

KIND NOT MINED

### THE ETHICA STORY

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.

KinetlQue 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 gemstone that matched the ethos of our business.

We officially rebranded to Ethica Diamonds in 2019 and soon after opened our 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 specialist and our very own jewellery designer.



# JEWELLERY THAT WON'T COSTTHE EARTH

ETHICA flamounds

CORNWAL

### THE ETHICA DIAMOND

Ethica Diamonds are lab-grown, diamond infused moissanite which are very close in structure, composition and hardness to a diamond, offering the same toughness and longevity as mined or lab grown diamond. They truly radiate the same sparkle and brilliance as the finest diamonds and are made to last forever, to be passed on through the generations.





### STRENGTH AND BEAUTY

The Ethica Diamond has the toughness, longevity, brilliance and independent grading that exactly matches that of pure diamonds.

Every stone is consistently VVS1 in clarity,
E in colour, and excellent cut.



### GRI CERTIFIED

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

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 which is why we give you a 14 day home approval on every purchase.

We also have a showroom in the heart of Cornwall where you can come and meet the team as well as the all important trying on to ensure you make the perfect choice.

ETHICA DIAMONDS ARE THE ETHICAL CHOICE,
THE ECO-FRIENDLY CHOICE, AND A SUSTAINABLE
ALTERNATIVE TO MINED DIAMONDS.



Lab grown, omitting any harm to the environment or people associated with mining



Considerably more affordable than mined or lab grown diamonds of the same grade



Indistinguishable from the finest diamonds. Consistent E colour, VVS1 clarity, Excellent cut



Very similar composition and structure to diamond



### LAB-GROWN DIAMONDS

Over the years, we have seen lab grown technology change and develop. As soon as companies began to grow their diamonds in a sustainable way we knew we wanted to start offering this to our customers.



Think all lab-grown diamonds are sustainable? Think again!

In order to be truly sustainable, diamond growers need to use renewable energy to grow their diamonds.

Ethica Diamonds make sure that they source their lab-grown diamonds from such growers.

Everything you'd want from a diamond

and More

No animals harmed.



No groundwater polluted.



No land displaced.



No wildlife displaced.



No conflicts funded.



No local communities displaced.

Grown above Earth, in laboratories that are mimicking the natural growing process of a mined diamond, our lab-grown diamonds are at the forefront of diamond technology.







### RING SIZE CHART

UK	US	EUROPE	INSIDE DIAMETER (MM)	INSIDE CIRCUMFERENCE (MM)
F	3	4.25	14.07	44.2
G	3.5	5.5	14.48	45.5
Н	4	6.75	14.88	46.8
I	4.5	8	15.29	48
J	4.75	8.75	15.49	48.7
K	5.25	10	15.9	50
L	5.75	11.25	16.31	51.2
М	6.25	12.5	16.71	52.5
N	6.75	13.75	17.12	53.8
0	7.25	15	17.53	55.1
Р	7.75	16.25	17.93	56.3
Q	8.25	17.5	18.34	57.6
R	8.75	19	18.75	58.9
S	9.25	20.25	19.15	60.2
Т	9.75	21.5	19.56	61.4
U	10.25	22.75	19.96	62.7
V	10.75	24	20.37	64
W	11.25	25.25	20.78	65.3
X	11.75	26.5	21.18	66.6
Y	12.25	27.75	21.59	67.8
Z	12.5	28.5	21.79	68.5

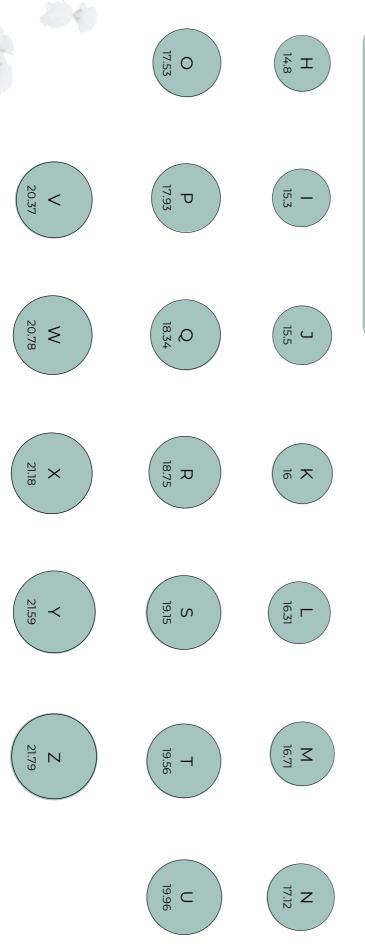




Print this page out at 100% scale.

Take a credit/debit card and line it up with the graphic on the left. This enables you to check if the page has printed at the correct size.

Take the ring and line it up with the closest match.

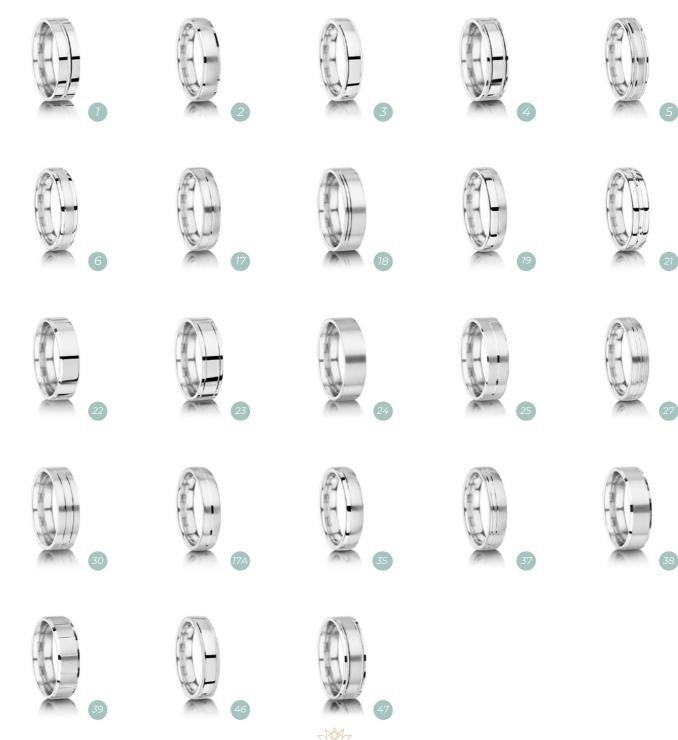


# MEASUREMENTS ARE INSIDE DIAMETER

### 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.









### ENGRAVING

Engraving is available on all of our wedding rings, as well as the majority of our engagement rings, in either script or block font.

Engraving (Short - 10 Characters) = £50

Engraving (Long - 25 Characters) = £80

I LOVE YOU

Block Font





### RING PROFILES



CLASSIC COURT A traditional shaped ring, rounded on the inside for a more comfortable 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





### ETHICA DIAMONDS

### BESPOKE FINE JEWELLERY



If you love our design aesthetic, but you can't find exactly what you're looking for within our Ethica Collection, we may be able to assist you with our custom or bespoke design packages.

We have three packages to help you create the perfect forever ring. Our Existing Design Package enables you to customise an existing design by personalising it, making tweaks to it and/or incorporating other gemstones of your choice. Our Shaped Ring Package means you can create a band to fit with your engagement ring perfectly.

If you have something specific in mind, the third is our Bespoke Design Package which gives you the chance to work with one of our designers to create a forever ring, from scratch, just for you.











YOUR LOVE IS UNIQUE shouldn't your ring be too?











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.

dream design create



The information below is based on the independent grading of all diamonds and gemstones (natural and lab-grown).

In order to get the perfect diamond/gemstone for your jewellery, there are several factors to consider.

## diamond cut







DI

The only characteristic not influenced by nature, the cut determines the light dispersion of the diamond which has the greatest influence on overall appearance. It is the greatest influencer of brilliance and sparkle regardless of the shape of a diamond.

The purpose of cutting any diamond is to maximise refracted light, and a well-cut diamond will have brilliant sparkle and fire, because it captures all the available light and bounces it back to the eye. If a cut is too deep, the light will be reflected out of the side of the diamond, whereas if it is too shallow, it will be lost from the bottom.







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.

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 or shapes of jewellery. The Ethica Diamond can be created in a wide variety of shapes, including:



ROUND



CHICHION



DDINCES



PEAF



EMERALI



MADOILIS



ASSCHER



RADIANT



HEART

### CONTINUED

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

Our lab grown diamonds are available in the full spectrum of clarities, from IF- SI2, so you can select a clarity to perfectly suit your preferences.

Ethica Diamonds on the other hand - our lab-grown gemstone offering - are man-made and are consistent in clarity, with every stone being VVS1 clarity, which is virtually flawless. Imperfections in diamonds make the lattice structure weaker so it is important to select a diamond with a good clarity grade, to ensure the integrity of the stone is at its best.





Slightly Included (SI)



Very Slightly

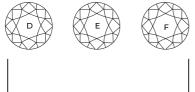


Very Very Slightly



Flawless (F)

diamond colour



**COLOURLESS** 



NEAR COLOURLESS



NEAR

COLOURLESS/ SLIGHTLY TINTED



FAINT

YELLOW





VFRY YELLOW LIGHT YELLOW

The world of diamonds determines the colour by comparing a diamond against a master set of diamonds of different colours. This colour grading of a diamond refers to its lack of colour and for white or colourless diamonds, the diamond industry has adopted an alphabetical colour scale from D to Z, with D as the highest grading, being the whitest. Fancy-coloured diamonds such as pinks and blues are graded separately.

Without comparing diamonds side by side, it is very difficult to see the difference between a D and a G. As you go down the scale past J, diamonds start to develop a yellow or brown tint, which are less desirable. The key question is where to draw the line when choosing the colour of a diamond - how far can you compromise colour before the diamond is too tinted? The answer to this question is usually relative to your budget and personal preference.

### CONTINUED

diamond carat

Many people, understandably, get confused when it comes to the size of diamonds. Theoretically it would make sense that a 2.0ct diamond is double the size of a 1.0ct diamond right? Unfortunately, that is not the case.

Diamonds are measured by weight, not size. How large a diamond appears is also dictated by other factors such as shape and cut, so it is important to check the dimensions in millimetres (not just carat weight) before deciding which carat weight suits you best.

Below is a table showing the measurements of a round brilliant diamond. For information on the other diamond cuts head to our website.

https://www.ethica.diamonds/diamond-buying-guide/

SIZE (mm)	CARAT
4.5	0.35
5	0.50
5.5	0.63
6	0.75
6.5	1.00
7	1.25
7.5	1.50
8	2.00
8.5	2.25
9	2.50
9.5	3.00
10	3.50
10.5	4.00
וו	5.00

### CARAT CONTINUED

### Carat Weight and Tolerances



Round Brilliant

TARGET CARAT WEIGHT	MINIMUM CARAT WEIGHT	MAXIMUM CARAT WEIGHT
0.25	0.23	0.27
0.30	0.28	0.32
0.40	0.38	0.42
0.50	0.47	0.53
0.60	0.57	0.63
0.75	0.71	0.79
1.0	0.96	1.03
1.5	1.44	1.56
2.0	1.93	2.07



TARGET CARAT WEIGHT	MINIMUM CARAT WEIGHT	MAXIMUM CARAT WEIGHT
0.25	0.23	0.27
0.30	0.28	0.32
0.40	0.37	0.43
0.50	0.47	0.53
0.60	0.56	0.63
0.75	0.71	0.79
1.0	0.95	1.05

### CARAT CONTINUED



TARGET CARAT WEIGHT	MINIMUM CARAT WEIGHT	MAXIMUM CARAT WEIGHT
0.25	0.23	0.27
0.30	0.28	0.32
0.40	0.37	0.43
0.50	0.47	0.53
0.60	0.55	0.65
0.75	0.71	0.79
1.0	0.95	1.05



Pear

TARGET CARAT WEIGHT	MINIMUM CARAT WEIGHT	MAXIMUM CARAT WEIGHT
0.25	0.23	0.27
0.30	0.28	0.32
0.40	0.37	0.43
0.50	0.47	0.53
0.60	0.56	0.63
0.75	0.71	0.79
1.0	0.95	1.05

### CARAT CONTINUED



TARGET CARAT WEIGHT	MINIMUM CARAT WEIGHT	MAXIMUM CARAT WEIGHT
0.25	0.23	0.27
0.30	0.28	0.32
0.40	0.37	0.43
0.50	0.47	0.53
0.60	0.56	0.64
0.75	0.71	0.79
1.0	0.95	1.05



Cushion

TARGET CARAT WEIGHT	MINIMUM CARAT WEIGHT	MAXIMUM CARAT WEIGHT
0.25	0.23	0.27
0.30	0.28	0.32
0.40	0.37	0.43
0.50	0.47	0.53
0.60	0.56	0.64
0.75	0.71	0.79
1.0	0.95	1.05

### CARAT CONTINUED



TARGET CARAT WEIGHT	MINIMUM CARAT WEIGHT	MAXIMUM CARAT WEIGHT
0.25	0.23	0.27
0.30	0.28	0.32
0.40	0.38	0.42
0.50	0.47	0.53
0.60	0.57	0.63
0.75	0.72	0.78
1.0	0.96	1.04



TARGET CARAT WEIGHT	MINIMUM CARAT WEIGHT	MAXIMUM CARAT WEIGHT
0.25	0.23	0.27
0.30	0.28	0.32
0.40	0.37	0.43
0.50	0.47	0.53
0.60	0.56	0.64
0.75	0.71	0.79
1.0	0.95	1.05

### METAL TYPES



# fairtrade gold

Ethica Diamonds use recycled (where possible) or Fairtrade precious metals in all of our fine Jewellery, as a part of our commitment to environmental responsibility.

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

KARAT	% GOLD
24	100
22	91.7
18	75.0
14	58.3
10	41.7

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.

### METAL TYPES



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.



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.



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

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.

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 or gemstone.

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.

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.

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.

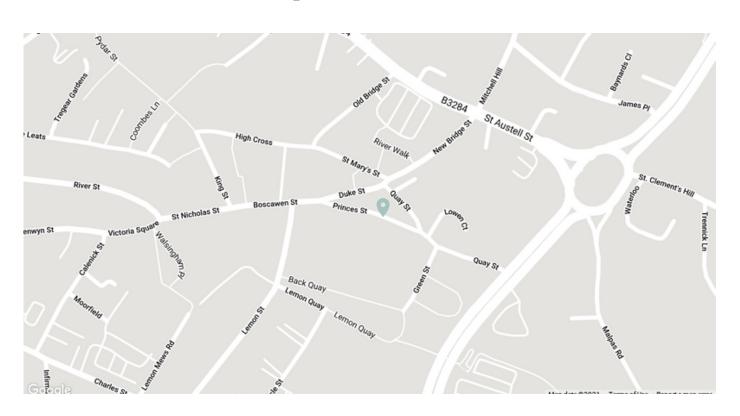


# ETHICA DIAMONDS USEFUL INFORMATION

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

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ASSAY ASSURED JEWELLERY RETAILER





