

michael hill

*Introduces*



FENIX

CREATED DIAMONDS

FOR MICHAEL HILL

*Discover the beauty of created diamonds*





# FENIX

CREATED DIAMONDS

FOR MICHAEL HILL

Fenix Created Diamonds are genuine and certified diamonds, crafted in fine jewellery - a lasting treasure. These diamonds are created using a unique method to recreate Earth's forces in a leading growing facility.

*It's not a simulant. It's not synthetic. It's a real diamond.*

**Why a created diamond?** An authentic alternative.



## *Grown to perfection*

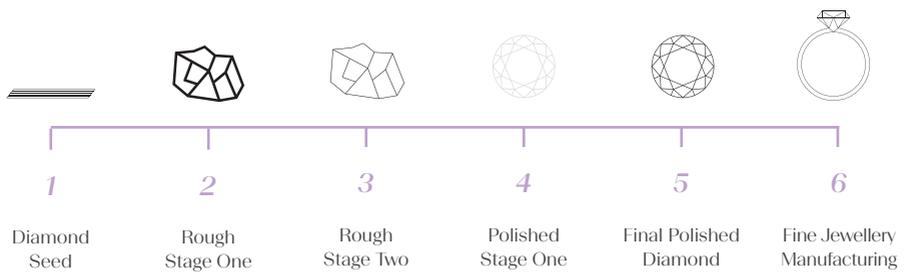
Some call created diamonds an industry revolution. But since nature's process is being replicated, it's really an evolution. Created diamonds are another step in the evolution of fine jewellery.

Fenix Diamonds are created using a unique method to recreate Earth's forces and conditions in leading growing facilities. Fenix does not create diamonds, but rather creates the conditions that allow diamonds to grow just as they do under the Earth's surface.

The carbon-atom in a diamond-seed is activated in a state of the art laboratory, using the perfect conditions to stimulate the diamond to grow and once these diamonds are removed from the growing facility, they undergo the identical cutting processes as mined diamonds extracted from the earth.

The natural process is repeated so precisely, in fact, that created diamonds emerge with their own unique complexities, including different colour and clarity grades, as occurs in mined diamonds.

The result is a genuine and beautiful diamond, which replicates the exact characteristics of a mined diamond.

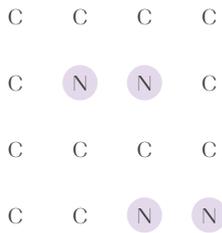


\*This timeline shows the CVD method, however the HPHT method is also used for some of our created diamond jewellery.

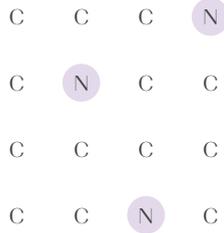
## Diamond details

Created diamonds have the same chemical structure and composition of mined diamonds. They are a true replication of what takes millions of years to form in nature. A created diamond provides you with an indistinguishable choice between a mined and grown stone.

### Type 1aA

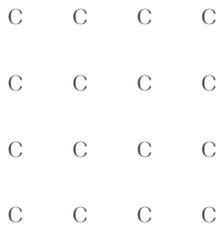


### Type 1b

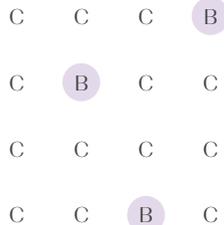


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### Type 1Ia



### Type 1Ib



C = carbon atom, N = nitrogen atom, B = boron atom

Only two percent of all mined diamonds are graded as IIA, this is the terminology used to describe diamonds of exceptional chemical purity. The CVD method used to grow Fenix Created Diamonds has this purity and are classified IIA, replicating the best nature has to offer.

<i>Characteristics</i>	<i>Lab Grown</i>	<i>Natural</i>
Chemical composition	C	C
Crystalline Structure	Cubic	Cubic
Refractive Index	2.42	2.42
Dispersion	0.044	0.044
Hardness	10	10
Density	3.52	3.52

To see how created diamonds are grown, you can visit [michaelhill.com.au/article/knowledge-advice/fenix-created-diamonds.html](http://michaelhill.com.au/article/knowledge-advice/fenix-created-diamonds.html)

## *Why consider a created diamond?*

Created diamonds are assessed on the same criteria as natural mined diamonds – the Four Cs – because they are chemically, optically and physically identical.

Fenix Created Diamonds for Michael Hill add a Fifth C - choice.

You now have the choice to maximise the carat size, clarity, and colour grade of your diamond, designed to last a lifetime.

While created diamonds and natural mined diamonds are identical, you will always be clearly informed of the diamond type you are purchasing from Michael Hill, so that you can make the perfect choice, right for you.

## *Certification*

All our created diamonds are independently certified by a world recognised grading laboratory. They go through the same rigorous grading methods that our mined diamonds do and will come with their own diamond report.

The identification number is inscribed on the girdle of the diamond, which links to the independent certification of your stone.





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## *Your questions answered*

### *Are created diamonds real?*

Yes. Fenix Created Diamonds for Michael Hill use a unique method to recreate Earth's forces and conditions in leading growing facilities. Essentially, through advanced technology, the elements needed to grow a diamond are initiated – and the process is then allowed to follow its natural course.

### *How are created diamonds graded?*

In exactly the same way as natural mined diamonds – the Four Cs (cut, colour, clarity and carat). Created diamonds add a Fifth C – choice. If you choose to purchase a Fenix Created Diamond for Michael Hill, your diamond is certified, just as our natural mined diamonds are.

### *Can you make a perfect diamond?*

Since created diamonds recreate the Earth's process, they emerge with different characteristics in the same way that natural mined diamonds do. They will have their own unique combinations of colour and clarity. As such, a totally flawless created diamond is exceptionally rare – just as in nature. Like a mined diamond a created diamond will be cut to maximise its natural properties, every stone is its own unique combination of the 4 C's to create the unique stone for you.

### *Can you tell the difference between a created diamond and a natural mined stone?*

No. Fenix Created Diamonds are an authentic alternative to natural mined diamonds and are physically, optically, and chemically identical. The only difference between a created and a mined diamond is the origin of the stone. At Michael Hill, we will always clearly inform our customers of the type of diamond they are purchasing.

### *Will Michael Hill continue to sell natural diamonds?*

Yes. Natural mined diamonds are Michael Hill's core offering and will continue to be so. We understand that our customers appreciate having genuine options when it comes to diamond jewellery – so now, as well as our range of exclusive collections, cuts, and styles, customers will have an additional choice in diamonds. Fenix Created Diamonds for Michael Hill offer customers a Fifth C - choice.

### *What is the benefit of choosing a created diamond?*

Created diamonds give customers the option of maximising the carat, clarity, and colour grade of their diamond within their budget. The beautiful stone that you desire is within reach.

### *What types of created diamonds will Michael Hill sell?*

Our initial offering will be a collection of solitaire rings. These created diamond rings are for custom order only and take up to 7 – 10 business days for your order to be processed.



**michael hill**  
we're for love