



JEWELERS OF AMERICA

## Jewelers of America Statement on Lab-Grown Disclosure

Jewelers of America is the national trade association for businesses and organizations serving the American fine jewelry marketplace and represents every facet of the jewelry supply chain. Our mission is to improve consumer confidence in the jewelry industry. One of the key ways we achieve this is by advocating professionalism and high ethical, social and environmental standards through our Code of Professional Practices which JA members commit to on an annual basis.

Jewelers of America is very concerned about reports of lab-grown diamonds being sold as natural. While lab-grown diamonds have the same optical, chemical and physical properties as mined diamonds, it is imperative that jewelers provide full disclosure regarding them. Customers – regardless of where they are in the supply chain – expect and must have disclosure about the products they purchase.

In order to protect our members and the industry at large from undisclosed lab-grown diamonds, JA provides best practices and guidance to assist members in adhering to the following commitments:

- Fully and accurately disclose the material characteristics of merchandise sold.
- In accordance with the FTC guidelines, require suppliers to provide full disclosure regarding lab-grown and/or treated diamonds. JA members believe even one lab-grown diamond sold without proper disclosure is one too many.
- Implement policies and procedures and ensure – to the best of their ability – that the products they sell are accurately disclosed. This includes having a replacement policy in the unlikely event that a lab-grown stone was sold as “natural.”

Jewelers of America is encouraged by the progress that has been made by the jewelry trade to identify lab-grown diamonds and we will continue to work – with our members and others in the trade – to ensure the supply chain is not tainted with undisclosed lab-grown diamonds.