

Lab-Grown Diamonds: Let's be completely clear, Part 1



As Lab-Grown Diamond (LGD) sales continue to grow with no end in sight, complete transparency – for you and us – has never been more important. None of us want to damage trust by selling a LGD as a Natural Diamond or a natural as a Lab-Grown diamond. LGDs are chemically, optically, and physically similar to Natural Diamonds, however they are created in a lab rather than 150 miles below the earth's surface. LGDs have scintillating radiance, at a more attractive price. All customers need to know this.



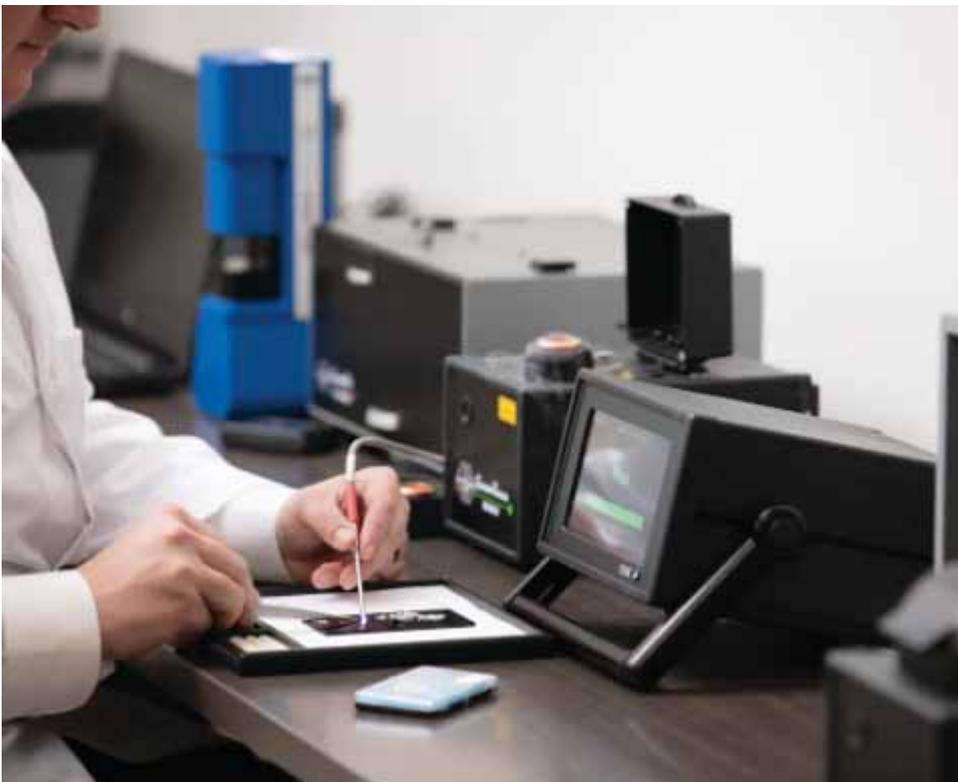
In this first blog on transparency, we'll look at how we make sure you know you are buying an LGD from Stuller. And the second blog will discuss your responsibilities when selling a LGD or LGD-set jewelry.

The following steps mark the individual efforts Stuller takes to provide you with transparency in [purchasing Lab-Grown Diamonds](#) from us.

Buy from reputable partners

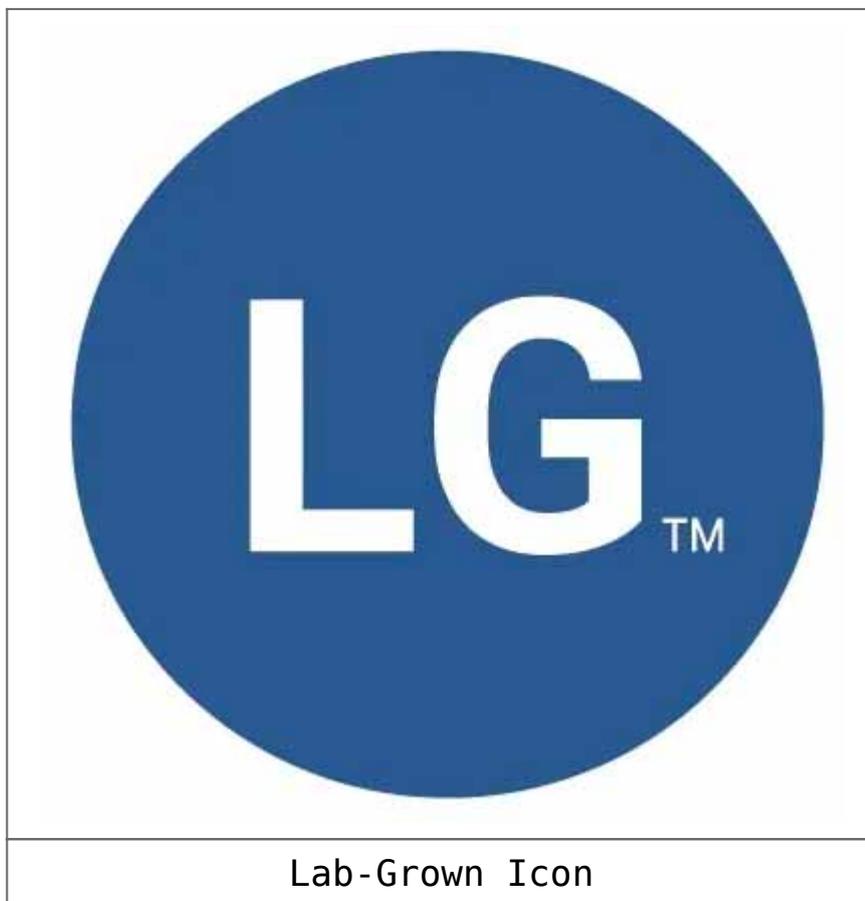
If we don't know exactly what we're buying and receiving, how can we give you that same assurance? We purchase our Lab-Grown Diamonds from reputable vendors with a proven track record, and they are required to screen their product before shipping it to us. We back this up by screening all colorless and near-colorless Diamonds that enter our facility.

Stuller has a strategic service arrangement with GIA (Gemological Institute of America®). As an independent entity from Stuller, located in our facility, it is staffed by GIA's screening specialists, who use GIA's proprietary technology to perform the work. GIA's instruments screen round melee diamonds in sizes 0.005 CT through 0.24 CT. The technology also sorts and color grades (D-to-Z) natural diamonds into color ranges. You can learn more in our [Diamond Screening Guide](#).



Labeling

When you shop on Stuller.com, Lab-Grown Diamonds have their own clearly marked categories to eliminate confusion. All loose LGDs and LGD set jewelry – online and in catalogs and brochures – have the LG badge in a particular blue color. And all product descriptions include “lab-grown diamond.” If you shop by phone, our Diamond Specialists specifically address Natural Diamonds vs. LGDs and explain the differences so you can share this information with your customers.



Storage & Protocols

We store Lab-Grown Diamonds in separate vaults from our Natural Diamonds. And to avoid any possibility of mixing them, Diamond Specialists cannot have both types of diamonds on their desks at the same time.

Packaging & Invoices

We sell three levels of Lab-Grown Diamonds: large stones with a GCAL certificate or IGI report, large stones without reports, and melee. We store and ship the large LGDs with reports in a distinctive blue box that you can immediately identify as an LGD. The large stones without reports and the melee arrive wrapped in a blue paper nearly identical to the box color.

Your invoice will also state that you purchased one or more Lab-Grown Diamonds.

If you have any further questions about Lab-Grown Diamonds, call 800-877-7777, ext. 5 to speak with a Diamond Specialist.

Watch for the follow-up transparency blog later this month. It will address what and how you need to share LGD information when you sell them.