

-----Original Message-----

**From:** LA Gold [mailto:lagold@web4.net]

**Sent:** September 12, 2000 11:36 PM

**To:** D'Auray, Johanne: #CB - BC

**Subject:** re: "Canadian Diamonds"

1. I feel a diamond only "comes into being" after it is mined and fully finished - it is only then that it is of value to the jewellery industry in particular.

2. At our store the staff definitely perceive the term "Canadian diamond" to be a diamond which has been mined AND cut and polished in Canada. We educate our customers accordingly. We have many customers who are not at all aware that there are Canadian mined and finished goods in existence - to some of them it becomes important to know the true source of the diamond (Canadian mined and cut and polished) so that they can be assured that they are not purchasing a "bloody" diamond possibly having been mined in South Africa. The symbols should only be used for exactly such goods.

3. Purchasers' expectations when they seek out a "Canadian diamond" is that it has been mined, and cut and polished in Canada. We cannot in complete truth tell them anything else, nor do we intend to; since we feel that the true source of any other diamond (that has not been mined, cut and polished in Canada) cannot really be identified, nor always where it has been cut and polished since our suppliers tend to import from various sources.

4. We inform customers that the origin of the diamond is referred to as the place it is mined.

It is a truly unique characteristic of a particular diamond when its true source of origin as well as where it is cut and finished is known. Our Canadian as well as American customers who have purchased Canadian goods are VERY proud to own such a diamond. "Canadian" diamonds are still a relatively new thing in our area, and are of great interest to many.

Helen Zacharias

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