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CIBJO President applauds decision in United Kingdom to regard Diamond Terminology Guideline as Primary Authority Advice



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Diamond Terminology Guideline

Introduction & Reference

National Association of Jewellers (NAJ) together with nine of the leading diamond industry organisations (AWDC, CIBJO, GJEPC, IDI, IDMA, NDC, RJC, WDC and WFD8) endorses 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, rarer and intrinsic value.

When and where to use the Diamond Terminology Guideline

The leadership of NAJ, AWDC, CIBJO, GJEPC, IDI, IDMA, NDC, RJC, WDC and WFD8 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.

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.
 - 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".

Interpreting the Diamond Terminology Guidelines

Diamonds, synthetic diamonds and diamond simulants are different products catering to different markets with different value propositions.

Did you know?

Retailers and suppliers have an obligation to disclose clearly and accurately the nature of the product they are selling – whether the information has been requested or not. Best practice is to provide the consumer with information before the purchase. For example, on the website alongside the product, and verbally and in writing in store.

Definitions set acceptable terminology:

A diamond is a mineral consisting essentially of carbon crystallised in the isometric cubic crystal system, with a hardness on the Mohs scale of 10, a specific gravity of approximately 3.52 and a refractive index of approximately 2.42, created by nature. A diamond always means a natural diamond.

A synthetic diamond is an artificial (man-made) product that has essentially the same chemical composition, crystal structure and physical (including optical) properties as a diamond.

A diamond simulant is a product (natural or artificial) that imitates the appearance of a diamond without having its chemical composition, physical properties or structure. Examples are cubic zirconia, moissanite, white sapphire and yttrium aluminium garnet.

Diamond simulants may also include items made from other products or gemstones that have then been coated in synthetic diamonds.

In summary...

A diamond is natural by definition. Therefore, using the term diamond vs synthetic diamond is sufficient to differentiate between the two types; there is no need to use the term natural.

A word of warning

Confusing expressions such as natural treated diamond or treated natural diamond should not be used. In these instances, treated diamond would suffice. Beware - there are treated synthetic diamonds too.

Other examples of misleading terms include real diamond hybrid, cultured diamond, vegan diamond, Type Ila diamond, CVD diamond, HPHT diamond or eco-friendly diamond.

The United States Federal Trade Commission (FTC) has produced its own subtly different guidance on diamond terminology, but this is not recognised for diamonds sold outside the US.

What does 'Assured Advice' mean?

The NAJ has successfully raised the Diamond Terminology Guideline to the status of Primary Authority Advice which is assured and recognised by Trading Standards in the UK market.

The 'Assured Advice' is designed to benefit consumers and protect NAJ Members, rather than prosecute those who do not follow the rules. Those ignoring the Diamond Terminology Guideline could be deemed to be in breach of consumer protection laws if a customer feels they have been mis-sold or mis-guided.

naj.co.uk/member-documents

Why not view NAJ's consumer advice for buying diamonds?
naj.co.uk/ishjo/buying-diamonds

Or scan the QR code with your phone's camera to view the diamond terminology video.



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MILAN, ITALY: DECEMBER 8, 2020 — Gaetano Cavaliere, President of CIBJO, the World Jewellery Confederation, has described as “profoundly important” the agreement in the United Kingdom between the National Association of Jewellers (NAJ) and UK Trading Standards, a British government service working to ensure that consumers are protected from unfair trading, to provide the Diamond Terminology Guideline the status of Primary Authority Advice.

Developed by CIBJO together with eight other leading diamond and jewellery industry organisations and first released in 2018, the Diamond Terminology Guideline is designed to serve as the reference document when referring to or describing diamonds, laboratory-grown diamonds and imitations of 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. It encourages full, fair and effective use of a clear and accessible terminology by all sector bodies, organisations, traders and retailers.

“This is a profoundly important development in what is a concerted campaign to normalise on a global basis unambiguous terminology that clearly differentiates between natural diamonds, laboratory-grown diamonds and imitations of diamonds, enabling consumers to make informed purchasing decisions,” Dr. Cavalieri said. “The collaboration between NAJ and UK Trading Standards means that consumers in a key jewellery market like Great Britain are being afforded protections now available in a limited, but still growing group of countries. Measures like this enhance confidence both in our products and in the jewellery trade itself.”

The immediate effect of the NAJ-UK Trading Standards agreement is that more than 2,000 members of the association, who collectively comprise over half of the jewellery trade in the United Kingdom, have received recommendations from UK Trading Standards about describing diamonds, laboratory-grown diamonds and imitations of diamonds, based on the Diamond Terminology Guideline. By following the Primary Authority Advice, their businesses are protected against the risk of any action by enforcing authorities, even if they have a different perspective as to what needs to be done to be compliant with the law.

"By understanding the nature of the products they buy and the different value propositions, consumers are able to make informed decisions, remain confident and continue to love diamond jewellery. This is why clear and accessible diamond terminology is fundamental. In addition, as consumers increasingly get informed and shop in an interconnected digital global market, the language used across all communication channels should follow guidelines that are ideally aligned across countries," said Raluca Anghel, Head of External Affairs and Industry Relations, Natural Diamonds Council.

With this latest development, the United Kingdom joins a group of countries that are home to important jewellery markets that have enshrined accurate diamond terminology into law. The most doctrinaire is most probably France, where a decree only allows the use of the term “synthetic diamonds,” when referring to laboratory-grown materials, and forbids the use of descriptors such as “cultivated,” “real,” and “cultured.”

In Belgium, a Royal Decree issued in November 2019 referenced the nomenclature presented in the Diamond Terminology Guidelines and the CIBJO Blue Book in listing acceptable terminology to be used by members of the jewellery and gemstone trades. It was an update of a decree that had been issued in 2014.

In Germany the ISO 18323 standard has been translated into a German DIN standard. Furthermore, the Diamond Terminology Guidelines are recognized by the German Federal Ministry for Economic Affairs and Energy as the reference documents for the diamond and jewellery trades. This followed a decision by a District Court in Munich in 2004 that relied on the CIBJO Diamond Blue Book in substantiating its decision that the term "cultured" is unacceptable for describing laboratory-grown diamonds.

China has adopted the Diamond Terminology Guidelines as reference documents for the diamond and jewellery trade, in compliance with Chinese GB/T national standards, and in the United Arab Emirates the Emirates Authority for Standardization and Methodology (ESMA) officially approved the Diamond Terminology Guidelines in November 2019.

In 2018, CIBJO and the Antwerp World Diamond Centre (AWDC) reached agreement with the Ministry of Finance of the Russian Federation to harmonise the official system used in Russia for

classifying polished diamonds with the standards and nomenclature detailed in the CIBJO Blue Book.

To download the Assured Advice version of the Diamond Terminology guideline in PDF format, [PLEASE CLICK HERE.](#)

CIBJO is the international jewellery confederation of national trade organisations. CIBJO's purpose is to encourage harmonisation, promote international cooperation in the jewellery industry and to consider issues which concern the trade worldwide. CIBJO's chief mission is to protect consumer confidence in the industry.