Gemstone Occasions

Gemstones have been used for centuries to represent various occasions. The birthstone chart[[1]](#endnote-1) was standardised by the American National Association of Jewellers in 1912. Birthstone charts closely resemble the Zodiac gemstone charts; however they aren't identical. The special and unique qualities of these gemstones are believed to correlate with the special and unique qualities of each Zodiac sign.

**Birthstone Chart**

|  |  |
| --- | --- |
| Month | Birthstone |
| January | Garnet |
| February | Amethyst |
| March | Aquamarine |
| April | Diamond |
| May | Emerald |
| June | Pearl |
| July | Ruby |
| August | Peridot |
| September | Sapphire |
| October | Opal |
| November | Topaz |
| December | Turquoise |

Gemstones have also been used to represent and commemorate significant anniversaries. Traditionally these gemstones represent wedding anniversaries; however, they can also pertain to more casual anniversaries. Exchanging gemstone jewellery or gemstone imbedded items can be a meaningful and enduring way to memorialise any anniversary.

Dear <<InvestorName\_BeleggerNaam>>

As a valued customer we are reminding you to invest in semi-precious gemstones.

Your month of birth: «Month\_Maand»

Your birthstone:

1. Your birthstone chart is different from your Zodiac chart. [↑](#endnote-ref-1)