

DIAMOND TERMINOLOGY GUIDELINE

INTRODUCTION AND REFERENCE

Eight of the leading diamond industry organisations (**AWDC, CIBJO, DPA, GJEPC, IDI, IDMA, 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, 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.

SUPPORTED BY:



*national laws and regulations apply