

LUXURY HAS EVOLVED

LA BELL GLOBAL ALLIANCE



LA BELL **CEF** DIAMONDS

Certified eco-friendly & better quality for an exceptional value

“ ARE ALL DIAMONDS CREATED EQUAL? ”



“No, Some are Created Much Better!”

Would you like to offer a diamond that is :

- ECO FRIENDLY
- 100% CONFLICT FREE
- BETTER QUALITY FOR AN EXCEPTIONAL VALUE
- HELPING YOUR BUSINESS GROW BY OFFERING A NEW CHOICE TO CUSTOMERS?

NOW YOU CAN!

WHAT IS A
"CEF DIAMOND?"
.....
We call it "More for Less."



A diamond "seed" is placed inside a ceramic core with Carbon atoms. Under observed conditions, the seed attracts the Carbon atoms recreating nature's diamond growth process inside the ceramic core, creating a pure and real Type IIa diamond.

CEF is a diamond brand from the La Bell Family of companies. Each CEF diamond is unique, ethical, eco-friendly, sourced responsibly and grown above the earth in a laboratory. All CEF diamonds are certified as Type IIa and most are ideal cut with Hearts and Arrows.

A FEW KEY FACT COMPARISONS BETWEEN CEF & MINED DIAMONDS



REAL DIAMOND

A CEF diamond has the same physical, chemical and optical properties as a mined diamond. It is, in fact, a real diamond. Plus it offers more value at an exceptional price.



RARE PURITY

Every colorless CEF diamond is certified as Type IIa, the purest for a diamond. Less than 2% of the world's mined diamonds are Type IIa.



DEPENDABLE SUPPLY

CEF diamonds will be part of our La Bell collection and therefore will have a reliable re-order availability through our pipeline supply chain.



A NEW CONSUMER CHOICE

For a growing number of concerned consumers, CEF diamonds offer a socially conscious and desirable option.





LAB-GROWN DIAMONDS ARE AS THEIR MINED COUNTERPARTS, NOT SIMULANTS LIKE CUBIC ZIRCONIA OR MOISSANITE.

	Chemical Hardness	Hardness	Specific Gravity	Chemical Hardness	Chemical Hardness
LAB-GROWN DIAMONDS	C	10	3.52	2.54	0.044
EARTH-GROWN DIAMONDS	C	10	3.52	2.54	0.044
CUBIC ZIRCONIA	ZrO ₂	8.50	5.65	2.15	0.060
MOISSANITE	SiC	9.25	3.21	2.60-2.70	0.104



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CEF DIAMONDS
PROVIDES
MORE
QUALITY FOR A
BETTER PRICE

Offering the peace of mind of a conflict free, eco-friendly diamond
Offering more value to the customer at an affordable price
Offering a product with a consistent supply



LUXURY HAS EVOLVED

*It truly is offering them better quality
for an exceptional value!*

Traditionally mined diamonds last forever, but that does not mean that in this dominant jewelry category there is no room for innovation and choice. Changing the status quo & exploring new technologies is necessary in today's world.

People are taking the time to learn more before they purchase. As customers become more aware of the process it takes to mine a diamond, they are looking towards options that align with their values. The thought of owning a conflict-free diamond and preserving nature, adds more value to their cherished romantic moments. Having a CEF Diamond offers them the choice of a guaranteed conflict free, environmentally friendly and socially conscious diamond that has exceptional value and is equivalent to the purest found in nature.

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