

JOHANNE D'ARAY

What is a "CANADIAN DIAMOND"?

Q1 - A diamond "comes into being" when it crystallizes in the Volcanic Magma.

A diamond is only considered a gem when it is cut & polished by a skilled craftsman to exacting specifications.

Q2 - "CANADIAN DIAMOND" is a diamond which was formed (crystallized) on CANADIAN SOIL MINED by CANADIANS and cut by skilled CANADIAN craftsmen and then marked as such to identify it with someone ethical to guarantee the origin of such in writing.

Q3 - ALL OF MY CUSTOMERS WANT A DIAMOND MINED, CUT & POLISHED IN CANADA WITH A CERTIFICATE OF ORIGIN.

Q4 - I was of the opinion that the Consumer and Corporate affairs branch has already established a precedent when it states one cannot refer to Ceylon Sapphire to denote colour or traits unless it can be proven to be from that country. The same applies to "Burmese Rubies".

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