

## OUR COMPANY

As the world's largest distributor of lab-grown diamonds, it is our mission to provide a new choice in diamonds that are beautiful, socially responsible, certified, and sustainable.

We have the world's largest 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. To guarantee origin and to clearly distinguish grown from mined diamonds, we insist that each Pure Grown Diamond over 0.25 carat is laser-inscribed as part of our certification process.

## 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 DIAMONDS

GUARANTEED CONFLICT-FREE  
ECO-FRIENDLY & SUSTAINABLE  
CERTIFIED & LASER-INScribed

PURE & RARE

A GIRL'S NEW BEST FRIEND!

## JOIN US!

Join our movement for the betterment  
of all mankind and planet earth.



# A NEW CHOICE IN DIAMONDS

SUPERIOR QUALITY. EXCEPTIONAL VALUE.



1.888.670.5505  
www.puregrowndiamonds.com



## PURE GROWN DIAMONDS

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

## GUARANTEED CONFLICT-FREE

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

## ECO-FRIENDLY

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

## SUSTAINABLE

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



## CERTIFIED & LASER-INScribed\*

Grown 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.

\*All Pure Grown Diamonds over 0.25 carat are certified and laser-inscribed.



[www.puregrowndiamonds.com](http://www.puregrowndiamonds.com)

## TYPE IIa PURE & RARE

Diamond is the only gem made of a single element. It is typically 99.95 percent carbon. The other 0.05 percent 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 grown and mined, by the level and type of their chemical impurities.

EXTREMELY RARE IN NATURE, TYPE IIa DIAMONDS ACCOUNT FOR LESS THAN 2% OF THE WORLD'S MINED DIAMONDS.

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

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

Type IIa 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 IIa. A renowned example is the "Elizabeth Taylor Diamond," formerly known as the "Krupp Diamond," a 33.19 carat Type IIa diamond.

OUR WHITE AND PINK PURE GROWN DIAMONDS ARE CERTIFIED AS TYPE IIa, the choice of diamond connoisseurs, and guaranteed to be conflict-free, environmentally friendly, and sustainable.