

# Making the right diamond choice

LEARN TO ARTICULATE THE DIFFERENCES AND BENEFITS OF BOTH NATURAL AND MAN-MADE STONES TO FIND THE BEST FIT FOR YOUR CUSTOMER

## Natural Diamonds

## Lab-Grown Diamonds

### Shared Traits

Both have a hardness of 10 on Mohs' scale and are chemically diamond, with a diamond's brilliance and sparkle  
Both will last forever and retain their sentimental value as a family heirloom

### Generally retain value and have resale value

- The price per carat of colourless ('white') diamonds and fancy colour diamonds – particularly pink – has increased over time and retailers are generally willing to buy-back or trade-in natural diamonds

### Each one is unique

- No two diamonds are exactly alike and each one features unique inclusions and other qualities

### Rare – and getting rarer

- Existing mines are closing and miners have struggled to locate new sites, adding to their rarity and preciousness



### Fancy colours are incredibly special

- Natural fancy colour diamonds account for a tiny percentage of all diamonds mined
- Natural pink diamonds cannot be truly synthesised as the cause of their colour can't be replicated in a factory; they are unique

### Generate less carbon emissions than synthetic diamonds and miners mitigate environmental damage

- Mined diamonds produce 69 per cent less carbon emissions per carat than synthetic diamonds\*
- The top seven diamond producing countries protect more land than they use through conservation programs\*



### Generate socioeconomic benefits in developing nations

- Mines are largely located in developing nations – particularly in Africa – providing a stable and higher-than-average income for local people
- The top seven diamond producing companies contribute \$US16 billion annually to local communities including direct employment, purchase of goods and services, and funding of social programs\*
- Consumers can purchase diamonds mined in developed nations, including Australia and Canada, which have strong labour protections

### The result of billions of years of natural processes

- They are a miracle of nature only found in certain areas, and that gives them an undeniable romance. They are mined, cut, polished, and sold in multiple different countries, so each one has a fascinating story

### Low price per carat

- Lab-grown diamonds cost less to produce, and those savings get passed along to the consumer. In general, lab-grown diamonds are priced 20–40 per cent lower than natural diamonds ^



### Consistent quality

- Manufacturing diamonds 'from scratch' means factors affecting quality can be controlled and more high-quality diamonds can be produced

### Large quantities available

- Diamonds can be 'made to order' and supplies are, theoretically, unlimited, keeping prices low and ensuring availability

### Fancy colours are affordable

- Lab-grown blue, pink and yellow diamonds are priced at a fraction of the cost of natural fancy colour diamonds, making them accessible to consumers with a smaller budget



### Use less water and cause less animal habitat damage than mined diamonds

- Lab-grown diamond factories do not have the same land or water requirements as diamond mines
- Some lab-grown diamond manufacturers are certified carbon neutral and some factories are powered by 100 per cent renewable energy

### Little risk of worker exploitation

- Some lab-grown diamond factories are located in developed nations including the US, UK and Singapore, which have strong labour laws and protections
- Other factories in India and China provide stable income to local people
- Diamonds go through fewer 'hands' during processing, meaning the supply chain is easier to trace and exploitation is less likely



### The result of innovation and cutting-edge technology

- Human beings have found a way to mimic nature to an almost imperceptible degree, after decades of research and scientific setbacks. They are a triumph of engineering and perseverance