

# Special Forum - Diamond Terminology

SANJAY SHAH, CONVENOR DIAMOND PANEL, GJEPC

# CIBJO Perspective

# About CIBJO

---



The World Jewellery Confederation, represents the interests of all individuals, organisations and companies earning their livelihoods from jewellery, gemstones and precious metals



Membership made up largely by national jewellery trade organizations from more than 40 countries around the world



The harmonisation of industry standards has been a critical element of CIBJO's mission



Developed the Blue Book system, which is a definitive set of standards for the grading, methodology and nomenclature of diamonds, coloured gemstones, pearls and other organic materials, precious metals and gemmological laboratories

# CIBJO Definitions

---

## NATURAL DIAMOND

### CLAUSE 3.1.1

A diamond is a mineral which has been formed completely by nature without human interference during its formation. A diamond may subsequently be modified by normal lapidary practices.

### CLAUSE 4.2.1

A diamond can also be called a natural diamond. The adjectives “real”, “precious”, “genuine” or “natural” shall only be used to refer to or designate natural materials.

## SYNTHETIC DIAMOND

### CLAUSE 3.2.1

Artificial products having essentially the same chemical composition, physical properties and structure as a diamond.

### CLAUSE 4.3.1.1

Only the term “synthetic”, “laboratory-created” or “laboratory-grown” shall be used to describe synthetic diamonds. These terms shall not be abbreviated, e.g. “synth. diamond”, “lab-grown diamond” or “lab-created diamond” and shall be equally as conspicuous and immediately precede the word “diamond”.

# Diamond Terminology



# DIAMOND TERMINOLOGY

## About

Developed by 9 leading diamond industry organizations (AWDC, CIBJO, DPA, GJEPC, IDI, IDMA, USJC, WDC and WFDB)

A reference document for the diamond and jewellery trade when referring to diamonds and synthetic diamonds

Built on two internationally accepted standards

1. ISO 18323 Standard
2. CIBJO Diamond Blue Book

## Definitions

“A diamond is a mineral created by nature; a “diamond” always means a natural diamond.”

“A synthetic diamond is an artificial product that has essentially the same physical characteristics as a diamond.”

### DIAMOND TERMINOLOGY GUIDELINE

#### INTRODUCTION AND REFERENCE

Nine of the leading diamond industry organisations (AWDC, CIBJO, DPA, GJEPC, IDI, IDMA, USJC, WDC and WFDB) have developed the present guideline to encourage full, fair and effective use of a clear and accessible terminology for diamonds, synthetic diamonds and imitations of diamonds by all sector bodies, organisations and traders.

This Diamond Terminology Guideline serves as a reference document for the diamond and jewellery trade when referring to diamonds and synthetic diamonds. It is built on two internationally accepted standards: the ISO 18323 Standard (“Jewellery – Consumer confidence in the diamond industry”) and the CIBJO Diamond Blue Book.

#### DEFINITIONS

- A diamond is a mineral created by nature; a “diamond” always means a natural diamond.
- A synthetic diamond is an artificial product that has essentially the same physical characteristics as a diamond.
- An imitation diamond, also named a diamond simulant, is an artificial product that imitates the appearance of diamonds without having their chemical composition, physical properties or structure.
- A gemstone is a mineral of natural origin that is used in jewellery for reasons of combined beauty, rareness and intrinsic value.

#### TERMINOLOGY

- When referring to synthetic diamonds:
  - Use one of the following authorised qualifiers when referring to synthetic diamonds: “synthetic”, “laboratory-grown” or “laboratory-created”.
  - Do not use abbreviations such as “lab-grown” and “lab-created”.
  - Do not use the following terms: “cultured diamonds” and “cultivated diamonds” as “cultured” and “cultivated” refer exclusively to organic/biogenic products.
  - Do not use the following terms: “real”, “genuine”, “precious”, “authentic” and “natural” as those apply exclusively to natural minerals and gemstones.

#### RECOMMENDATION

- A diamond is natural by definition. Therefore, use the word “diamond” without a qualifier when referring to a diamond. If differentiation from synthetic diamonds is required, use the term “natural diamonds” as term of equivalent meaning.
- Do not use the following confusing expressions: “natural treated diamonds” and “treated natural diamonds”. Instead, simply use “treated diamonds”.

#### WHEN AND WHERE TO USE THE DIAMOND TERMINOLOGY GUIDELINE

- The leadership of AWDC, CIBJO, DPA, GJEPC, IDI, IDMA, USJC, WDC and WFDB strongly recommend all traders, sector bodies and other organisations to comply with the guideline on all documents, websites and other means of communication that are intended to e.g. sell, buy and promote diamonds, synthetic diamonds, gemstones, gemmological laboratory reports, diamond jewellery and synthetic diamond jewellery.

For any questions regarding this guideline, please contact Lisa Levinson at [lisa@diamondproducers.com](mailto:lisa@diamondproducers.com).

#### SUPPORTED BY:



22 January 2018

## Terminology when referring to synthetic diamonds

Use one of the following authorized qualifiers “synthetic” “laboratory-grown” or “laboratory-created”

Do Not Use the following

Abbreviations

Terms

Terms

“lab-grown”  
and “lab-  
created”

“cultured  
diamonds” and  
“cultivated  
diamonds”

“real”, “genuine”,  
“precious”, “authentic”  
and “natural”

Exclusive to  
organic products

Exclusive to natural  
minerals and gemstones

# Terminology Guidelines

## Recommendation

A diamond is natural by definition. Therefore, use the word “diamond” without a qualifier when referring to a diamond.

If differentiation from synthetic diamonds is required, use the term “natural diamonds” as term of equivalent meaning.

Do not use the following confusing expressions: “natural treated diamonds” and “treated natural diamonds”. Instead, simply use “treated diamonds”.



# Indian Perspective

---

India has a set of established standards for diamond grading and polishing, as established by the Bureau of Indian Standards (BIS)

India also recognizes the international ISO 18323 standard:  
*Jewellery - Consumer confidence in the diamond industry*

The GJEPC has circulated a letter to all its members advocating the use ISO 18323 terminologies for the Industry

The Indian Consumer Protection Act also offers protection against defects, deficiencies and unfair trade practices

Synthetic Diamonds cannot be falsely represented as natural diamonds

GJEPC's Initiatives  
for segregating  
pipelines of Natural  
& Synthetic  
Diamond Industry

# Initiatives

---



FORMATION OF A SPECIAL COMMITTEE TO DESIGN FAIR TRADE PRACTICE SOLUTIONS AND ELIMINATE UNDISCLOSED MIXING



SET-UP QUICK TESTING AND LOW COST LABS FOR IDENTIFICATION OF SYNTHETIC DIAMONDS



CONDUCT DETECTION SEMINARS AND KNOWLEDGE SESSIONS ON SYNTHETICS DIAMONDS ACROSS INDIA



ORGANISE DEMONSTRATION OF DETECTION INSTRUMENTS FOR DETECTION OF SYNTHETIC DIAMONDS



COMMISSIONED A COMPREHENSIVE STUDY OF THE SYNTHETIC DIAMOND INDUSTRY SECTOR IN 2013



THE STUDY HELPED DESIGNED SOLUTIONS ENABLING US TO ADDRESS THE ROOT OF THE PROBLEM

# 4 Key Pillars of Solutions Identified

---



## Regulation

*Solutions on **nomenclature, duties, taxes and other policies** that can improve traceability*



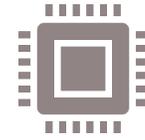
## Commercial

*Mechanisms (penalties, warranties, commercial safeguards) to **enhance trust** that is the cornerstone of the industry*



## Process

*Process changes in the ways of conducting **operations and transactions within and between firms***



## Technology

*Solutions that can **differentiate and are scalable, quick and economical** and can be made widely available*

# Standardised Declaration

---



GJEPC has recommended that all its members issue declarations in all invoices and memos



In line with the WFDB guidelines on both origin as well as acceptance of goods

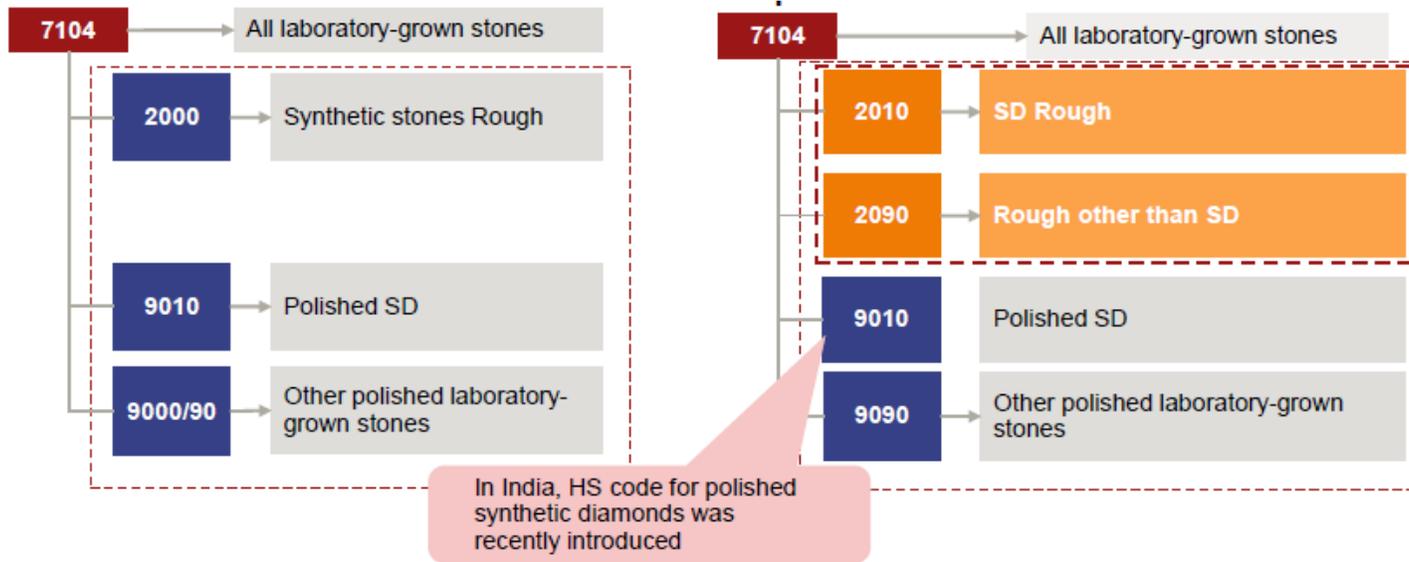


For every transaction, a buyer may insist on a declaration as to whether the goods being transacted are natural or synthetic



In the case of sale of only natural and untreated diamonds, the sellers, including producers, may adopt the declaration

# Expansion of HS Codes



Government has accepted GJEPC's recommendation regarding creation of a separate HS Codes for polished synthetic diamond

We have sent a proposal to the ministry asking them to create a HS Code for rough synthetic diamonds

Further we have asked the ministry to carve out separate HS codes for synthetic diamonds studded in jewelry and articles

# Developed a comprehensive communication strategy

## **Guiding Principles**

- Proactively anticipate and meet communication needs of stakeholders
- Provide verified facts and balanced opinions only
- Be transparent about what we don't know or can't answer
- Ensure consistency in communication by different stakeholders
- Over-communicate

## **Key Stakeholders**

- Indian Diamond Trade Participants & Other Indian industry associations
- International Industry Associations & Trade
- International Synthetic Diamonds producers and traders
- Governments and other Regulatory Bodies
- End Consumers

# Results

---

 Constitutions of industry bodies in India amended to define undisclosed mixing a stringently punishable offence

 Set-up a joint grievance redressal committee to hear complaints of mixing

 Established Detection facilities across India

 Assisted GII for development of advanced detection instrument called Quick-Check

 Organizes an annual exhibition and symposium to encourage and promote latest detection equipment's and services

 Coordinated with all the key global bodies to form an International Diamond Monitoring Committee

 Continuously evaluating all regulations that impact the diamonds and synthetic diamonds industry

Thank you