwater Strand](#)
- [The classic 7-7.5 mm White Akoya Strand](#)
- [The classic 8-9 mm White Pearl Studs](#)

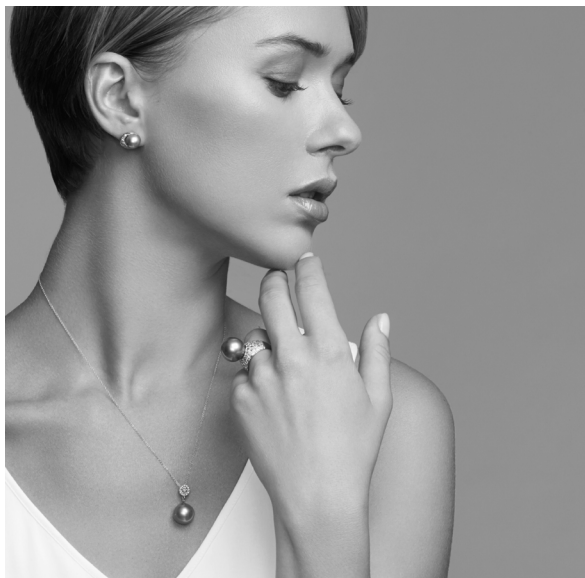
You can rest assured any of these Perfect Pearl Pieces would be a most suitable selection, whether intended for your loved one, or for your first perfect piece!



## 6. Size Counts

And this is especially true for pearls.

Most importantly, the size of the pearls, and of the piece, need to match your needs.



The size of the pearls should match the size of the piece too, to complement or offset each other well. So design and style count too. The size you choose also needs to match personality, style, intended body part, sometimes the occasion, and often your proposed budget.

That's why you need to think carefully about the size that's most suited to you. It is invariably a very important and personal choice.

Smaller individual pieces and sets may be easier to choose, but what about necklaces?

Some sound advice for starters, is that the most popular lengths are 16 inches and 18 inches. Pearls in the 6-7mm range are best suited for younger ladies. The most popular sizes for women are in the 7-8 and 8-9mm ranges and, if you decide on going exotic with Tahitian pearls, the most popular sizes are around 10mm.

Our two most popular, shorter, Pearl Necklaces are:

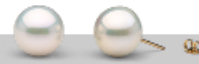
- **The Pearl Choker ~ 14 to 16 inches long**

This classic and versatile piece is appropriate with everything from casual to formal eveningwear, and complements almost any neckline. The perfect length to add subtle elegance to your workday paired with a button-down shirt, yet just as stylish with a cocktail dress.



# 7 Secrets

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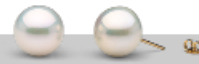
- **The Princess Necklace ~ 17 to 19 inches long**

This is the most common length for pearl necklaces, and is well suited for wear with crew and high necklines. It also complements low, plunging necklines well. Because 18 inches is considered the classic length for Pearl Necklaces, this is an excellent choice if you're uncertain which strand length is most appropriate for you.

Something else you may consider choosing is a longer pearl rope, which can be made to the length you need. You could wear it either as a single strand, or you could wind it round your neck twice or three times to create different styles. Additionally, with a series of clasps interspersed, you can make shorter strands for shorter necklace lengths, and make bracelets too.

Because with pearls, you're literally spoiled for choice, so choose wisely the size which will best suit your needs.





## 7. Guys Only

Ok girls, I know you couldn't resist, but this bit is for all the fine gentlemen out there with good intentions, but with perhaps not such well-developed pearl shopping skills.

One of the most common requests we receive from you guys sounds something like this: "Last year I bought my wife a strand of pearls at Pearl Paradise and this year I would like to get her matching earrings. Can you help?"

Usually we can, at least with advice and guidance, although matching pearl earrings (or any other piece for that matter) to a strand is not that easy to do. To get a perfect match, we need that strand of pearls here.

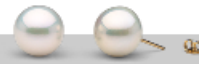
We often compare 100 or more options before finding the best suited pair to go with a necklace. This is because there will always be small, subtle differences between strands of pearls.

So my best advice is to get the earrings to match that strand at the same time. Buy a set of expertly matched pearls and gift it together, or in a sequence. Each piece will be beautifully packaged in its own box.

See [here](#) for our range of exquisite Pearl Sets and delight that love of your life with something truly special!

There you have it guys, we've got you covered. With Pearl Paradise on your side, you'll be the talk of town, the man of the hour!





## Conclusion

And that should just about do it. Easy enough, right?

You should now be a reasonably well-informed expert-in-training of sorts, able to confidently approach your pearl selection and purchase, knowing you're now more well-informed.

I hope this information's been of value to you, and remember, if ever you need anything pearl-related at all, there's all the information and help you need on our website, [www.PearlParadise.com](http://www.PearlParadise.com) or on the forums I mentioned above.

In closing, I've always felt pearls afford the wearer a special kind of regal elegance, that certain style. And yes, as a self-proclaimed "Pearl Passionist", I know the good ones when I see them, ladies, AND how good it feels (and looks) to be exhibiting their exquisite beauty. For many good reasons, it's always best to get the very best you can afford.

Enjoy your intimate affair with pearls and wear them proudly!

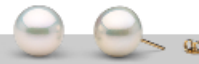
My thanks and warm wishes to you,

A handwritten signature in black ink, appearing to read "JP Shepherd". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

**Jeremy P Shepherd**

PS: If you feel you have a passion for pearls, it really is a fascinating and rewarding hobby! I encourage you to explore a little further, it's quite contagious once you start collecting.





## Post Script

Although I typically avoid being boastful, I thought you'd enjoy these snippets of personal information, and they should provide you with the added reassurance you need to deal with Pearl Paradise with absolute confidence.

- I'm multi-lingual. I grew up speaking English, Spanish, Japanese and Micronesian. I'm also Berlitz trained in Mandarin Chinese.
- I was a flight attendant in 1996 when I first bought a strand of pearls for a girlfriend while on a layover in China. She had the pearls appraised locally at nearly \$600. I had paid \$25 for the necklace. This is what got me started in pearls.
- I'm also one of the rare "first generation" pearl people. Pearl businesses are traditionally generational. What this means is that I had to learn everything on my own, hands-on.
- I've been profiled by *The Wall Street Journal*, *USA Today*, *The New York Times*, *Entrepreneur Magazine*, *Inc. Magazine*, *Jewellery News Asia Magazine* and many others.
- I was one of only 25 people selected to speak at the International World Pearl Forum in Dubai.
- I was the pearl expert and guide for the GIA (Gemological Institute of America) writing team traveling through Asia to create the Pearls Course for GIA, and I was one of the editors and fact checkers of the GIA Pearls Course.
- I was the pearl expert, guide and interpreter for the Cultured Pearl Association of America's "Round the World" pearl video tour.
- I directed and hosted a Tahitian Pearl Short Documentary that won first place at the International Family Film Festival. <http://blog.pearlparadise.com/2013/05/we-won/>

And you can read more about me here: <http://www.pearlparadise.com/t-AboutFounder.aspx>