



grown with love  
LAB GROWN DIAMONDS



# TRUST

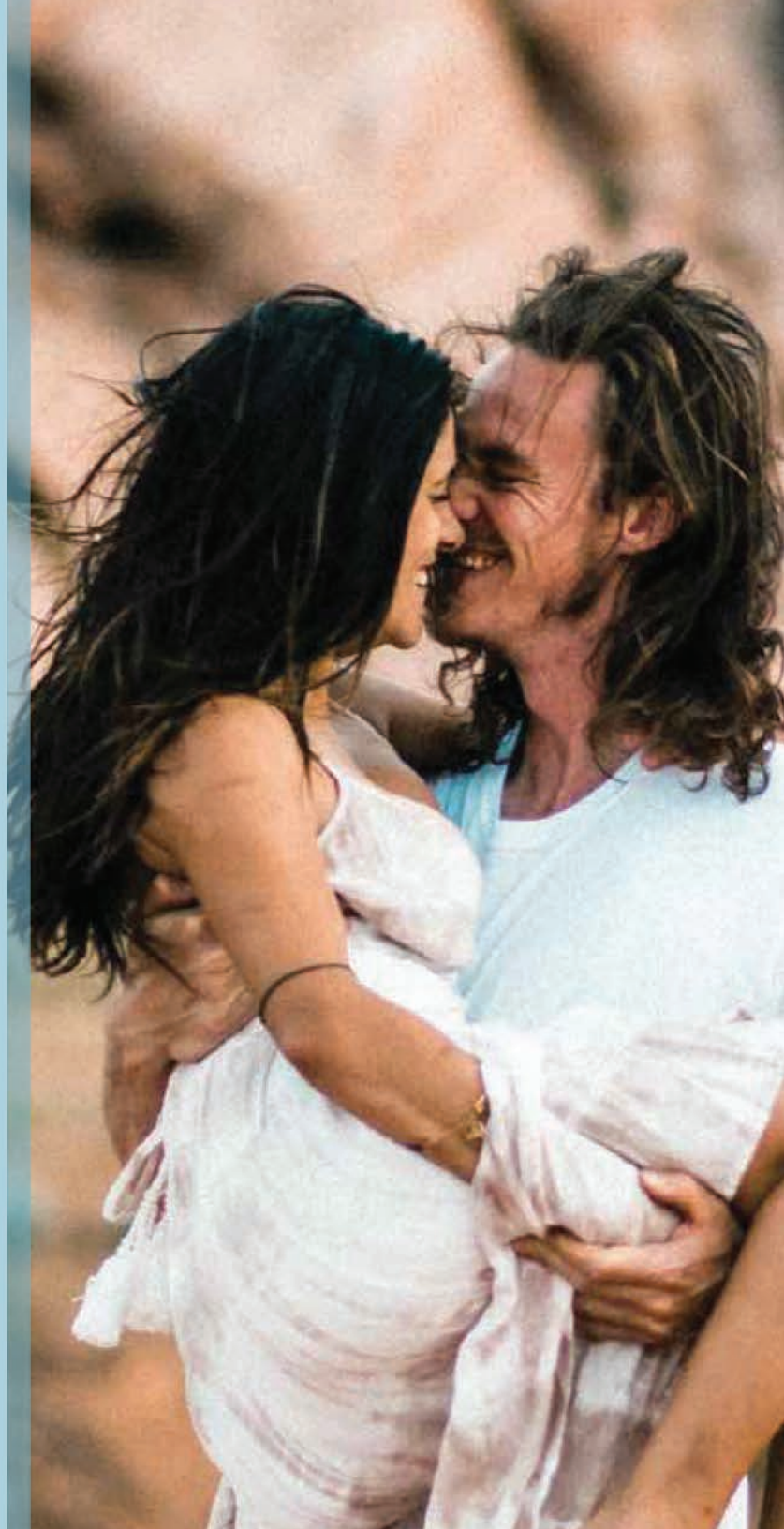
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## Why Richline?

At Richline we are **committed to bring new and exciting** products *to the market* and *giving our customers compelling choices*.

**Our vision** is the creation and maintenance of a *responsible*, worldwide supply chain that promotes **trust in our company**, our products and services, as well as the global fine jewelry industry.

We strongly believe that our newest product category will be such a combination of *Value* and *Responsibility*.



## THE *newest* CHOICE

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The newest *Choice* in fine jewelry, the choice to be different, to *pursue value*, to be a *conscious consumer*.

This is about a *choice*, where there was none before. The *choice* to never compromise your values. A *choice* made from the heart.

Introducing Grown with Love, *conflict free* Lab Grown Diamonds.



# What is a Lab Grown Diamond?



# WHAT IS A LAB GROWN DIAMOND?

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## 1. It's a Diamond

Lab Grown Diamonds are chemically, physically and optically identical to mined Diamonds.

## 2. Larger or Higher Quality

For the same price, a Lab Grown Diamond will be larger or higher quality than a mined Diamond.

## 3. Conflict Free

Lab Grown Diamonds are, by nature, conflict free.

## 4. Above Ground

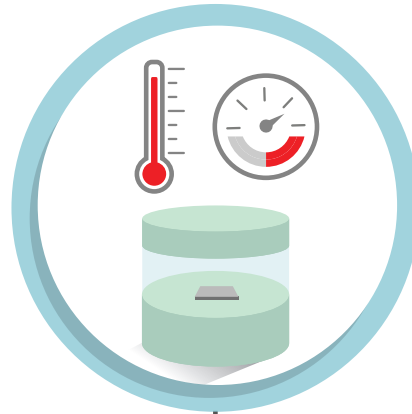
Lab Grown Diamonds are produced above ground in a laboratory, not mined from the earth.



# HOW IS A CVD LAB GROWN DIAMOND MADE?

## 01. Diamond Seed

The process begins by placing a Diamond 'seed' - a tiny fragment of Diamond - in a *Plasma Vacuum Chamber*.



## 03. Growing Process

The *seeds* grow as Diamond mini bricks over 8-12 weeks. Growth is monitored to ensure that Diamonds are removed at the precise moment to maximize quality.



01

02

03

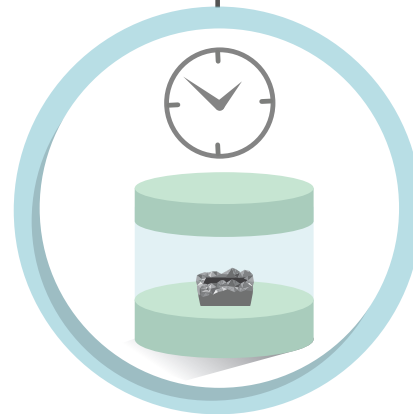
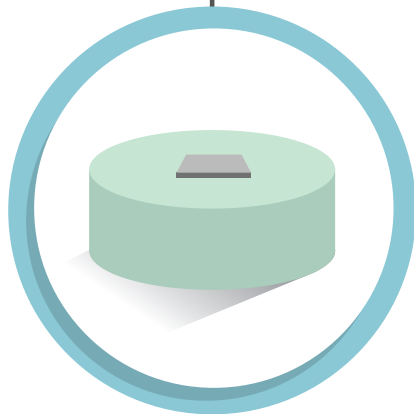
04

## 02. Extreme Heat

The gases in the chamber are heated to 900-1200°C, mimicking the *extreme temperatures* that forge Diamonds deep in Earth's mantle. As a result, the gasses rapidly break apart; freed Carbon atoms rain down onto each *seed*, slowly building up a Diamond, atom by atom.

## 04. Cut & Polish

The rough Diamonds are removed from the chamber to be *cut* and *polished*. The result is a Diamond with exceptional quality and the the exact same chemical and optical properties as its Earth mined counterpart.



## LAB GROWN DIAMONDS vs. MINED DIAMONDS

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Diamond Comparison	Lab Grown Diamond	Mined Diamond
Is it a Diamond?	Yes	Yes
Is it Fake?	No	No
Can be Certified?	Yes	Yes
Chemical Composition	Carbon	Carbon
Source of Diamonds	Grown in a lab	Mined from the earth

**Q:** Do "Lab **Grown**" and "Lab **Created**" have the same meaning?

**A: Yes**, both terms describe the same process and can be used interchangeably.



**Q:** Are Lab Grown Diamonds graded?

**A: Yes,** they follow the same grading standards as mined diamonds

## The *4c's* of Diamond Grading Plus The New 5th C, *Choice!*



CUT



COLOR



CARAT



CLARITY



*new* CHOICE

With Lab Grown Diamonds, consumers now have a fifth C to consider when they purchase a Diamond — **CHOICE**.





## WHO IS BUYING LAB GROWN DIAMONDS?

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**Key Values:** The target audience is motivated by:

- **Freedom of Choice**
- **Conscious Consumerism**
- **Pursuit of Value and Education**

“Brands that are successful with younger consumers promote their ethical sourcing of conflict-free gems, use more inclusive marketing and offer alternatives to traditional items with Lab-Created Diamonds...”

~ **AdAge 12/17**

# WHO IS BUYING LAB GROWN DIAMONDS?

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## Attracting a New Consumer

### 1.

#### Conscious Consumer

This is a NEW consumer, not necessarily competitive to mined Diamonds. This consumer may not have ever purchased a mined Diamond.

Today's consumers are purchasing products more intentionally- they're doing their research and pre-selecting products that align with their values.

- Consumers are highly informed- they plan their purchases, research options, look both online and offline, know the specifics.
- Unlike with mined-diamond-consumers, our consumer can always, with 100% certainty, know the origin of their Diamond.

### 2.

#### Value Driven Consumer

This attracts a consumer that previously could not afford a Diamond of this quality.

For Value-Driven Customers and Consumers, Lab Grown Diamond option means:

- A higher quality Diamond is now available to a consumer who previously could not afford it.
- You can now offer higher value goods to your customers.

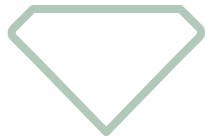
# EDUCATIONAL CAMPAIGN & SUPPORT

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## Behind the logo design



grown with love  
LAB GROWN DIAMONDS



**diamond**

represents the core factor of the program. Highly recognizable in its most simple form.



**heart**

represents the love, romance, and sentiment of the program.

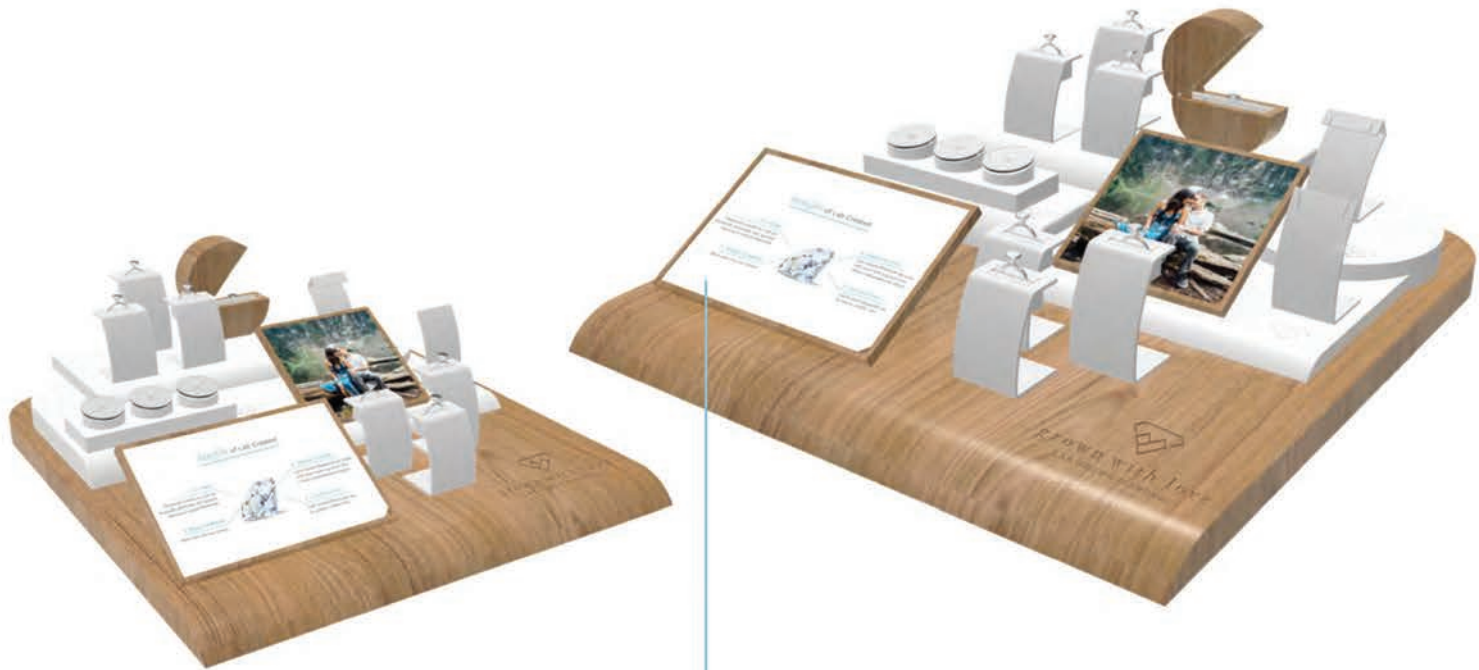


**earth**

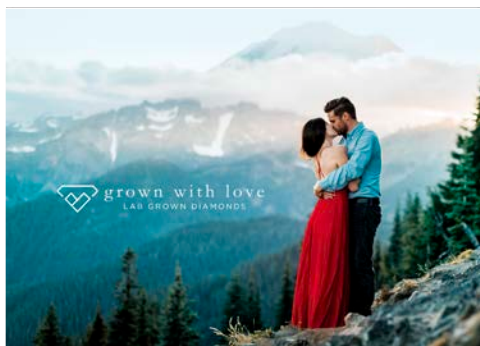
inspired by mountain peaks, this represents a conscious consumer and the decision to choose a **Lab Grown Diamond.**

# POINT OF SALE SUPPORT

## Incase Display



## Consumer Brochure



## Education Signage



## Incase Signage

## Logo Signage



## BRIDAL PACKAGING

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### **MATERIALS**

- ethically-sourced
- recyclable plastic
- recycled paper

### **DESIGNED FOR PROPOSAL**

- low profile
- easy to store
- easy conceal in clothing



## FASHION PACKAGING

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### **MATERIALS**

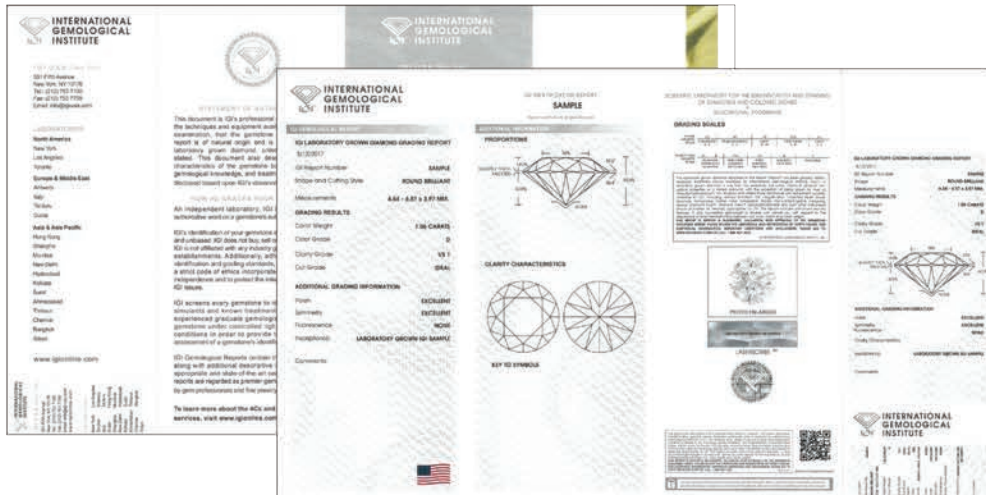
- ethically-sourced
- recyclable plastic
- recycled paper

Multiple inserts to fit every jewelry purchase

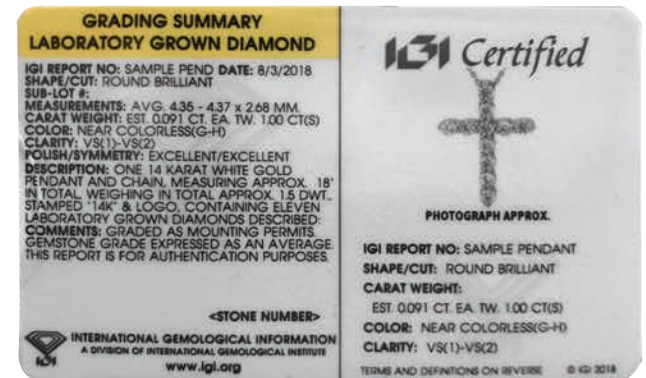
# CERTIFICATION

All **Grown With Love** pieces will come with an IGI Lab Grown Diamond Certificate. Stones of 1/3 CT or larger will be laser inscribed and have an individual IGI Lab Grown Diamond Certificate which will include the laser inscription number.

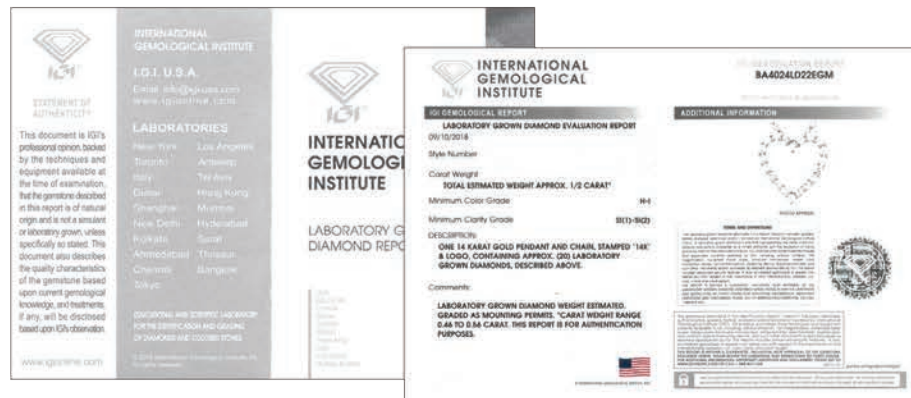
TRI-FOLD CERTIFICATION



CREDIT CARD CERTIFICATION



DOSSIER CERTIFICATION



# EDUCATION WEBSITE

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EDUCATION via online portal  
**WhyLabGrown.com**

Frequently Asked Questions  
Infographics  
Video Content

