NINA VOVA



THE COMPLETE VISUAL GUIDE

The Natural Ruby Engagement Ring Guide

Choose a beautiful red gemstone with confidence

Cover: NinaVova custom ring with diamond center and natural ruby accents

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Inside your ruby guide.

Select a chapter to jump directly to that page.

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Designed to help you choose the actual ruby with confidence.

START

Start with the person.

The right ruby should work for her taste, her ring and everyday life.

STYLE

Consider the jewelry and metal colors she wears.

COLOR

Does she prefer a bright red, soft red or deeper tone?

LIFESTYLE

Discuss the setting, comfort and daily activities.



THE WHOLE RING

Consider the stone and setting together.

A natural ruby can be a beautiful everyday ring stone when its condition, treatment and setting are understood.

Real catalog ruby; select the photograph for its listing.

RUBY BASICS

Ruby is red corundum.

Ruby and sapphire belong to the same mineral family.

NATURAL RUBY

Ruby is corundum colored red primarily by chromium. It can vary from orangy red to purplish red.

RUBY OR PINK SAPPHIRE?

The boundary is debated and classification varies by laboratory and market. GIA requires red to be the dominant hue for ruby.



2.22 CT RED

Natural means formed in nature. It does not by itself mean untreated; always request the treatment disclosure.

Source: GIA ruby quality factors and color classification.

NATURAL AND LAB

Natural, lab-grown or imitation?

Ask how the material formed, and whether any treatment was used.



2.01 CT RED

NATURAL

Formed in nature; it may be heated or otherwise treated.

LAB-GROWN

Corundum grown by people; not a mined natural ruby.

IMITATION

Another material made to resemble ruby, such as glass or a different gem.

The catalog photo shows a natural ruby only. Appearance alone cannot reliably establish identity, origin or treatment; ask for an independent laboratory report.

Source: GIA ruby buyer guide; FTC jewelry terminology.

RUBY AND SPINEL

Similar color. Different minerals.

Red spinel can be beautiful in its own right.



1.64 CT · NATURAL RUBY



2.97 CT · NATURAL RED SPINEL

Ruby is red corundum; spinel is a separate mineral. Ruby ranks 9 on the Mohs scale and spinel ranks 8. Both can be considered for a ring with a suitable setting.

Prices and appearances vary widely. Ask for each stone’s identity, treatment and report, and compare the actual gems in the same light.

Sources: GIA spinel and ruby quality information.

HUE

Hue: the direction of red.

Ruby can lean slightly purple, appear red, or lean orange.



PURPLISH RED | RED | ORANGY RED



2.48 CT RED | 2.85 CT RED | 2.44 CT RED

Hue describes the color family and its secondary colors. Choose the red she likes, and ask to compare the real stones in the same light.

TOP: conceptual color illustration. BOTTOM: different natural catalog rubies, photographed separately; these are not calibrated hue grades.

TONE

Tone: light or dark.

A ruby can keep its color outdoors yet look much darker indoors.



LIGHTER | MEDIUM | DARKER



2.08 CT RED | 2.52 CT RED | 2.53 CT RED

Tone describes lightness or darkness. A very dark ruby may lose bright reflections in a room; a lighter stone may appeal to someone who prefers a softer color.

TOP: illustration. BOTTOM: different real rubies in independent photographs; appearance and exposure vary.

SATURATION

Saturation: strength of color.

A vivid red can look very different from a more muted red.



MUTED | MODERATE | VIVID



2.61 CT RED | 2.05 CT RED | 2.04 CT RED

Saturation describes color intensity. A highly saturated ruby can appear rich, while brownish or grayish components may give a muted look.

TOP: illustration. BOTTOM: catalog photographs, not matched laboratory saturation grades. Lighting and camera processing matter.

FLUORESCENCE

Why some rubies seem to glow.

Fluorescence can strengthen the appearance of red in some lighting.



2.09 CT RED

CHROMIUM

Chromium can cause both red color and red fluorescence. The effect varies between stones.

SUNLIGHT

Ultraviolet in sunlight can excite fluorescence; some rubies respond more strongly than others.

Fluorescence alone cannot prove origin, natural growth or treatment. Compare the actual ruby in ordinary light as well as daylight.

Source: GIA ruby description and fluorescence research.

LIGHT

See the same ruby in different light.

A single photo can hide what a gemstone looks like every day.



2.05 CT RED

REQUEST A VIDEO

Ask to see the same actual ruby moving in daylight, shade and indoor light.

Keep the background and camera exposure as consistent as possible.

DAYLIGHT

Ask for indirect natural light.

SHADE

Look for visible color and brightness.

ROOM LIGHT

Check appearance in ordinary indoor light.

One actual catalog stone is shown; the boxes describe lighting requests rather than predicting that stone’s color.

SHAPE

Shape is the outline.

Cushion, oval, pear and other shapes can suit different styles.



2.08 CT RED



2.52 CT RED



2.02 CT RED

Shape is a personal choice. Faceting, proportions, tone and inclusions all influence how a particular ruby appears in motion.

For a heart or pear, discuss protection at the point. Ask whether the shape leaves room for the wedding band and supports her daily life.

Real natural ruby photos; select an image for its listing. Different photographic setups are not a controlled comparison.

CUT

Cut changes how light returns.

Windowing and dark reflections depend on more than the outline.



2.02 CT RED



3.00 CT RED

A transparent-looking center may be a window, but a still photograph cannot establish the cause of a light or dark area. Tilt the stone over a neutral background.

Ask for an unfiltered video and examine brightness, contrast and color together. The next page illustrates possible light paths.

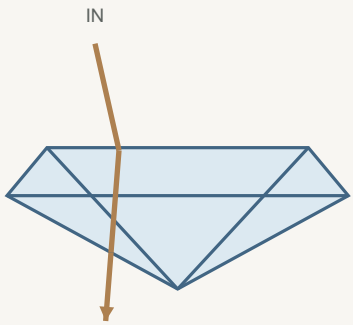
Cut context: GIA, colored stone darkness and brightness.

CUT DEPTH

How depth can change appearance.

Three simplified profiles show possible light paths; each actual ruby is different.

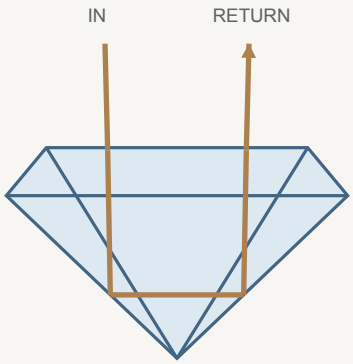
SHALLOW



Possible window

Some light can pass through the pavilion; the background may show through the center.

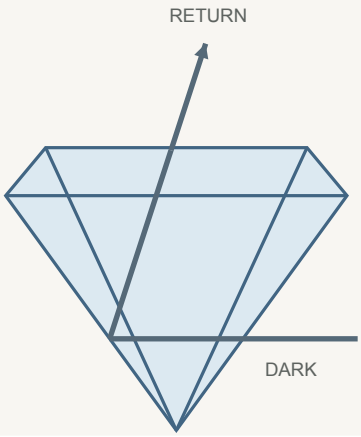
MODERATE



Potential brightness

Light can reflect inside the ruby and return toward the viewer.

DEEP



Possible dark areas

Steep facets may reflect a dark part of the surroundings toward the viewer.

WHY IT MATTERS

Cut affects apparent brightness, color and face-up size. Depth alone does not predict beauty: facet angles, proportions, ruby color, lighting and movement all matter.

Illustrative light paths, not measured ray tracing. Compare the actual gemstone in different lighting.

CARAT

Carat is weight, not size.

Compare dimensions in millimeters as well as weight.



2.16 CT RED



2.29 CT RED

Two rubies with similar weights can face up differently. Shape, depth and cutting influence the dimensions you see from above.

Ask for length × width × depth in millimeters and inspect the actual stone. Very fine natural rubies over one carat are rare.

Different natural catalog stones; photos are not shown to a common physical scale.

Source: GIA ruby buying guide.

CLARITY

Look inside the ruby.

Inclusions are common; their location and impact matter.



2.60 CT RED



2.19 CT RED

A natural ruby may contain needles, crystals, clouds or healed fractures. Some features are characteristic; others can reduce transparency or affect durability.

Ask whether a feature is visible at normal viewing distance and whether it reaches the surface. “Eye-clean” is not a universal laboratory grade.

These are separate catalog stones. A photo alone does not diagnose inclusions or treatment.

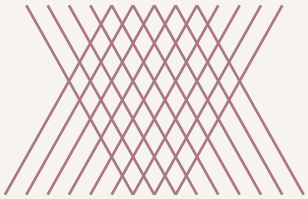
MICROSCOPE

Real ruby inclusions.

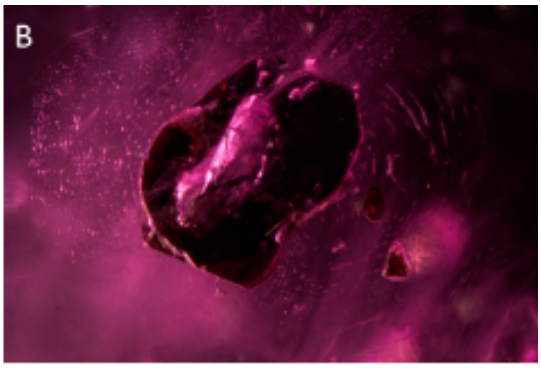
Documented photomicrographs with simplified diagrams below.



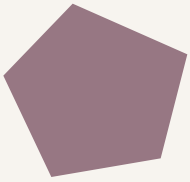
NEEDLES / NEGATIVE CRYSTALS



Tiny crystals or rutile needles can be revealed under magnification.



BIOTITE INCLUSION



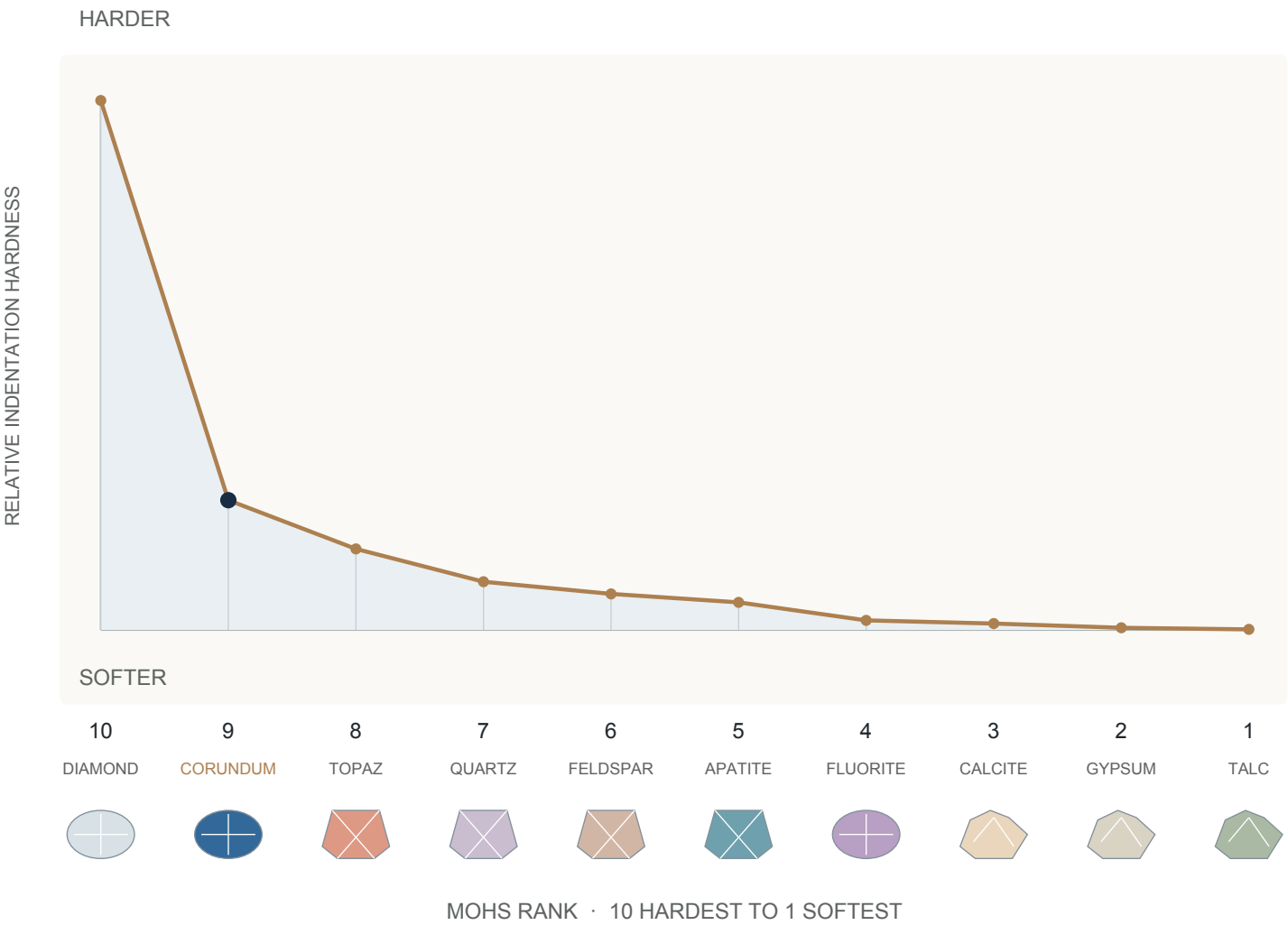
A distinct mineral can be enclosed in a natural ruby.

Images: A. C. Palke (2020), figure 9 A/B, cropped, CC BY 4.0. Diagrams are conceptual; they are not diagnostic.

DURABILITY

The Mohs hardness scale.

Ruby is corundum: it ranks 9 on the Mohs scratch-resistance scale.



WHY THE BIG DROP?

The Mohs numbers are ranks, not equal steps. Diamond is many times harder than ruby, even though their ranks differ by only one.

Hardness means scratch resistance; it does not measure resistance to chipping. Chart is schematic, and the colored mineral icons are illustrative.

Sources: GIA ruby care; Mineralogical Society of America, Knoop microhardness.

HEAT

Heated or unheated?

Both may be natural rubies; treatment can influence appearance and value.



2.25 CT RED



2.02 CT RED

HEAT

Commonly used to change color or clarity; ask for written disclosure.

NO HEAT DETECTED

Fine rubies with no indications of heating can carry a rarity premium.

These are different stones, not a before-and-after experiment. A ruby’s appearance alone does not reliably establish whether it was heated.

Source: GIA ruby quality and treatment information.

OTHER TREATMENTS

Heat is not the only treatment.

Filling and diffusion can affect value, care and repairs.



2.02 CT RED

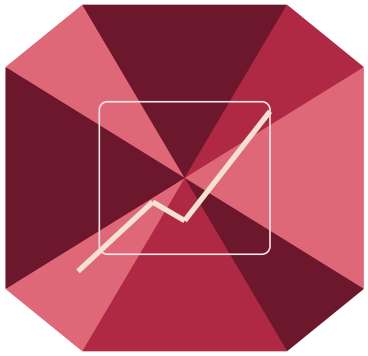


ILLUSTRATION: A FRACTURE

DIFFUSION

Color-causing elements may be introduced during heat treatment.

GLASS FILLING

A high-lead glass can fill surface-reaching fractures and needs special care.

Ask exactly what was done. The catalog photo is an independent natural ruby example; the illustration is not evidence that it is filled.

Sources: GIA ruby care and treatment research.

TRADE NAMES

What does “pigeon’s blood” mean?

A trade term may describe a desirable color, but wording and standards vary.



2.02 CT RED

TRADE LANGUAGE

Ask who assigned the description and whether the laboratory applies its own criteria.

LOOK FIRST

The term cannot replace examining color, brightness, treatment and condition.

The photograph is a catalog ruby, not a claim that this particular stone meets any trade color designation.

Source: GIA ruby quality factors.

ORIGINS

Ruby comes from many places.

A location may influence value, but every source produces a range of qualities.



Map marks approximate regions, not mines. A laboratory origin is an expert opinion when one can be reached; it is not a guarantee of mine-to-market traceability.

Context: GIA ruby buyer guide and identification reports.

THE REPORT

Read an actual ruby report.

A report supports the decision; it cannot choose beauty or price for you.



Verify this report at gia.edu

GIA

GIA GEMOLOGICAL REPORT

RUBY ORIGIN REPORT

GIA REPORT 1232450062

December 05, 2024

DETAILS

Shape ..... Octagonal
Cutting Style ..... Step Cut
Transparency ..... Transparent
Color ..... Red

RESULTS

Species ..... Natural Corundum
Variety ..... Natural Ruby
Geographic Origin ..... Mozambique

TREATMENT

No Indications of Heating

Item Description: One loose stone
Weight: 2.39 carats
Measurements: 9.68 x 7.19 x 3.18 mm
Comments: Any statement on geographic origin is an expert opinion based on a collection of observations and analytical data.

FACSIMILE This is a digital representation of the original GIA Report. This representation might not be accepted in lieu of the original GIA Report in certain circumstances. The original GIA Report includes certain security features which are not reproducible on this facsimile.

To learn more about how GIA determines and classifies gemstone origin, as well as maps describing localities, go to reportcheck.gia.edu to view this report.

Image is approximate

reportcheck.gia.edu

The results documented in this report refer only to the article described, and were obtained using the techniques and equipment used by GIA at the time of examination. This report is not a guarantee or valuation. For additional information and important limitations and disclaimers, please see www.gia.edu/terms or call +1 800 421 7250 or +1 760 603 4500. ©2023 Gemological Institute of America, Inc. 2

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GIA REPORT 1232450062 · 2.39 CT NATURAL RUBY

The facsimile is linked from a NinaVova catalog listing. Select it to open the original report.

Report image © GIA; used as an educational example.

REPORT DETAILS

What the report actually says.

Enlarged excerpts from the same real 2.39 ct ruby report.

DETAILS

Shape..... Octagonal
Cutting Style ..... Step Cut
Transparency ..... Transparent
Color..... Red

RESULTS

Species..... Natural Corundum
Variety..... Natural Ruby
Geographic Origin ..... Mozambique

TREATMENT

No Indications of Heating

IDENTITY, TREATMENT AND ORIGIN

The results identify natural corundum, natural ruby, Mozambique as the origin opinion, and “No Indications of Heating.” Read exact report language.

Item Description:	One loose stone
Weight:	2.39 carats
Measurements:	9.68 x 7.19 x 3.18 mm

MATCH THE STONE

2.39 ct; 9.68 × 7.19 × 3.18 mm.

Verify the report with the issuing laboratory. Origin is an expert opinion; a report is not a guarantee of beauty or price.

GALLERY

Explore real ruby possibilities.

Every stone has its own color, shape, treatment and character.



1.67 CT RED



2.10 CT RED



2.82 CT RED



2.39 CT RED



2.13 CT RED



2.00 CT RED

Select the images to explore the listings; colors and availability can change.

Catalog images show independently photographed natural rubies, not a calibrated quality ranking.

EXPLORE MORE RUBIES >

VALUE

What affects the price?

Compare the actual gem and complete ring quote.

COLOR

Hue, tone, saturation and brightness.

TREATMENT

Disclosure and evidence from a report.

SIZE

Compare weight and face-up dimensions.

Clarity, cut, documentation and origin opinion can also affect value. A rare no-heat report or a well-known origin may carry a premium for a comparable stone; neither guarantees that it is right for her.

Ask for a complete quote: center stone, setting, accent stones, taxes, shipping, returns, resizing and any report costs.

Catalog prices and availability change. Compare current written offers rather than assuming a universal price per carat.



SETTING

Design around the ruby.

The best setting protects the actual gem and suits her life.



PROTECT THE EDGES

Discuss prongs, bezel options and vulnerable tips or corners.

PLAN FOR DAILY WEAR

Consider height, comfort, band fit and maintenance.

A treated ruby may need special precautions during setting, cleaning and future repair. Tell the jeweler exactly what the report and seller disclosed.

Illustration: NinaVova design-stage sketches.

CARE

Keep the ruby beautiful.

The safest care depends on treatment, condition and the entire ring.

UNTREATED / HEATED

Warm soapy water is generally safe for the ruby.

FILLED OR DYED

GIA recommends a damp cloth; even mild acids can damage filler.

ANY RING

Ask before ultrasonic or steam cleaning and before repairs.

Hardness is scratch resistance, not immunity to impact. Remove the ring for activities that might strike it, and have the setting inspected.

When treatment history is uncertain, consult your jeweler before cleaning; the setting and accent stones may have different requirements.



Source: GIA ruby care and cleaning.

WATCH WITH SERGEY

Watch the ruby videos.

Select any thumbnail or title to watch on YouTube.



Ruby Engagement Ring Guide: What Buyers Must Check

WATCH ON YOUTUBE >



Before Spending Thousands on a Ruby, Watch This

WATCH ON YOUTUBE >



Ruby vs Garnet: The REAL Differences You Must Know Before Buying

WATCH ON YOUTUBE >



Lab Ruby Engagement Rings Buying Guide: Real Value, Ethics & Quality Explained

WATCH ON YOUTUBE >

CUSTOM PROCESS

From what you know about her to a finished ring.

A personal, five-step process with NinaVova.

STEP 1

Discovery & Design

The journey begins with understanding your vision and translating it into a unique ring design.

Personal Consultation: We initiate a detailed conversation to capture the essence of your desired design.

Design Inspiration: Presenting examples of previous works to showcase what's possible and inspire your selection.

Sketching Ideas: Our designers sketch several versions of your ring, refining the concept to match your vision.



CUSTOM PROCESS 2

From what you know about her to a finished ring.

A personal, five-step process with NinaVova.

STEP 2



Gemstone & Metal Selection

Choosing the perfect materials to bring your custom ring to life.

Choosing the Right Stone: We offer a serious selection process, explaining all gemstone options and providing educational materials.

Trusted Vendors: We provide multiple options from our reliable vendors with whom we have longstanding relationships.

Custom Cuts: If your vision includes a unique gemstone shape, we can custom-cut the stone for you.

MODEL AND CRAFT

From what you know about her to a finished ring.

A personal, five-step process with NinaVova.

STEP 3

3D Modeling & Approval

Visualizing your ring in precise detail before it comes to life.

3D Presentation: We create a 3D model of your ring, allowing you to visualize and turn it around, ensuring it matches your expectations.

Design Finalization: We proceed only when you are completely satisfied with every detail of the design and model.



3D MODEL EXAMPLE · VIEW ONLINE TO ROTATE

CUSTOM PROCESS 4

From what you know about her to a finished ring.

A personal, five-step process with NinaVova.

STEP 4



Craftsmanship & Creation

Bringing your ring to life with meticulous attention to detail and quality craftsmanship.

Wax Modeling: Creating a wax model to capture the intricate details of your design before casting in metal.

Expert Crafting: Our artisans craft your ring, focusing on alloy creation, meticulous polishing, and precise stone setting.

DELIVERY

From what you know about her to a finished ring.

A personal, five-step process with NinaVova.

STEP 5

Delivery

The final step where your custom engagement ring is ready to be delivered and cherished.

Complimentary Shipping: Your ring is shipped to you for free, anywhere in the world.

Lifetime Warranty: All our rings come with a lifetime warranty, ensuring your peace of mind (with the exception of accidental damage).



NINAVOVA BLOG

Keep learning with NinaVova.

Continue exploring gemstones and ring design with Sergey.

RUBY VS SPINEL

Compare the appearance, durability and treatment of these red gemstones.

READ ON NINAVOVA >

GEMSTONE RING GUIDE

Explore different gemstone options and how to choose a ring.

READ ON NINAVOVA >

THE CUSTOM RING PROCESS

See how a custom ring moves from an idea to delivery.

READ ON NINAVOVA >

PERSONAL ENGAGEMENT RING GUIDE

Explore NinaVova's educational videos and buyer guides.

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