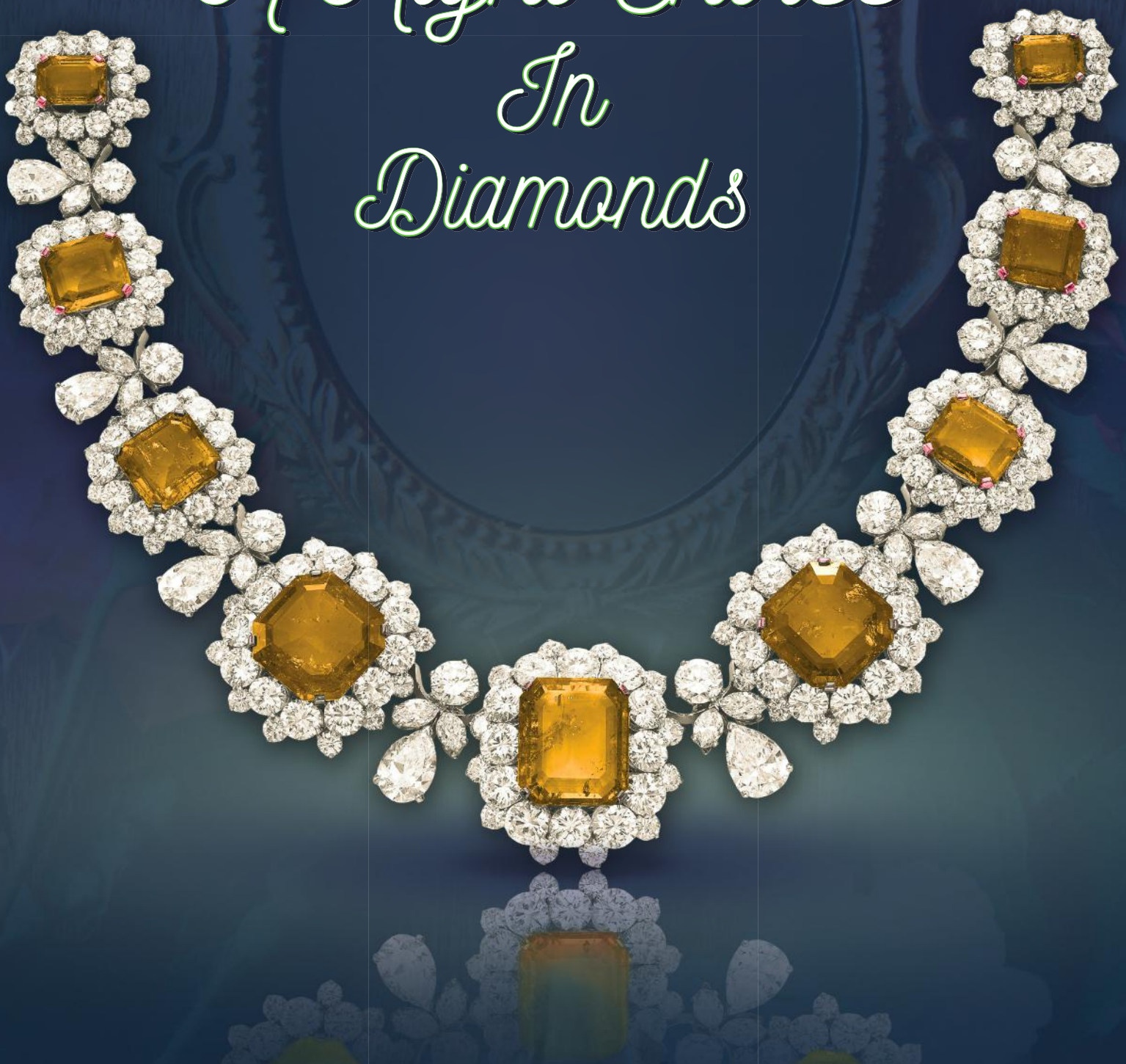




# *A Right Choice In Diamonds*



## BETTER EARTH DIAMONDS.

Cultured diamonds have the same physical, chemical and optical properties as mined diamonds. The only difference between cultured and earth-mined diamonds is their origin. Cultured diamonds are faceted and polished by the same highly skilled diamond cutters who facet & polish mined diamonds.

## GUARANTEED CONFLICT-FREE

Our guaranteed origin, full disclosure, and commitment to transparency assure that Better Earth Diamonds are conflict-free.

## SUSTAINABLE

Cultured diamonds do not undermine the sustainability of natural systems or our environment, allowing future generations to have the natural resources they need.

## ECO-FRIENDLY

We proudly offer diamonds grown in a technologically advanced facility using modest amounts of energy and having a very little direct impact on the environment.

## CERTIFIED & LASER-INScribed\*

Cultured diamonds are certified by leading independent gemological labs just as mined diamonds are certified. The unique report number of each certified diamond is laser-inscribed on the girdle of the stone.

## SUSTAINABILITY

"Sustainability is based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment.

Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations.

Sustainability is important to making sure that we have and will continue to have, the water, materials, and resources to protect human health and our environment"

- Environmental Protection Agency

## OUR COMPANY

As one the largest manufacturer of lab grown diamonds, it is our mission to provide a new choice in diamonds that are beautiful, socially responsible, certified, and sustainable.

Better Earth diamonds are grown in technologically advanced facilities utilizing High Pressure-High Temperature (HPHT) and Chemical Vapor Deposition (CVD) for diamond production. These methods allow us to offer diamonds that possess all of the beauty of their mined counterparts.

We are committed to full disclosure, transparency, and the integrity of the supply chain. Eco diamonds are certified by the world's leading Gemological Institutes.





## TYPE IIA PURE & RARE

Diamond is the only gem made of a single element. It is typically 99.95% carbon. The other 0.05% can include one or more trace elements or impurities, which are atoms that aren't part of the diamond's essential chemistry.

Diamond type is a method of scientifically classifying diamonds, both cultured and mined, by the level and type of their chemical impurities.

Extremely rare in nature, type Ila diamonds account for less than 2% of the world's mined Diamonds.

Type Ila diamonds are almost or entirely devoid of impurities and are considered to be the purest form of diamond known to man.

Type Ila diamonds also tend to have few inclusions. diamonds with the fewest inclusions allow the light to pass through the stone making them more beautiful & valuable.

Type Ila diamonds have superior brilliance with more scintillation or sparkle compared to other diamonds due to their purity.

Many large, famous earth-mined diamonds, such as the Cullinan and Koh-i-Noor, are Type Ila. A renowned example is the "Elizabeth Taylor Diamond," formerly known as the "Krupp Diamond," a 33.19 carat Type Ila Diamond.

Our white and pink diamonds are certified as type Ila, the choice of diamond connoisseurs and guaranteed to be conflict-free, environmentally friendly and sustainable.



## TYPE IIA PURE & RARE

- ♦ Guaranteed Conflict - Free
- ♦ Pure & Rare
- ♦ Eco-Friendly & Sustainable
- ♦ Certified & Laser-Inscribed

A Girl's New Best Friend!

**JOIN US!**

Join our movement for the betterment of all mankind and planet earth.  
[www.betterearth.in](http://www.betterearth.in)

## GROWING SUSTAINABLY

"Mined Diamonds represent more than 7 times the level of impact as compared to Cultured Diamonds."

Source: Environmental Impact Assessment, Frost and Sullivan Report

### MINED DIAMONDS

### CULTURED DIAMONDS



1000s of acres of soil is moved while mining diamonds  
98 sq ft / ct

#### Land Excavated



No soil movement  
.076 sq ft / ct



High air pollution  
2,011 ounces / ct

#### Carbon Emissions



Negligible air pollution  
.001 ounces / ct



High air pollution  
2,011 ounces / ct

#### Water Usage



Negligible air pollution  
.001 ounces / ct



High air pollution  
2,011 ounces / ct

#### Lost Time Injury Rate



Negligible air pollution  
.001 ounces / ct

## FAQs

### 1. How long have Cultured diamonds been around?

The first commercially successful cultured diamond was produced on December 16, 1954, by Tracy Hall at General Electric (GE), using an elegant "belt" apparatus. Hall was able to have co-workers replicate his work and the discovery was published in Nature. This gave rise to an industrial man-made diamond industry that for decades was represented by two main players: GE Superabrasives and De Beers Industrial Diamonds. Cultured diamonds are used commercially in a wide array of industries such as optics, power transmission, water treatment, semiconductors, sensors, medical and technology. Only in recent years has the production of gem-quality diamonds been achieved. The first commercially successful cultured diamond was produced on December 16, 1954, by Tracy Hall at General Electric (G E), using an elegant "belt" apparatus. Hall was able to

### 2. What are Cultured Diamonds?

Cultured diamonds are produced using advanced technology that replicates the conditions under which diamond crystals (or rough diamonds) are formed. The rough diamonds are then cut and polished using the same tools and techniques used to cut earth-mined diamonds.

### 3. How are Better Earth Diamonds made?

Eco Diamonds are produced by utilizing two gem-quality diamond creation processes: High Pressure-High Temperature (HPHT) and Chemical Vapor Deposition (CVD). In both processes, a small diamond seed is placed in an environment that contains carbon. The Eco Cultured process starts with a carbon seed, a small piece of carbon that is placed in a low-pressure microwave chamber. Hydrogen and methane gases are introduced, then the growing process starts, a plasma ball ignites, carbon molecules rain down on the seed and it begins to grow layer by layer. Approximately 10-12 weeks later a diamond is formed that is ready for cutting and polishing. Our white and pink diamonds are grown using the CVD process. Our yellow diamonds are grown using the HPHT process.

### 4. Where are Better Earth Diamonds cut and polished?

Our diamonds are cut in the same key global polishing centers and in the same manner as earth-mined diamonds.

### 5. What shapes of diamonds do you offer?

The majority of our white diamonds are cut as round brilliants which are reflective of the highest demand. We do have princess and emerald-cut white diamonds and have produced oval pear, cushion, and radiant shapes in many limited quantities. Most of our pink diamonds are either round or princess-cut. Since the yellow (HPHT) production has been around longer, we do have even more shapes in yellow such as Asscher-cut.

### 6. Will an Better Earth Diamond test as a diamond with a diamond tester?

YES! An Eco Diamond is a diamond with the same chemical, physical, and optical properties as earth-mined diamonds.





## 7. How do you clean an Better Earth Diamonds?

An Better Earth Diamond is a diamond. Clean it exactly the same way you clean any other diamond.

## 8. What are Cultured Diamonds?

Cultured diamonds are produced using advanced technology that replicates the conditions under which diamond crystals (or rough diamonds) are formed. The rough diamonds are then cut and polished using the same tools and techniques used to cut earth-mined diamonds.

## 9. How long does it take to grow an Better Earth Diamonds?

The production cycle of cultured diamonds takes about 10-12 weeks to produce the rough diamonds. The diamonds then must go through the processes of cutting, polishing, and certification. We like to say that it takes about nine months from the mine to mounted jewelry.

## 10. If we can grow diamonds, cant we just grow a whole batch of a specific size, color & clarity?

Absolutely not. We provide the materials and the conditions under which a diamond crystal grows. The production yields a full range of colors and clarities just as the earth produces a full range of colors and clarities.

## 11. Can Better Earth Diamonds grow a diamond according to my specifications?

We have no control over the outcome of production. We cannot grow a diamond of a specific size, color, and clarity. It could be that our production has yielded a diamond which meets your specifications, but if so, it was purely coincidental.

## 12. Why can't you grow larger diamonds just by growing them for a longer amount of times?

It doesn't work that way. Leaving the production too long will literally destroy or "burn up" the diamonds. Only experience and technological advances will allow us to produce larger diamonds. Technology continues to evolve with changes occurring constantly. As we learn, we improve our processes.

## 13. If cultured diamonds are the same as mine, why are the terms "lab-grown" and "laboratory-created" used?

The Federal Trade Commission requires that specific qualifying descriptive words must be used in front of the word diamonds when the diamonds are not earth-mined diamonds. Eco Diamonds wants to be absolutely certain that it distinguishes cultured diamonds from mined diamonds. The terms "Laboratory-created" "lab-grown" and "cultured" diamonds all appropriately describe Eco Diamonds.

## 14. How big are the diamonds sold by Better Earth Diamonds?

Better Earth Diamonds are currently offered in the following colors/sizes:

- White, -11 to just over 3.00 carats.
- Fancy yellow, -11 to over 5.00 carats.
- Fancy pink, .25 up to 2.00 carats.
- LB from -11 to 1.00 carat.

## 15. What are colors of Better Earth Diamonds available?

We currently offer white, yellow and pink diamonds. It is true that any color which occurs in earth-mined diamonds might also appear in our production at any time.

### 16. Where do our fancy colored diamonds get their color?

Our fancy color diamonds go through a proprietary process which creates the different colors. For the yellow cultured diamonds, nitrogen is added. For the pinks, E Beam technology is used during the process.

### 17. Are Better Earth Diamonds graded?

Yes. Better Earth Diamonds are graded to the same standards as mined diamonds by leading independent gemological laboratories. We currently use both IGI and HRD as our grading laboratories.

### 18. Is it possible to tell whether a diamond is cultured or earth-mined by looking at it?

It is impossible to differentiate between a cultured diamond and an earth-mined diamond just by looking at it? Even a trained gemologist with a loupe or a microscope cannot positively differentiate a cultured diamond from a mined diamond. Only a gemological laboratory with the expensive and specific high-tech equipment can positively differentiate between the two.

### 19. Are Better Earth Diamonds laser-inscribed?

All Better Earth Diamonds which are 0.30 or larger are certified by an independent gem lab and are laser-inscribed with the words "LAB GROWN" as well as the unique report number for that particular stone. Eco Diamonds smaller than .30 carat which is not certified is still laser-inscribed with the letters "LG" for Cultured as long as the width of the girdle is wide enough to accommodate the laser inscription.

### 20. Can the laser-inscription be removed?

It is possible to remove the laser-inscription by polishing without adversely affecting the stone. However, there is absolutely no reason to remove the laser-inscription as its presence does not interfere with light reflection or brilliance of the diamond in any way. In addition, the laser-inscribed number makes it possible to match the correct diamond grading report to that particular stone. Eco Diamond's Retailers sign an agreement declaring their commitment to complete disclosure of our diamonds to the purchaser. Removal of the laser-inscription would imply an attempt to possibly deceive the purchaser, so this would be highly discouraged by Eco Diamonds due to our commitment to complete disclosure.

### 21. Are the girdles of Eco Diamonds polished or non-polished?

As with earth-mined diamonds, the treatment of the girdle is determined by the cutter. You will see polished, bruted, and even polished and faceted girdles which will vary by stone.

### 21. Why aren't Eco Diamonds graded by GIA?

GIA will grade cultured diamonds but their report is not consumer friendly. For instance, they assign a range to color and clarity grade instead of a specific color and clarity grade. Also, GIA uses the word "synthetic" to describe cultured diamonds. In many consumer reports worldwide, consumers state that the word "synthetic" means "fake". This is not the correct descriptor of Eco Diamonds, as they are crystallized carbon, just as earth-mined diamonds. The customer may choose to send their diamond for grading by GIA at their own expense. However the report supplied by GIA will not be as specific as the IGI and HRD report, and the customer already knows that their Eco Diamond is a cultured diamond. (Please see our full explanation of the Correct Terminology at the end of this Q&A).



## 22. How do Better Earth Diamonds and mined diamonds compare?

Eco Diamonds and earth-mined are identical. The only difference is the origin. Both have the same physical, chemical, and optical properties and emerge as rough diamonds. Both have the same hardness, specific gravity, refractive index and dispersion; are polished using the same equipment and techniques; and have the same brilliance, sparkle, fire, and scintillation. Both are, in fact, diamonds.

CULTURED vs MINED		
Diamonds	Cultured	Mined
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

## 23. How do cultured diamonds and diamond-like materials compare?

They are not the same at all. Cubic zirconium (CZ), Moissanite and diamond-coated materials are NOT diamonds. These are called "stimulants" in the jewelry industry. These materials have completely different chemical and physical properties than diamonds.

SIMULANTS		
Diamonds	(CZ) Cubic Zirconia	Moissanite
Chemical Composition	ZrO <sub>2</sub>	SiC
Crystalline Structure	Cubic	Hexagonal
Refractive Index	2.20	2.65
Dispersion	0.066	0.104
Hardness	8.25	9.25
Density	5.70	3.21

## 24. What quality are the diamonds you offer?

The cut, color and clarity of Eco Diamonds are consistent with very high quality mined diamonds? In fact, all white and pink Eco Diamonds are Type Ha which is the purest and rarest diamond type found in nature. Less than 2 percent of the global production of mined diamonds is Type IIa.





## 25. If white Eco Diamonds are Type IIa, which means nearly devoid of nitrogen, why aren't they all "D" in color?

Earth-mined Type IIa diamonds can be white, gray, and even brown. Cultured diamonds are no different. During the crystal grown process, there is some distortion in the structure of the crystal lattice which may cause the appearance of color when the diamond is cut and polished.

## 26. What is SO special about a type Iid Type IIa diamonds?

Type IIa diamonds are almost pure carbon diamonds containing no significant amount of nitrogen in the crystal. Because of the extreme purity of Type IIa diamonds, the natural occurrence of these diamonds is exceedingly rare. When they do occur, the result is an exceptionally colorless crystal that allows light to easily pass through and bounce back producing a gem with stunning brilliance and sparkle. (Please see our full explanation of What is Type IIa at the end of this Q&A)

## 27. What is the value of Better Earth Diamonds? What will happen to the value cultured diamonds as production increases?

Better Earth Diamonds are generally 35% less than an earth-mined diamond of the same size and quality. The price of mined diamonds will continue to increase in the future as natural diamond resources are depleted, and as the demand for mined diamonds exceeds supply. Growing diamonds is not easy, and the equipment needed to grow diamonds is very expensive. As the supply of mined diamonds decreases, the demand for grown diamonds will also increase. There is no reason to think that the price of cultured diamonds will decrease in coming years.

## 28. Why buy an Better Earth Diamonds?

An Eco Diamond is identical to an earth-mined diamond in every way. The only difference between an Better Earth Diamond and an earth-mined diamond is the point of origin. In addition, you can be 100% assured of the following when buying a cultured diamond:

- An Eco Diamond guaranteed to be conflict-free. The origin of the stone is assured.
- An Eco Diamond is environmentally friendly. Studies have proven that the carbon footprint from the production of a cultured diamond is significantly less than the carbon footprint of an earth-mined diamond.
- An Eco Diamond is sustainable. Sustainability means that the earth's natural resources for future generations were not disrupted to produce the cultured diamond.
- If buying a white or pink Eco Diamond, the Type Ha nature of the diamond assures that the purity of the diamond is equaled by less than 2% of the purest earth-mined diamonds discovered.

	Better Earth Diamonds	Earth Mined Diamonds
Eco-Friendly	✓	✗
Conflict-Free	✓	✗
Type IIa	✓	✗
Sustainable	100% (Pink & White)	2%

## CORRECT TERMINOLOGY

These terms have been used in a variety of way often to confuse, or worse, to intentionally deceive. Below we define these terms to end any confusion. For this purpose, we focus on diamonds & how these terms must be applied.

**OK**

- Words *OK* to Use -

**LAB-GROWN CULTURED**

**NOT OK**

- Words *NOT OK* to Use -

**SIMULANT IMITATION SYNTHETIC FAKE**

## DIAMOND

A diamond is a gemstone consisting of a clear and typically colorless crystalline form of pure carbon, though diamonds occur in many other colors.

## SIMULANT AND IMITATION

Simulant and imitation both describe anything that pretends to be something else. When referring to diamonds, these attempt to look like a diamond, but are not a pure carbon crystal. When properly used these terms describe a number of "imposters" created by man such as cubic zirconia, synthetic moissanite, lead crystal, glass, plastic and more. Most of these don't look anything like diamonds, and all are very easily detected by jewelers and gemologists.

There are a number of natural gemstones that are also used as stimulants and diamond imitations. The most commonly used are white sapphire, white topaz, white quartz, and zircon (there are others). These substitutes are also easily detected by jewelers and gemologists.



**Lead Glass Crystal**



**Cubic Zirconia**



**Moissanite**



**Mined Diamond**



**Cultured Diamond**



## SYNTHETIC

Perhaps the most confusing of all the terms is the word "synthetic". Though the FTC currently lists this as an acceptable term, its dictionary definition (made by chemical synthesis, especially to imitate a natural product) is in direct conflict with the definition of truly grown diamonds. Unfortunately, there are many who don't follow the rules and this term is used to confuse and deceive consumers more than any other.

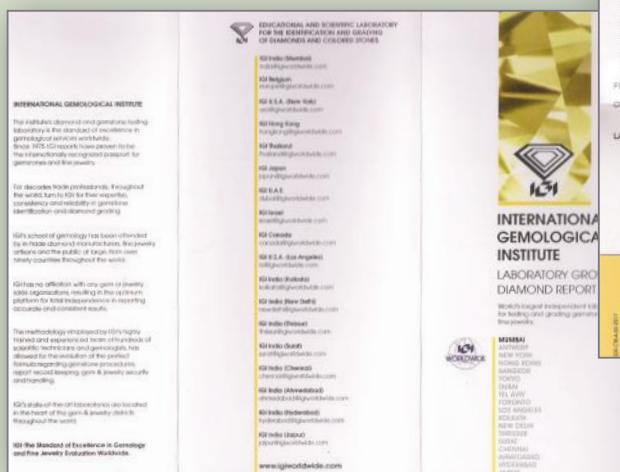
Additionally, in a recent Frost and Sullivan report, an overwhelming number of consumers stated that they understood the term synthetic to be synonymous with "fake". For these reasons, Eco Diamonds does not use not use the term "synthetic".

Although cubic zirconia and synthetic moissanite are man-made, the FTC does not allow the use of the terms "synthetic diamond", "man-made diamond", "lab-created diamond", "lab-grown diamond" or "cultured diamond" to be used in reference to any stimulant or imitation.

## LAB-GROWN & CULTURED DIAMONDS

These terms share the same meaning and are interchangeable. Each of them, when followed by the word diamond, must represent a 100% pure carbon crystal that has been grown in a laboratory and is physical, optically and chemically identical to diamond. Genuine diamonds, grown by lab just like those created by Mother Nature – without the destruction of our planet. There are companies using these terms incorrectly in an attempt to deceive and confuse buyers. They suggest and imply they are selling a "pure carbon diamond" that was cultured in a laboratory, when often they are selling nothing more than a glorified cubic zirconia. The great news is – gemological laboratories can identify cultured diamonds. To protect yourself from fraud, only purchase a cultured diamond that comes with a certificate from a well-known and respected gemological lab.

We guarantee that all Eco Diamonds are pure carbon diamonds grown in a lab. Our diamonds are physical, optically, and chemically identical to earth-mined diamonds.





# BEAUTIFUL & RARE: TYPE IIA DIAMONDS



## **PURE [pyoor]** **-adjective**

1. Not mixed or adulterated with any other substance or material.
2. Free of any contamination.

## WHAT IS TYPE IIA?

Diamonds are categorized into types based on the amount and type of chemical impurities present in the diamond crystal at the atomic level - within the crystal lattice. There are four types of diamonds; Type Ia, Type Ib, Type IIa, and Type IIb. Of these diamond Types, Type IIa is the rarest, pure, and valuable, representing only 2% of all mined diamonds.

### TYPE I DIAMONDS WITH NITROGEN.



#### **TYPE Ia**

Nitrogen atom clusters near colorless to Lt. Yellow 95% of mine are type Ia.



#### **TYPE Ib**

Isolated Nitrogen atoms often Bright Yellow Extremely Rare

### TYPE II DIAMONDS WITHOUT NITROGEN.



#### **TYPE IIa**

No Nitrogen atoms usually Colorless most Pure and Rare



#### **TYPE IIb**

Contain Boron Atoms Blue or grayish-blue Rare

## WHAT MAKES THEM SO RARE?

Type IIa diamonds are almost pure carbon diamonds containing no significant amount of nitrogen in the crystal. Because of the extreme purity of Type IIa diamonds, the natural occurrence of these diamonds is exceedingly rare. When they do occur, the result is an exceptionally colorless crystal that allows light to easily pass through and bounce back producing a gem with stunning brilliance and sparkle.



## TYPE IIA DIAMONDS

### *Are they more valuable?*

Because so few of these perfect crystals occur in nature; the lack of availability, coupled with extreme beauty and demand from high-end collectors, Type Ila diamonds are the most valuable and expensive of all diamonds. You are probably familiar with the 33.1 9ct "Elizabeth Taylor Diamond" (formerly the "Krupp Diamond") that sold recently at auction for \$8.8 Million dollars, or the world's largest cut diamond the "Cullinan", part of the British Royal Scepter, both of which are Type Ila Diamonds.

### *Why should I buy a Type Ila Better Earth Diamond?*

It is true that only the rich and famous have been able to afford these ultra-rare, incredibly pure and extremely beautiful diamonds, until now. Eco Diamonds makes it possible for you to own the rarest, purest, & most beautiful of all diamonds, at an affordable price. If you can have the best, why would you settle for anything less?

### *Eco Diamonds added benefits*

In addition to owning a gorgeous Type Ila grown diamond, you will have the satisfaction of knowing that your Eco Diamond is also certified, guaranteed conflict-free, sustainable, and environmentally-friendly. A New Choice in Diamonds.



# BETTER EARTH DIAMONDS GROWTH PROCESS

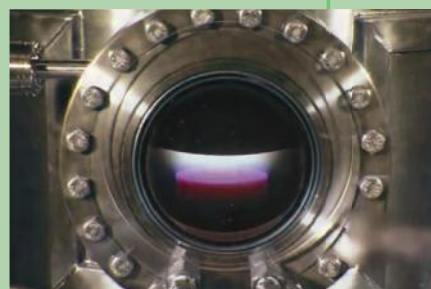
## STAGE 1 SELECT DIAMOND SEED

- Check for the best quality diamond seed.
- Put the diamond seed on a metal disk.



## STAGE 2 CULTURE THE DIAMOND

- The diamond seed is placed into a microwave plasma chemical vapor deposition chamber.
- A plasma ball is created out of Hydrogen.
- Methane is introduced into the chamber.
- Carbon molecules rain down onto the diamond seed.



## STAGE 3 CUT THE DIAMOND

- After 10 -12 weeks a rough diamond is created.
- A laser is used to cut the diamonds.



## STAGE 4 POLISH THE DIAMOND

- Diamonds are faceted into desired shapes by skilled diamond cutters using the same tools and techniques that are used with mined diamonds.



## STAGE 5 BETTER EARTH ARE READY TO SELL

- Eco Diamonds are laboratory certified and laser-inscribed.
- Eco Diamonds are ready to sell to the customers.





# INVEST IN THE DIAMONDS OF THE FUTURE

## 1. ENVIRONMENTALLY FRIENDLY

Better Earth Diamonds do not undermine the natural environment. The carbon footprint of our diamonds is significantly less than that of mined diamonds.



## 2. CONFLICT-FREE

Better Earth guaranteed origin: fully disclosed and committed to transparency with third-party independent laboratory certification.

## 3. SUSTAINABLE SUPPLY

Our 200,000 square foot "Diamond Growing Greenhouse" grows diamonds in approximately 10 to 12 weeks, guaranteeing a continuous supply of grown diamonds.



## 4. EXCEPTIONAL VALUE

Better Earth Diamonds are usually 30% less money than comparable earth-mined diamonds, offering consumers significant savings on their dream diamond or the flexibility to purchase a larger diamond.

## 5. RAREST & PUREST

White and pink Eco Diamonds are "Type IIa" the rarest category of diamonds. Only 2% of earth-mined diamonds are Type IIa.



## 6. REAL DIAMONDS

Better Earth Diamonds are identical to earth-mined diamonds sharing the same optical, physical, and chemical properties. The only difference is the point of origin.

*We care about the future,  
And that's about love.*

THE RIGHT  
CHOICE IN  
DIAMONDS.

SUSTAINABLE  
CONFLICT-FREE  
ECO-FRIENDLY  
CERTIFIED



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