



ETHICA *diamonds*



CORNWALL



CARE GUIDE

Our mission is to develop a more responsible and sustainable jewellery brand.

Thank you for joining us.

Front cover: Evangelina, 1.0ct, 18k Yellow Gold

# CARING FOR YOUR JEWELLERY

What we love, we look after. You've now received your Ethica ring (or other piece of jewellery) – it's yours to keep forever. Taking care of precious metals, diamonds and gemstones is easier than you think.

With a little tender loving care, you can go a long way to keeping your jewellery in excellent, sparkling condition that can be enjoyed for generations to come.



Florence, 1.0ct 18k White Gold

Diamond is the hardest mineral we know of, but just like your lab created diamond/s, and semi precious gemstones, they are not indestructible. They can be scratched, chipped or split by sharp edges. No one wants that, so take care when wearing and storing your diamond jewellery.

The lustre and patina of gold is gorgeous. It does not tarnish or fade over time. In its purest form however, it is very soft and care should always be taken not to scratch or knock it.

We recommend that you wear rings of a similar karat together, e.g. your wedding and engagement ring, as the higher the karat of gold you wear, the softer the metal and one may wear down the other over time.

Gold should be cleaned regularly in order to maintain its beauty. A soft, lint free cloth is a very effective way to keep gold jewellery looking beautiful. Gold does not like chlorine or bleach so be aware of this when in a swimming pool or hot tub.

Platinum develops a natural patina that many people prefer over the "just polished" look. When this happens, you can send it to us or take it to your local jeweller to have it re-polished back to its new high gloss finish, if preferred.

Coloured Ethica Diamonds, for example, blue, intense pink, fancy yellow etc have to undergo a special post treatment process which gives them the desired colour. It is important to remember that these gemstones cannot be exposed to polishing, high heat or ultra sonic cleaners.



Nouveau Set, 1,25ct, Platinum

# TO CLEAN YOUR JEWELLERY

Fill a dish with hot soapy water – it is important to clean your jewellery away from the sink.

After soaking your ring in water for a few minutes, use a soft baby's tooth brush to clean it – paying attention to all the stones and the setting.

Once done, simply pat dry and buff with a polish cloth.

We offer an Annual Maintenance Service for your jewellery, where we will check the setting and the gemstones and professionally deep clean. Visit our Services page on our website for more details.

We hope this helps you to take care of your jewellery, and that your purchase gives you a lifetime of pleasure.

# OUR RECOMMENDATIONS



Remove jewellery when you shower, bath, wash-up or go in the sea.



Store in your Ethica Diamond jewellery box when not wearing to avoid potential damage.



Avoid spraying perfume or applying creams directly onto your jewellery.



If your jewellery begins to show signs of tarnishing, gently clean it with a lint free cloth.



Whether you're heading out on a mountain bike ride, doing a spot of gardening or using the gym – our advice is simple. Take off your ring!



Regular house insurance policies usually offer cover on valuable items that must be added separately, so be sure to read your terms. Your insurer may need a copy of your receipt to cover loss or damage, so ensure you keep this safe.



Ali, 1.60ct, Platinum





Carrie Pendant, 0.95ct, Platinum

## OUR STORY

Ethica Diamonds was founded by mother and daughter, Elaine & Emily, over 10 years ago in 2010.

In the first years, Elaine worked alone from her small office at home, with the mission of developing a sustainable brand that would fulfil those who were seeking a better way; environmentally friendly, diamond jewellery that is honestly ethical and a kinder way to purchase meaningful jewellery in a modern world.

Emily joined full time in 2016 and the pair of them ran every aspect of the business. As they became even busier, they finally realised that more help was required!

After rebranding in 2019 to Ethica Diamonds, and opening the beautiful Truro boutique showroom in the heart of Cornwall, Ethica has now grown into a hearty team of talented people; including multi skilled customer service staff, an in-house photographer, illustrator, social media specialists and their very own jewellery designers.





Kalika Wedding Set, 0.63ct in  
18k Fairtrade Rose Gold



Carbon Neutral Diamonds grown using 100% renewable hydropower energy



# OUR VALUES

## Sustainable Lab Grown Stones

We are pioneers in ethical mined-diamond alternatives, and one of the first companies in the UK to offer such. That's why we only sell Ethica Diamonds - a fine, lab-grown diamond alternative- or lab-grown diamonds - certified carbon neutral and grown using 100% renewable energy by Diamond Foundry. Both of our stone options are sustainable, ethical, and a vote for what you believe in.

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## Reducing our Carbon Footprint

We have partnered up with Trees For Life, to whom we donate a proportion of our profits, so that they can fund various conservation projects. Trees For Life is a charity with a mission to rewild the Scottish Highlands, operating various projects including actively reintroducing red squirrels, assessing the reintroduction of lynx and planting millions of trees!

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## Fairtrade Foundation Registered Goldsmith

We are a Fairtrade Foundation registered Jeweller (2021-2022), sourcing gold which supports a secure future for miners, their families and communities. We can also recycle gold or platinum to use in our bespoke pieces, meaning that no new surface metal needs to be mined which is not ethically sourced.



Carrie Pendant, 0.95ct in Rose  
Gold with Calia Earrings



Aesa, 1.25ct, Platinum with a  
Slight Court Wedding Band





Elissa, 5.0ct, 18k Yellow Gold



# THE SMALL PRINT

## Your Guarantee

We offer a full after care service following your purchase. Our own workshops are at hand to assist with repairs, resizing and jewellery servicing, which we offer to our customers at a Loyalty Cost\*, ensuring these services remain accessible to you.

Our manufacturers offer warranty on the precious metal, against manufacturing faults only, for 3 months. However, we are confident in the exemplary care and skill that goes into making your jewellery, that we extend this warranty for 12 months.

Just like anything precious, rings are especially subject to the normal wear and tear of everyday activities. Some people are harder on their jewellery, and others may wear things more gently. Over time, a prong may loosen, the metal will scuff, or a ring could get dented from a heavy blow, etc. These things are not due to poor workmanship, but normal wear and tear and should be expected over time.

Ethica Diamonds does not cover repair costs related to accidental damage and we are not responsible for scratching, tarnishing, denting, chipping, or damage caused by normal wear.

If we determine that the damage was due to normal wear and tear, we will repair the product for you, but we will charge a Loyalty Cost\* plus postage.

## Diamond Set Jewellery

With all diamond jewellery, but in particular, diamond rings, there is a "bedding in" period as the precious metal is worn. Warming and cooling of the metal can occasionally cause the stone/s to become loose and cause rattling or spinning in their setting. If this does happen, it will usually occur within the first month of wearing. This is by no means a reflection of the quality of product purchased.

Beyond this time, loose stones in their setting are more probably due to a knock to the ring and/or general wear and tear.

All of our jewellery is set by hand in the UK and we ensure that all prongs, which hold the stones, are completely secure when the item leaves our workshop. All items are quality checked before shipping.

*Please note -This guarantee excludes jewellery that has been repaired or resized by a third party.*

## Shipping costs

### Manufacturing defects

Ethica Diamonds will cover all the costs associated with the repair or remake and reimburse for shipping fees paid by you if we identify any kind of manufacturing defect on one of our settings, within 12 months from date of purchase. After 12 months, we will not be responsible for the associated postage costs that you incur sending the goods to us and we will quote a Loyalty Cost\* for labour to carry out any accidental damage/wear and tear repair plus the cost of Royal Mail Special Delivery postage back to you.

### Loose stones

Ethica Diamonds will cover the workshop cost and associated postage up to 30 days following a new purchase or a ring resize for stones that become loose in their setting. After 30 days, we will not be responsible for the associated postage costs that you incur sending the goods to us and we will quote a Loyalty Cost\* for labour to re-secure the stone/s plus the cost of Royal Mail Special Delivery postage back to you.

Refunded shipping fees are limited to the Royal Mail Special Delivery service and we will not refund courier costs under any circumstances unless previously agreed with ourselves in writing.

We do not refund international, or expedited shipping and the cost of returning items to us for a refund or exchange will be at your expense. In the event of a suspected manufacturing fault, all items will need to be returned to us at your expense and inspected by us before a decision is made and postage costs refunded.

Ethica Diamonds is not responsible for damage or loss in transit. If you do return something to us, please let us know it's on its way. We are not responsible for packages until they are signed for, so make sure you keep the tracking information safe.



From Left to Right:  
Frankie - 0.5ct, Platinum,  
Kalika - 0.63ct, 18k Rose Gold,  
Cyra - 1.25ct, 18k Yellow Gold

### 14 Day Home Approval

We give you a 14 day home approval promise on every website order. We are confident that once you have seen and touched your jewellery purchased from us, you will be delighted with it. However, if you are not happy with it, we will take it back, provided it remains in a new, unworn condition complete with its original packaging.

Most retailers will not accept returns or exchanges on bespoke items and/or customised jewellery, but as we want you to be happy, we will accept an exchange for an item of equal value or higher, or we will issue credit to you so you can return to us in the future.

### Refunds

Items for refund must be returned within 14 days from the date of delivery and as we cover free shipping on all UK orders, we will refund the purchase amount minus £30.00 for the original shipping, handling and used packaging. We will inspect returned items in our workshop and if there is evidence of wear, including scuffs to the precious metal, a restocking fee of 15% will be deducted from the purchase price which covers the cost of inspection and re-rhodium plating and/or polishing so that we can add the item to our stock list. This sum is in addition to the original £30.00 shipping fee.

### Exchanges

If a discount was applied to your original order, we will honour this amount against your exchanged item/s of the same value. If the exchange value is £100 or lower than the original order value, a charge of £30.00 will be made to cover the original postage incurred, but we will cover the cost of posting the replacement item to you inside the UK.

### Insurance

Whilst we do not recommend any insurer over another, we strongly recommend that you check that specific items are included in your home policy. Most insurers have a single item limit, which might be sufficient to cover your purchase, but you may need to add it under itemised cover. Also check that you add cover under the 'away from home' clause, to safeguard against loss while out and about. Please contact us in the event of loss and we will provide any necessary paperwork and any other support necessary.

## Resizing your ring

We know it's not always possible to get the right size the first time. We have our own dedicated workshops, where we can resize and repair almost any ring with precision using state of the art laser welding techniques, resulting in a seamless, invisible, hard wearing finish to the highest standard.

The process takes around 10 working days from the day it reaches our workshop and as part of this service, we will also professionally clean and re-polish your ring for you, too, so that it looks shiny and brand new again!

### **Resizing down**

No metal would be removed from the ring during this process.

This applies for a difference of up to 2 sizes. Resizing more than this might require re-setting the stone/s or replacing the mount which we will do at a Loyalty Cost\*

### **Resizing up**

We would not stretch the metal during this process, which would compromise the integrity of the band. We would quote for an extra piece of metal that is added to the band if necessary.



Reverie with Lab Grown  
Sapphires, 0.9ct, Platinum

### Engraving & Finishes

Please let us know if there is engraving on your ring, or a textured finish, as this will need to be included in the quotation as re-engraving or refinishing and will incur an extra cost.

### Multi stone and shoulder diamond rings

Multi stone rings and stones set in the shoulders of rings are more susceptible to stones becoming loose following a resize. This is because the claws that hold each stone are very small and delicate, therefore the risk is greater for them to move and loosen, sometimes resulting in a stone becoming loose and/or falling. This is a well known factor in the diamond jewellery trade and is by no means a reflection on the quality of the product purchased or the standard of work carried out, as it is due to the original calibration being altered.

We always take every possible precaution when we resize rings and each prong is resecured individually and checked by our gemsetter before it leaves our workshop. However, once a ring has been altered from the original manufactured size, we cannot predict what may happen to it thereafter and responsibility then lies with the owner. Resized rings are sometimes more vulnerable and can cause stones to loosen and/or fall out.

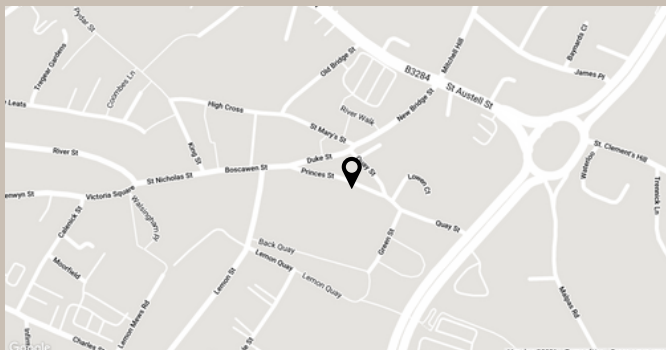
Ethica Diamonds are not responsible for the loss or loosening of stones after 30 days following any alteration/repair carried out by us and we will not cover or reimburse associated postage costs that you incur sending the goods to us for repair. However, we will quote a Loyalty Cost\* for labour to repair your ring and/or re-secure the stone/s plus the cost of Royal Mail Special Delivery postage back to you.

We cannot accept responsibility for rings that are ordered in the wrong size and consequently require resizing. Full diamond set bands and some pre ordered wedding bands are not able to be resized and in the event of the ring being ordered in the wrong size, please return the ring to us and we will offer a new replacement, in the correct size for a Loyalty Cost\*

**\*Loyalty Cost:** We offer a full after care and maintenance service for your Ethica jewellery, where all workshop repairs and services are carried out for a very fair price, which we call a Loyalty Cost. This ensures that these all important services remain accessible to you throughout the lifetime of your special jewellery.



# VISIT US



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