

Consumer Confidence Guide

Feel good about your diamond purchase.

When buying a diamond, it's important to ensure your purchase aligns with your values. Today's natural diamond industry focuses on transparency, sustainability, and responsibility, allowing you to feel confident that your choice has a positive global impact.

1. Transparency & Sustainability: The Modern Diamond Industry

Conflict-Free Diamonds: 99% of diamonds are certified conflict-free through the Kimberley Process, established in 2003. Over 85 countries participate to ensure diamonds do not fund conflicts.

Responsible Practices: Companies like De Beers Group set strict ethical standards and support social responsibility. Diamond-producing communities benefit from healthcare, education, and job creation.

2. Environmental Sustainability: Protecting Our Planet

Land Restoration: Mining companies are restoring land post-extraction and working to reduce water consumption and improve energy efficiency.

Sustainable Luxury: Growing consumer demand for transparency and sustainability encourages the industry to continuously innovate for the planet's well-being.



3. Empowering Communities: Diamonds Do Good

Building Futures: Programs like Diamonds Do Good fund education, healthcare, and entrepreneurial initiatives, particularly for women, in diamond mining communities.

4. Your Diamond Purchase: A Positive Impact

Global Benefits: Your purchase supports improved living standards through access to education, healthcare, and sustainable livelihoods.

Environmental Responsibility: Every diamond you buy helps reduce environmental footprints through restored ecosystems.

Transparency and Trust: Certified ethical sourcing ensures your diamond is responsibly sourced, reflecting the industry's commitment to a positive legacy.