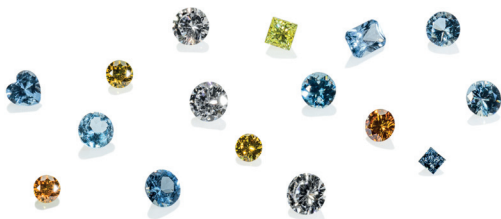




SEMPER FIDES



PUREdiamond ...

... more than a diamond!

Confidence, faith and deep affection ...

... but also zest for life, fun and enthusiasm bind us to our companions. Each with a unique and distinctive individuality. Life without them is hardly conceivable.



A diamond, symbol for everlasting love and loyalty, legendary and fascinating. A diamond is cultivated solely out of endogenous carbon extracted from ashes, hair or feathers of your loyal companion, eternalizing the exceptional uniqueness of your beloved companion.

Regardless of the emotion leading you to choose PUREdiamond, it transforms the feelings beyond words into reality.

Wear it with joy of something exceptional, choose your exclusive gift or keep the memory in a unique manner.

PUREdiamond - more than a diamond!

What do our organism consists of?

Fundamentally, our organism and the organism of our companion animals consist of carbon (C), oxygen (O), hydrogen (H), nitrogen (N), calcium (Ca) and phosphor (P) Potassium (K), sulfur (S), chlorine (Cl), sodium (Na) and magnesium (Mg). All other elements occur as minor traces.

The proportion by weight of carbon in the organism is around 20 percent.

Which elements do gems consist of? And where do the elements of man-made gemstones come from?

Gem	Base elements	Where do these elements come from?
Diamond*	C	Carbon derives from the hair or cremation ashes of your companion animal
Sapphires & Rubies	Al ₂ O ₃	Aluminium derives from industrial production
Zirconia	ZrO ₂	Zirconium derives from industrial production
Rock crystal	SiO ₂	Silicon derives from industrial production

* Semper Fides diamonds are chemically, optically and physically identical with natural diamonds.

What is the role of Semper Fides?

We transform individual carbon sources into personal diamonds – the PUREdiamond. We extract the carbon out of the ashes, hair or fur of your companion animals.

We could also add carbon from your own hair, individual organic additions or a combination of different sources, for example out of several animals. We need at least 300 grams of cremation ashes or 5 grams of hair / feather.

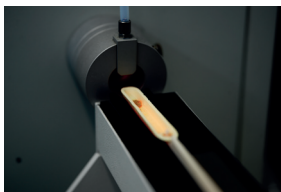
The base of our perishable life – carbon – turns into a diamond. Unique and eternal.

The diamond is the only man-made gemstone cultivated out of endogenous organic elements.



How is your PUREdiamond grown?

A natural diamond is generated from the carbon of volcano ashes – about 200 km below the earth's surface at very high temperature and very high pressure over a very long period. We simulate these conditions – at approx. 60.000 bar and approx. 1.400 Grad Celsius and let the cultivation grow in a fast motion process.



(1)



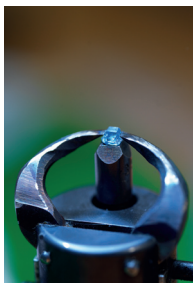
(2)



(3)

The process is divided in different phases: inter alia, the Preparation (1), Extraction of basic elements (2), Growth (3) and Finishing (4).

We use methods exclusively developed for this process. Your PUREdiamond develops in a special growth environment- atom by atom, polished and engraved, according to your own desire.



(4)

Our vow

We guarantee a carbon content of your personal a diamond above 99,9 percent and that the carbon derives exclusively out of your individual carbon source. We add no foreign carbon from any other

sources. The diamond is only out of your companion animal. Please note this, if you compare different offers.

Your PUREdiamond

You determine the base color – the definite tint of your personal PUREdiamond depends on the individual carbon source handed over to us and on the individual growth process.



Cut

Whether you prefer a raw diamond, brilliant, emerald, princess or another cut, the decision is in your hand.












Brilliant



Emerald



Princess

	0,25
	0,30
	0,40
	0,50
	0,60
	0,70
	0,80
	0,90
	1,00

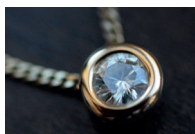
Carat

You may choose your PUREdiamond between 0.25 ct and 1.0 ct.

If you are interested in higher carats, we are glad to verify the feasibility on individual case.

Cost

The PUREdiamond is available from 1.950,- Euro net. The price depends on the chosen cut, the color, the carat weight and the carbon source.



The way to your personal diamond

The way to your PUREdiamond is very simple:

- Please make an appointment
- We are glad to assist you on the selection of your PURE-diamond and complete the order sheet together
- You hand over the required proportion of the ashes, hair or feather.
- After settling the agreed down payment, the preparatory analysis and the cultivation process begin.
- After about 4 - 8 months, we will hand over your PUREdiamond together with your personal certificate.



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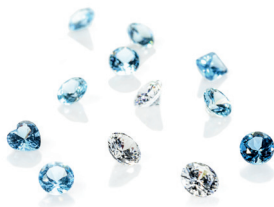
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