

## NATURAL DIAMONDS

*“are our passion because we are in the business of creating jewellery  
with inherent and enduring value that will be treasured for a lifetime”*

### *Are a force for good*

The natural diamond industry generates \$16 billion in net socioeconomic and environmental benefits, 60% of which are retained locally, benefiting communities directly and indirectly and is of critical importance to the communities where diamonds are found



### *Have enduring value*

Natural diamonds have enduring emotional and monetary value, due to their rarity and uniqueness

### *Conserve*

The total area of land managed for conservation by the main diamond producing companies, is equivalent to the size of Yosemite National Park in the USA



### *Are precious*

Most of the diamonds recovered today come from kimberlite deposits discovered decades ago. Diamond supply is not increasing and the finest natural diamonds will become increasingly rare



### *Are unique*

Natural features found in diamonds act as a fingerprint, making each diamond as unique as the person wearing it

### *Are rare*

The annual recovery of polished 5ct and above diamonds would only fill 1 basketball

### *Are timeless*

Natural diamonds predate life on Earth. They are tiny time capsules, preserving glimpses of the Earth's history from up to 3.5 billion years ago



## LABORATORY-GROWN DIAMONDS

100% of LGDs can be detected and on average the carbon footprint of synthesising a one carat LGD is significantly higher than recovering a one carat natural diamond

LGD producers often claim their products are environmentally friendly without offering any evidence. Many LGD producers have been warned by regulators for issuing unqualified statements

Because LGDs are mass-produced in batches, they are neither rare nor unique, so they don't possess the enduring value of natural diamonds

In the same way laboratory-grown rubies, sapphires and emeralds have rapidly declined in value over time to less than 10% compared with their natural counterparts, the value of LGDs is expected to follow a similar trend in the future