

DIAMOND TERMINOLOGY GUIDELINE- UNITED STATES OF AMERICA

INTRODUCTION AND REFERENCE

Six of the leading industry organizations have developed this guideline to encourage full, fair and effective use of a clear and accessible terminology for diamonds, laboratory-grown diamonds and imitations of diamonds by all sector bodies, organizations and traders in the United States of America. This document is dated **September 2018**.

This **Diamond Terminology Guideline** refers to two internationally accepted standards: the **ISO 18323 Standard** (“Jewellery – Consumer confidence in the diamond industry”) and the **CIBJO Diamond Blue Book**, as well as to the **FTC Guides for the Jewelry, Precious Metals, and Pewter Industries** issued in July 2018. While worded differently, practical implications of all three documents when it comes to terminologies are largely compatible.

DEFINITIONS

The **ISO 18323 Standard** and the **CIBJO Diamond Blue Book** state that:

- A **diamond** is a mineral created by nature; a “diamond” always means a **natural diamond**.
- A **laboratory-grown diamond** is an **artificial product** with essentially the same physical characteristics as a **diamond**.
- An **imitation diamond**, also named a **diamond simulant**, is an **artificial product** that imitates the appearance of diamonds without having their chemical composition, physical properties or structure.
- A **gemstone** is a **mineral of natural origin** that is used in jewelry for reasons of combined beauty, rareness and intrinsic value.

The **July 2018 FTC Jewelry Guide** states that:

- A **diamond** is a mineral consisting essentially of **pure crystallized carbon**.

TERMINOLOGY

The **ISO 18323 Standard** and the **CIBJO Diamond Blue Book** state that, when referring to **laboratory-grown diamonds**, you should :

- **Use one of the following authorized qualifiers:** “synthetic”, “laboratory-grown” or “laboratory-created”
- **Not use the following terms:** “cultured diamonds” and “cultivated diamonds”.
- **Not use the following terms:** “real”, “genuine”, “precious”, “authentic” and “natural”.

The **July 2018 FTC Jewelry Guide** state that, when referring to **laboratory-grown diamonds**, you should :

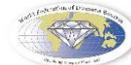
- **Use the terms** “laboratory-grown”, “laboratory-created”, [manufacturer name]-created or some other phrase of like meaning conveying that the product is not of natural origin. Only use “synthetic diamond” when referring to a laboratory-grown diamond, and not to a diamond simulant.
- **Use such terms with equal conspicuousness immediately before** the word “diamond” to disclose clearly the origin of the product.
- **Not use the terms** “real”, “genuine”, “natural”, “precious” or similar terms.
- **Qualify the use of the term** “cultured diamond” by a clear and conspicuous disclosure conveying that the product is not of natural origin.

RECOMMENDATION

To comply with **ISO 18323 Standard**, the **CIBJO Diamond Blue Book** and the **FTC Jewelry Guides**:

- **Only use the term** “diamond” without a qualifier if you are referring to a diamond of natural origin.
- **Do not use the terms** “real”, “genuine”, “natural”, “precious” or similar terms when referring to a laboratory-grown diamond or a diamond simulant.
- **Use the terms** “laboratory-grown”, “laboratory-created” or “synthetic” when referring to laboratory-grown diamonds and place them right before the word diamond.
- **Do not use the following confusing expressions:** “natural treated diamonds” and “treated natural diamonds”, simply use “treated diamonds”.

SUPPORTED BY :



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