



ETHICA *diamonds*



## OUR STORY

The journey towards our earth-friendly diamond business has been an organic process from humble beginnings. It entwines several different passions, environmental and ethical good practice, sustainability and the delivery of excellent customer service, but most of all .. making people happy!

Many years ago I visited a jeweller's in my local town and from the moment I walked into the shop, I had an overwhelming feeling that I was considered to be insufficiently wealthy, a feeling that made me feel quite inadequate. I now know that I was not alone in my experience; similar feelings have been shared by many of us, as this retail sector has a reputation for being pretentious and judgemental at times. It often leaves us feeling quite disappointed, disempowered and not really wanting to repeat the experience anytime soon. An investigation of the diamond jewellery industry caused me to consider whether a more ethical and environmentally friendly alternative might be possible and whether jewellery shopping in the future, could be a much different experience than most of us share today.



Following 2 years researching industry practices and the diamond supply chains, my awareness grew, and so did my passion. This journey has inspired me to bring to people a better and more truthful understanding of diamonds and the industry itself, at a time when we now look more deeply into the origins of what we purchase.

KinetiQue Jewellery was founded in 2011, which was the first form of the business and as technology improved, a retailer relationship was established with the manufacturers of the Ethica Diamond, a unique and innovative man-made diamond that matched the ethos of our business. Since then, we have grown and developed, and the rebrand to Ethica Diamonds reflects these changes.



MY CHILDREN, EMILY AND TOM, HAVE BEEN A TRUE BLESSING TO ME  
AND I WILL ALWAYS BE SO GRATEFUL TO HAVE SUCH BEAUTIFUL  
PEOPLE IN MY LIFE

In the early years, my children, Emily and Tom, would come home from school, and see me working all the time, seeing me grow the business whilst I learnt how to build a website from nothing... yet they were always so encouraging and supportive towards me and never complained. In 2016, Emily decided to join me after completing her studies, which has turned into the most rewarding and humbling experience. We have all always had the most close and understanding relationship, which has strengthened through our joint passion. Although it's a lot of hard work, we truly believe in what we do, and the response has been overwhelming.

- ◆ Our aim is to make every customer feel like they are our only customer!
- ◆ We will never encourage you to spend more than you are comfortable with, or make you feel that your budget is too little.
- ◆ We will never make you feel disempowered, or that you're asking for too much.
- ◆ We will always be delighted that you are purchasing jewellery from us.
- ◆ Even after spending 10 years making beautiful engagement rings and wedding jewellery for our customers, we never tire of sharing such a meaningful time and we will always feel extremely privileged to be a part of your special journey.



# RING SIZE GUIDE

## Ring Sizer

This ring sizer is for guidance only.

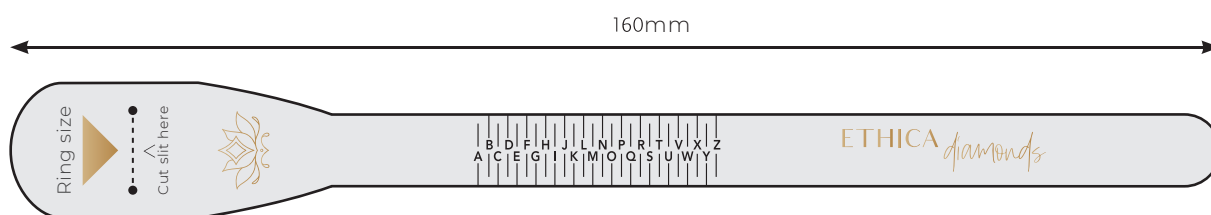
We advise professional sizing be carried out at any local jeweller to be certain of the correct size.

We use the Wheatshaf measuring stick which is the industry standard for finger sizing. Some jewellers use different measuring sticks and they can sometimes measure differently, so ask if they use the Wheatshaf version if possible. It is always worth making sure that you have it right from the start, to avoid possibly having to return your ring to have it re-sized, with the time and cost involved in that.

### To measure please do the following:

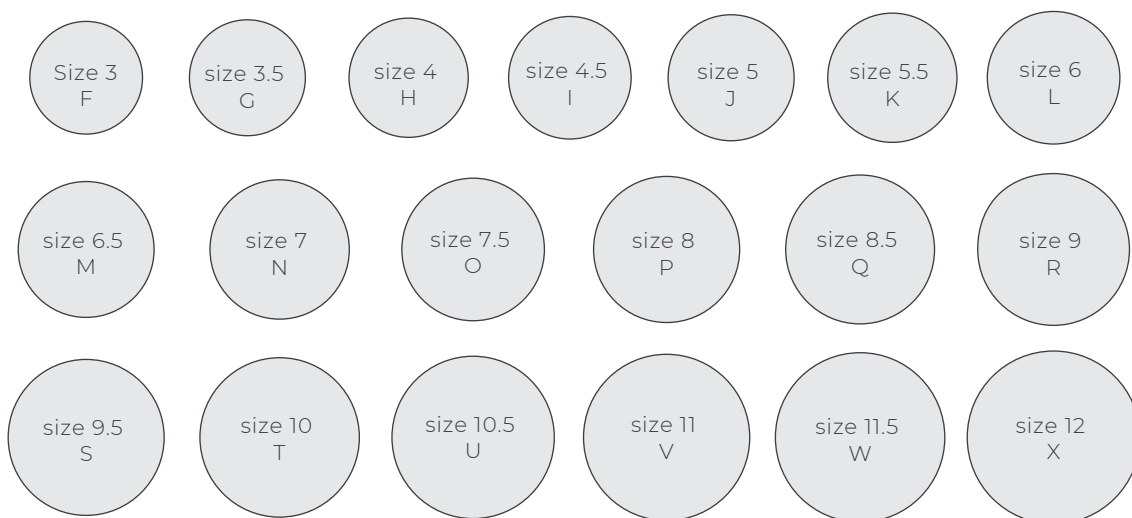
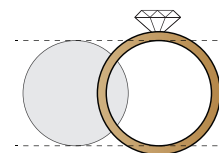
1. Print this document at 100% scale. Check printer properties to confirm the scale I set to either none or 100%
2. Once printed, measure the ring sizer's length to ensure it measures 160mm
3. Cut out the ring sizer, pinch the edges together to allow the slit to be cut safely with scissors
4. Thread the end of the pointed part through the slit, slip the sizer over the finger being measured
5. Adjust the slider so that the formed paper ring sits comfortably around the finger, is slightly relaxed, so it slides with a little resistance over the knuckle
6. Read the figure that corresponds against the arrow

It is important not to have the ring sizer too tight otherwise the reading will be significantly inaccurate



## Ring Size Guides

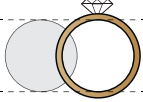
To find the size of an existing ring, print this page at 100% (do not scale) & then place the ring you wish to check over the circles. Look through your ring & observe the outline which most closely matches. If the ring size lies between two, then the half size will be that of the smaller circle plus a half.



Centimeter



## RING SIZE CHART

| <div style="display: flex; align-items: center; justify-content: space-between;"> <span>INSIDE<br/>DIAMETER</span>  </div> |    |       |        |
|---|----|-------|--------|
| MM  | UK | US    | EUROPE |
| 14.6  | F  | 3     | 44.2   |
| 15  | G  | 3.5   | 45.1   |
| 14.6  | H  | 4.25  | 46.5   |
| 15  | I  | 4.5   | 47     |
| 15.4  | J  | 5     | 48.5   |
| 15.8  | K  | 5.5   | 50     |
| 16.1  | L  | 6     | 51     |
| 16.5  | M  | 6.5   | 52     |
| 17  | N  | 6.75  | 53.5   |
| 17.3  | O  | 7     | 55     |
| 18  | P  | 7.5   | 56     |
| 18.2  | Q  | 8     | 57     |
| 18.6  | R  | 8.5   | 58.5   |
| 19  | S  | 9     | 59.5   |
| 19.5  | T  | 9.5   | 61     |
| 20  | U  | 10    | 62     |
| 20.3  | V  | 11    | 64     |
| 20.6  | W  | 11.5  | 65.5   |
| 21.2  | X  | 11.75 | 66.5   |
| 21.5  | Y  | 12    | 67.5   |
| 21.9  | Z  | 12.5  | 68.75  |



## RING FINISHES

Everyone is different, we know that, which is why we offer a variety of different opportunities to make your jewellery unique.

A plain gold wedding ring used to be the only option, decades ago, but now there is a huge range of choices, with different colours, styles, and shapes, as well as a selection of rings in two metals, or with designs on, like these.



A



B



C



D



E



F



G



H



I



J



K



L



M



N



O



P



Q



R



S



T



U



V



W

## ENGRAVING

Engraving is available on all of our wedding rings in either script or block font. We can also take a handwritten message from you in your own handwriting style. Please contact us for more information.

*I LOVE YOU*

SCRIPT

*I love you*

BLOCK



## RING PROFILES



### CLASSIC COURT

A traditional shaped ring, rounded on the inside for a more comfort fit



### CLASSIC D SHAPE

Slight court inside for comfort, with a distinctive domed outer appearance



### CLASSIC FLAT COURT

A contemporary shaped ring, rounded on the inside for a more comfortable fit



### FLAT D SHAPE

Flat inside for closer fitting, with a distinctive domed outer appearance



### CONCAVE

A contemporary shape, slightly rounded inside with a stylish concave feature



### FLAT

A simple plain wedding ring that has a very substantial feel



# THE ETHICA DIAMOND

Ethica Diamonds are the ethical choice, the eco-friendly choice, and a sustainable alternative to mined diamonds.

When diamonds are mined, there is huge cost to the environment, damage to eco-systems, destruction of habitats, and poisoning of water sources. The humanitarian cost includes exploitation, poor working conditions, low pay (if any) and dubious practices with regards to the indigenous people and their way of life.

Ethica Diamonds have none of this and can be bought with a clear conscience. Your special pieces of jewellery, that won't cost the earth.



## STRENGTH AND BEAUTY

The Ethica Diamond is a man-made diamond that has the toughness, longevity, brilliance and independent grading which exactly matches that of pure diamonds.

Every stone is consistently VVS1 in clarity, D-E in colour, and Ideal cut. Every round brilliant Ethica Diamond is cut to Hearts and Arrows, which is the best cut available.



## GRI CERTIFIED

Every Ethica Diamond is certified independently by The Global Gemological Research Institute, a grading authority using international standards.

GRI provides professional and fair appraisal services for gemstones and is trusted by the industry. Their laboratories are located in the heart of the gem & jewellery districts throughout the world.



## PEACE OF MIND

We understand a shadow of doubt exists when purchasing a product online and we believe that by allowing you to touch, hold and see your chosen engagement ring, wedding band or diamond jewellery before making your final decision conveys the confidence we have in the quality of our products, and our commitment to our customers, society and the Earth. That's why we give you a full 30 day home approval on every purchase.

The Ethica Diamond is a unique and very specific man made product which is very close in structure, composition and hardness to diamond offering the same toughness and longevity. It is grown under strict conditions and is cut and fully faceted to exact diamond proportions, giving it incredible depth and realism. This stone truly radiates the same sparkle and brilliance as the most expensive Earth mined diamonds and are made to last forever.

It is also independently certified by a trusted global research institute and each stone is laser marked for identification and verification purposes. The certificates that we provide are also a trusted means of insuring any piece of our jewellery. Every stone is consistently VVS1 in clarity, D-E in colour, and Ideal cut, or Hearts and Arrows cut in the case of round brilliants, which is the best cut available.

Optically identical to a mined diamond, the Ethica Diamond matches the finest natural diamonds for brilliance, hardness and longevity and each stone is certified independently by The Global Gemological Research Institute, a grading authority using international standards.





## DESIGN YOUR DREAM

Our bespoke team are at hand to help you craft your dream piece of jewellery. From engagement rings to individual pieces of diamond jewellery, our designers will help your dream become a reality.

Whether the item is for yourself or a loved one, you know the design you want better than anyone. That's why we will work with you to design and create a unique piece of jewellery, such as an engagement ring, that perfectly reflects the recipient's personality and style.

The process is all about creating a masterpiece especially for the individual that will be cherished forever. Bespoke design works for all of life's special moments, from engagements and weddings, to birthdays and anniversaries, as well as other milestone occasions. And for us, it's a real privilege to be a part of it all.



EVERY PIECE OF OUR JEWELLERY IS  
HAND-FINISHED USING  
TRADITIONAL METHODS, FOR THE  
MOST INTIMATE AND PERSONAL  
BESPOKE DIAMOND JEWELLERY  
JOURNEY IMAGINABLE.

Our workshop has over 25 years experience of handcrafting jewellery, so you can place your confidence in us to transform your ideas and inspirations into beautiful diamond jewellery, that is hand finished to the highest possible standard in our Jewellery Quarter workshop.



YOUR STORY IS AT THE HEART OF OUR ETHOS AND WE WANT TO HELP YOU TELL IT

Being ethical is at the core of our ethos, and that includes being ethically priced. We can tailor your idea to suit the recipient and create a truly beautiful piece without the scary price-tag. Jewellery created using the Ethica Diamond will cost less than an item with equivalent mined diamonds from a high-street jeweller.





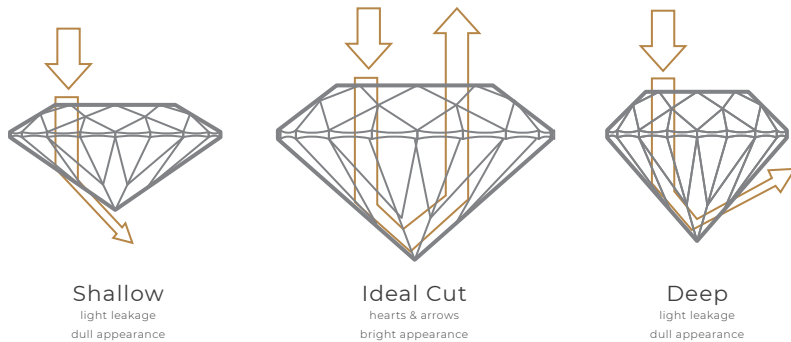
# DIAMOND BUYERS GUIDE



In order to get the perfect diamond for your diamond jewellery, there are several factors to consider. You've read about the 4Cs of diamond education, but here, we briefly touch on our 7Cs of diamond factors you should consider before making your diamond purchase.

## I. DIAMOND CUT

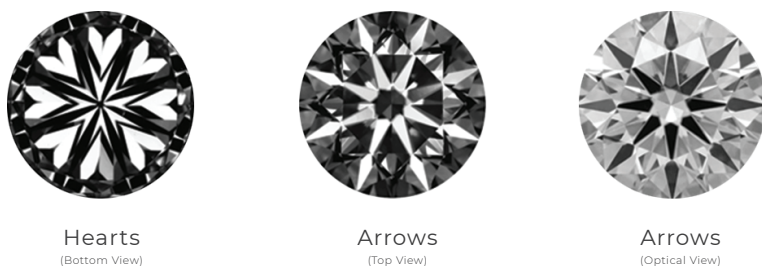
As the only characteristic not influenced by nature, the cut determines the light dispersion of the diamond. This has the greatest influence on overall appearance and sparkle, and is far more than the shape into which the rough diamond has been polished.



### HEARTS AND ARROWS DIAMONDS

During the 1980s in Japan, it was discovered that when a round brilliant diamond with exceptional symmetry was viewed from the bottom through a special viewer, a pattern of hearts could be seen, and when viewed from the top, showed eight grey arrowheads. Diamonds displaying such exceptional symmetry account for less than 1% of all diamonds cut. The Hearts and Arrows cut has 58 facets and to achieve it and they are cut under 100x magnification. The highest grades of polish, symmetry and perfect cutting angles allow it to reflect more light than a standard cut diamond and these (H&A) diamonds are considered to be the Rolls Royce of perfectly cut round diamonds.

Every Ethica Diamond is individually hand cut to the highest diamond grading guidelines and every round brilliant Ethica Diamond is cut to Hearts and Arrows specification.



There are many ways of cutting diamonds, some of which are more suited to different styles (eg Art Deco), or shapes of jewellery. The Ethica Diamond can be created in a wide variety of shapes, including:



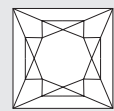
ROUND



OVAL



CUSHION



PRINCESS



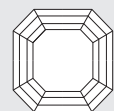
PEAR



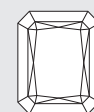
EMERALD



MARQUISE



ASSCHER



RADIANT



HEART



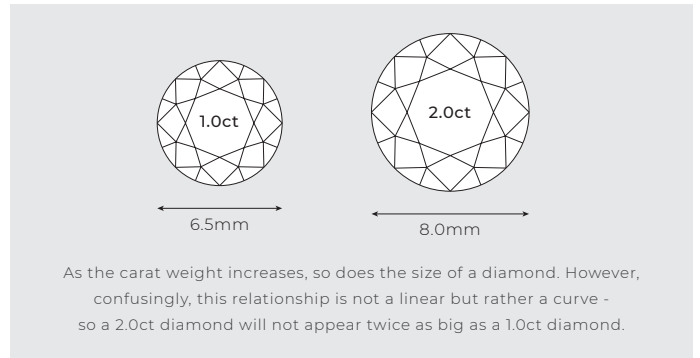
# DIAMOND BUYERS GUIDE

## 2. DIAMOND CARAT

Pretty things may come in small boxes, but what's in those boxes better be big. That is, yes, size does matter. However - carat weight is not the same thing as size - how large a diamond appears is also dictated by other factors such as shape and cut, so it is important to understand carat weight beyond the value it is generally and often mistakenly ascribed.

Instead of grams or kilos, diamonds are weighed in carats (not to be confused with gold's Karat which signifies purity).

It is also worth knowing that some cuts are flatter than others, so, for example, a 2 carat emerald cut diamond will appear larger than a 2 carat round brilliant, which is much deeper.



## 3. DIAMOND CLARITY

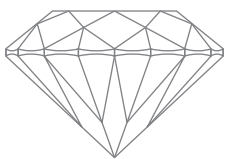
When diamonds are formed, deep underground and under extreme pressure and heat, imperfections in the crystal structure can form and mineral impurities become trapped inside the stone. The size of these impurities and imperfections determine the clarity grading of a diamond. Diamonds without such impurities are very rare.

The grading scale starts from Flawless / Internally Flawless (FL/IF), Very Very Slightly Included (VVS1/VVS2), Very Slightly Included (VS1/VS2), Slightly Included (SI1/SI2) to Included (I1, I2 and I3).

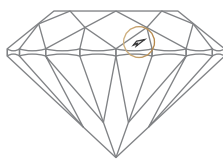
The more inclusions (also known as natural birthmarks) a stone has, the weaker the lattice structure is which can cause the diamond to fracture. More expensive diamonds have less inclusions.

|                |                             |
|----------------|-----------------------------|
| FL             | FLAWLESS                    |
| IF             | INTERNALLY FLAWLESS         |
| VVS1<br>VVS2   | VERY VERY SLIGHTLY INCLUDED |
| VS1<br>VS2     | VERY SLIGHTLY INCLUDED      |
| SI1<br>SI2     | SLIGHTLY INCLUDED           |
| I1<br>I2<br>I3 | INCLUDED                    |

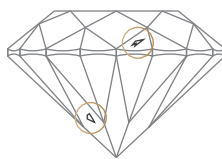
Ethica Diamonds are man-made, and they are consistent in clarity. Every gemstone is VVS1-IF, the best grade available in nature. Imperfections in diamonds make the structure weaker and so because of the very nearly Flawless clarity of every Ethica Diamond, they are exceptionally tough in comparison to the average mined diamond.



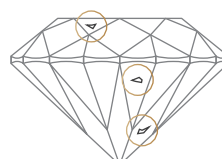
**FL / IF**  
FLAWLESS /  
INTERNALLY FLAWLESS



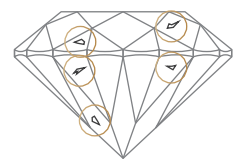
**VVS1 / VVS2**  
VERY VERY  
SLIGHTLY INCLUDED



**VS1 / VS2**  
VERY SLIGHTLY  
INCLUDED



**SI1 / SI2**  
SLIGHTLY  
INCLUDED



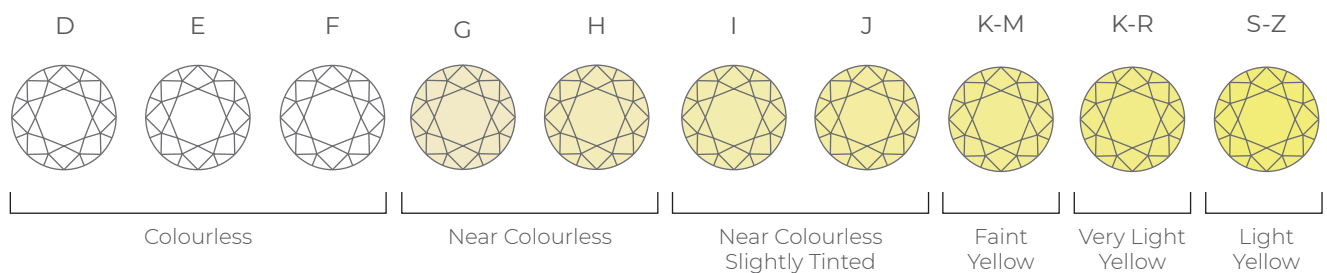
**I1 / I2 / I3**  
INCLUDED

# DIAMOND BUYERS GUIDE

## 4. DIAMOND COLOUR

For white or colourless diamonds, the diamond industry has adopted an alphabetical colour scale from D to Z, with D as the highest grading. These grades actually refer to a lack of colour in a diamond, with the whitest grade being D, and that's D for most desirable and most expensive.

As you go down the scale, the diamond starts to develop a yellow or brown tint and are both less desirable and cheaper. Every Ethica Diamond is graded D-E and are consistent in colour, regardless of the cut or size. . \* Come and talk to us about coloured diamonds - that's a different subject altogether!



## 5. DIAMOND CERTIFICATION & INSCRIPTION

Diamond certificates are issued to confirm a stone's technical characteristics and identity. Therefore, ensuring your diamond is certified by an independent and recognised certification laboratory is essential for an unbiased assessment of the stone's quality. Leading diamond certification organisations issue a unique number for every diamond to protect the consumer. This number is usually laser inscribed on the diamond's girdle and can be easily verified with a magnification loupe. This assures the diamond you are buying is the one that has been certified.

Each Ethica Diamond over 0.35 carat is individually laser inscribed and certified independently by The Global Gemological Research Institute, a grading authority using international standards.

## 6. DIAMOND CONFLICT

Unfortunately, diamonds that are labelled as conflict-free are still not the answer for those who desire an ethical diamond. The Kimberley Process Certification Scheme that certifies mined diamonds as "conflict free" is flawed and according to their definition, a conflict free diamond is "a diamond that hasn't financed rebel movements against recognised governments". This means that these so called "conflict-free" diamonds may still have origins associated with violence, human rights abuses and environmental degradation. How can a diamond claim to be "conflict-free" when it's still in conflict with human rights, in conflict with harmony on earth and in conflict with the environment?

What's more, the Kimberley process is highly vulnerable to smuggling and forged certification, meaning that a blood diamond could still be certified as "conflict-free".

The truth is, there is no such thing as a conflict free diamond that has been dug up from the Earth.

Purchasing a created diamond sets you apart from the entire mined-diamond industry. You are not supporting environmental damage, human rights abuses, or dubious ethical practices. We guarantee it. The Ethica Diamond is designed to be created in a way that harms nothing; no person, no animal, no land, and not the customer's pocket either.





# DIAMOND BUYERS GUIDE

## 7. DIAMOND COST

### Environmental Cost

Ever since the production of laboratory grown diamonds began in 1953, a debate has raged regarding which is better: Natural or lab-grown. The argument has become more relevant than ever since technology has become advanced enough to produce gem-grade diamonds suitable for jewellery.

Despite the argument regarding which diamonds are better, lab diamonds have one major advantage over natural diamonds: A smaller overall impact on the environment. That advantage is leading many customers to abandon natural diamonds in favour of lab grown. The humanitarian consequences are minute compared to mined diamonds, as are the environmental costs and there are several ways in which lab-grown diamonds have less of a negative impact than natural diamonds.

### Monetary Cost

Diamonds are priced on the merits of the colour, cut and clarity and the better the credentials, the more expensive diamonds are. The supply of them is controlled which keeps the cost of them artificially high. In addition, the bigger you go in carat size, the increase in cost is not based on a linear scale, due to these larger stones being less plentiful. The cost therefore increases exponentially and bigger, better diamonds are more often than not, way outside budget. This results in a compromise in the credentials and the preferred stone size and is often quite a disempowering buying experience.

Mined diamonds are more common than we are led to believe, and their price at which they are sold is carefully regulated. The reason for this is that the supply of diamonds is controlled by a cartel of diamond producers, and the pricing is set by them, according to the cut, carat, clarity and colour of the gems. They have produced their own pricing table which is used as the reference guide to look up how much diamonds are sold for.

The cost of a mined diamond and its value are two wildly different things. The cost is what you pay for it, and the value is often only a small percentage of the original cost, which you would discover if you attempted to sell a mined diamond ring back to a jeweller. You simply would not be able to recoup the cost because diamonds are sold at an over inflated retail cost but bought back at a fraction of the wholesale cost, if you can sell it at all.

However, what isn't obvious is that laboratory diamonds (CVD/HPHT) are also sold to the consumer in the same way. In other words, the price of CVD/HPHT diamonds are sold based on the same artificial pricing structure as natural diamonds are sold, operating on a non linear scale with a huge mark up. Natural diamonds retail for thousands of pounds and the price is often tens of thousands for a slightly bigger stone CVD/HPHT diamonds are sold for around 30% -40% less than the cost of a similar quality natural stone. Between a 1 carat and a 1.5 carat for example, the price becomes unaffordable for most.

You may have wondered, if these stones are made in a lab and so easily produced in huge quantities, why are they still almost as expensive as natural diamonds? The reason for this marketing and pricing strategy is simple. When CVD/HPHT diamond started to penetrate the market, it posed a real threat to the natural mined diamond industry's empire. To price a product that is made in mass which is fairly priced based on research, development, and a modest mark up for marketing costs would have a catastrophic effect on the diamond industry.

The result is that consumers are forced to pay a disproportionate amount of money for something that is priced based on an archaic, dishonest pricing strategy. The pricing is set according to the mined diamond pricing table, minus 30-40%. The reason why they are cheaper than mined diamonds is not because they are inferior in any way, but because they are being marketed as such which maintains the smoke and mirrors illusion that mined diamonds are "worth" more. But you will still pay too much for a laboratory grown diamond.

### Your diamonds cost so much less than mined diamonds, and even most lab-grown diamonds. Why is that?

Ethica Diamonds are priced according to the cost of manufacture, and other overheads and are man-made using all the credentials of the finest mined diamonds and laboratory grown diamonds. The other good news is that they are fairly priced on a linear scale, and the cost is based ethically on research and development, not artificially inflated. This means that you can have a bigger, better diamond for a fair price that will also last the test of time. People choose us for our 5 star commitment to customer service and our customers are happy to have the opportunity to purchase a beautiful stone that is not only affordable, but is a true gift from the heart which possesses the longevity and aesthetic beauty that a diamond does. It has not caused humanitarian or environmental harm and the profits are not entangled with dubious practices.





## METAL TYPES

### FAIR-TRADE GOLD

Ethica Diamonds use recycled or Fair trade precious metals in all of our fine Jewellery, as a part of our commitment to environmental responsibility.

We guarantee our customers eco-friendly gold and platinum of the highest quality.

We can choose recycled metals to decrease the global demand for newly mined materials. This will help diminish the environmentally and socially destructive effects of metal mining practices. Because precious metals can be recycled repeatedly with no degradation in quality, they are a naturally renewable resource.

Ethica Diamonds uses Fairtrade gold, which is produced by small-scale gold producers, working to international standards governing fair pay, and future investment in the mining communities. There is a slight premium on Fairtrade gold, over recycled gold for this reason.

It is not yet possible to purchase viable quantities of Fairtrade platinum, although this may become possible in the next few years.



### GOLD PURITY

Pure gold is too soft for everyday wear, so it is alloyed with a mixture of metals like silver, copper, nickel and zinc to give it strength and durability. Karatage, denoted by a number followed by "k" indicates purity, or how much of the metal in a piece of jewellery is gold. Karatage is expressed in 24ths, making 24k gold, 100% gold.

We craft our jewellery using 18k which is composed of 75% gold, which is alloyed with other metals to make it strong enough for everyday wear.

| Karat | % Gold |
|-------|--------|
| 24    | 100    |
| 22    | 91.7   |
| 18    | 75.0   |
| 14    | 58.3   |
| 10    | 41.7   |

### WHITE GOLD

18k is 75% pure gold mixed with white metals such as silver and palladium. The result is a grey coloured gold. In order to give the gold a "white look", many jewellers plate their white gold with rhodium. This is very, very hard and gives a beautiful lustrous finish but it does wear thin over time on rings. If you wear your ring everyday, expect that it should be re-rhodium plated approximately every 12 to 18 months.

Ethica Diamonds use palladium rich gold for all of our white gold diamond jewellery, because it is kinder to the environment and has a more natural white appearance that does not necessarily need rhodium plating.

### YELLOW GOLD

Natural gold and colour-saturated alloys are what give yellow gold jewellery its rich shine. The alloys most commonly used, are copper with a red hue, and silver featuring a green hue. An expert mixture of copper, silver and pure gold gives this precious metal its signature warmth and a lovely rich colour. Like all gold jewellery, yellow gold needs to be polished every 12-18 months depending on how often it is worn.

### ROSE GOLD

The beautiful pink hue of rose gold jewellery is created by using a copper alloy. Again, the overall percentages of metal alloys is the same for rose gold as it is for yellow or white, there is just a different mixture in what alloys are used. 18k is commonly 75% pure gold and 25% copper. Although the names are often used interchangeably, the difference between red, rose, and pink gold is the copper content – the higher the copper content, the stronger the red colouration. Since rose gold is an alloy, there is no such thing as "pure rose gold". A common formulation for red gold is 50% gold and 50% copper.



## METAL TYPES

### PLATINUM

Platinum is a naturally occurring, lustrous white metal, that never discolours or tarnishes, and is our most popular metal for engagement rings and wedding bands. Its naturally white sheen will never fade, and accentuates the sparkle and brilliance of a diamond.

Platinum will last forever, making it the ultimate symbol for true, enduring, and everlasting love and is extremely durable. Its density makes it the most secure setting for your diamond or precious gemstone. All of our platinum rings are crafted with platinum prongs for setting loose diamonds and because platinum is a naturally white metal, re-plating is unnecessary; it will always hold its beauty.



WE CRAFT ALL OF OUR JEWELLERY AND SET ALL OF OUR STONES IN THE UNITED KINGDOM  
WITH THE STRICTEST LABOUR, SAFETY PRACTICES AND FAIR WAGES.

Because of its pure properties, platinum is naturally hypoallergenic and will therefore not irritate the skin, ideal for those with sensitive skin issues. Allergic reactions occur when alloys are used to process other metals other than platinum.

Platinum is one of the world's most rare precious metals; in fact, 30 times more so than gold and is 95% pure compared to gold, which is 75% pure. Annually, only about 133 tons of platinum are mined, compared to around 2,000 tons of gold. Our platinum is 95% pure (5% iridium, palladium, ruthenium, and other alloys),

Platinum is also denser than gold, so the same piece of diamond jewellery made in platinum would be approximately 1.4 times heavier than in 18ct gold of the same design. Usually the price of metal is calculated based on gram weight; the heaviness or density is another contributing factor that makes Platinum jewellery more expensive.

It is not only denser but also stronger than gold and will require less maintenance over the years. The most appealing characteristic of platinum is its durability. Each time other metals are scratched or polished, a tiny bit of the metal is lost, but not with platinum. A scratch in platinum may leave a mark on the metal, but it is so strong that it will not readily chip or splinter.

### ETHICAL JEWELLERY, ETHICAL PRACTICES

Additionally, we are committed to responsible labour practices. Many diamond jewellers outsource their production to countries where labour and environmental standards are weak or poorly enforced. While this may reduce cost, it often comes at the expense of product quality as well as worker health and safety.





We are open 10.00am to 4.00pm, Monday to Saturday by appointment only.

Ethica Diamonds - Fine Jewellery Boutique  
Suite 1 - Mansion House  
Prince's Street  
Truro  
TR1 2RF  
United Kingdom

01872 222248  
[info@ethicadiamonds.co.uk](mailto:info@ethicadiamonds.co.uk)

