



THE CHOICE OF A NEW GENERATION

BETTER VALUE

American Grown Diamonds are priced significantly below comparable mined diamonds.

This explains their soaring popularity.

BIGGER DIAMOND

And with these savings it may now be possible to afford a larger stone or one of greater clarity. The diamond of your dreams.

GREATER BRILLIANCE

The precision of a diamond's CUT determines its brilliance. *American Grown Diamonds* have a certified "ideal" cut of 58 facets in perfect alignment. And, an "excellent" grade for polish and symmetry. The result is a flash of white light that can be seen across a crowded room.

**MINED AND LAB-GROWN DIAMONDS ARE IDENTICAL IN EVERY WAY.
BOTH ARE THE HARDEST OF GEMSTONES THAT WILL
LAST AN ETERNITY. BOTH ARE EQUALLY BREATHTAKING TO BEHOLD.
BOTH CAN BE THE TANGIBLE SYMBOL OF TRUE LOVE.**

SAVING THE EARTH
ONE DIAMOND AT A TIME®

AGD
AMERICAN GROWN
DIAMONDS



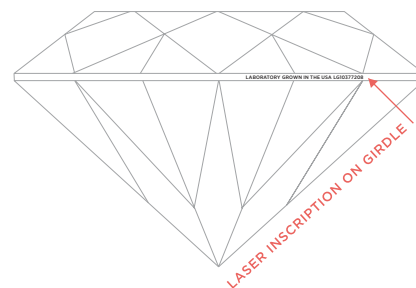
THE MOST BEAUTIFUL
DIAMONDS
ARE BORN IN THE USA

AGD
AMERICAN GROWN
DIAMONDS

THE CHOICE IS YOURS. MINED DIAMOND or LAB DIAMOND?

It is now scientifically possible to grow diamonds of superlative beauty in a laboratory, right here in the United States. Using environmentally-friendly technology, *American Grown Diamonds* are chemically, geologically and optically the same as mined diamonds. To the naked eye, with a jeweler's loupe or a powerful binocular microscope, these *American Grown Diamonds* are as real and spectacular as a diamond can be.

WHEN LIGHT ENTERS THE DIAMOND, PRECISELY 58 FACETS WILL ACT IN UNISON TO PROPEL A BURST OF PURE BRILLIANCE OUT OF THE CROWN. IT IS THIS BRILLIANCE THAT MAKES A DIAMOND THE ULTIMATE GEMSTONE.



ETHICAL CONSIDERATIONS

AN ECOLOGICAL GIFT TO THE WORLD

We all know that mining can seriously pollute the soil, water and air. *American Grown Diamonds* are created by sustainable science in a modern laboratory.

CONFLICT-FREE

Mined diamonds are sometimes used to finance regional wars. *American Grown Diamonds* can proudly promise that their gems are conflict-free.

CERTIFIED INTEGRITY

Every engagement diamond receives a detailed grading certificate from the Independent Gemological Institute (IGI), the world's largest gem certification and appraisal firm. Each diamond is graded on the 4Cs: cut, color, clarity and carat weight.

EVERY AMERICAN GROWN DIAMOND IS LASERED WITH A TINY IGI CERTIFICATE NUMBER HIDDEN ON THE SIDE OF THE STONE. THIS ASSURES YOUR STONE'S INTEGRITY.

OUR CHOICES REFLECT OUR VALUES

To give or receive exceptionally beautiful diamonds is one of life's most romantic pleasures. That these wonderful American gemstones can now stand free and clear of ecological concern and human conflict is a great source of pride and honor for a lifetime.

FOR CENTURIES THE DIAMOND HAS BEEN THE JEWEL OF CHOICE TO EXPRESS LOVE, DEVOTION AND THE PROMISE OF A BEAUTIFUL LIFE TOGETHER.

