



Diamond Terminology Guideline

A “**diamond**” is always natural. For anything grown in a laboratory or factory, the LDB’s preferred term is “**synthetic diamond**”.

USE IT ON EVERY

invoice, memo, parcel label, price list, catalogue, valuation, website, listing and social media post.

Terminology

SEVEN RULES

- “Diamond” on its own means natural.**
“Natural diamond” is fine where you need the distinction.
- Prefer “synthetic diamond” for synthetics.**
Qualifier immediately before “diamond”, same font, size and prominence, every time, not only in the small print.
- Never call a synthetic real, genuine or natural.**
Real, genuine, precious, authentic, natural and mined describe natural stones only.
- Name the material for imitations.**
“Imitation diamond”, “diamond simulant” or the material, e.g. cubic zirconia, moissanite, YAG. Never a diamond of any kind.
- Disclose and name treatments.**
“Treated diamond (HPHT colour treated, irradiated, laser-drilled, fracture-filled, coated)”.
- Keep goods separate.**
Separate lines, parcels and storage for natural and synthetic. Unscreened goods must not be described as natural.
- Growth method is extra, never instead.**
Write “synthetic diamond (CVD-grown)”, not “CVD diamond” or “HPHT diamond”.

Diamond	A mineral created by nature.
Synthetic diamond	Artificial product with essentially the same composition, properties and structure as diamond, whatever the growth method.
Imitation / simulant	Looks like diamond without its composition, properties or structure, e.g. cubic zirconia, synthetic moissanite, glass.
Treated diamond	Appearance altered by any process other than cutting and polishing.

Terms at a glance

LDB POSITION

Diamond	ACCEPTED <i>Natural diamonds only</i>
Natural diamond	ACCEPTED <i>Where distinction from synthetics is needed</i>
Synthetic diamond	PREFERRED <i>LDB, WFDB & CIBJO best practice</i>
Laboratory-grown, laboratory-created diamond	NOT RECOMMENDED
Lab-grown, lab-created, LGD	NOT RECOMMENDED
Man-made, created, grown, engineered, above-ground	NOT RECOMMENDED
Cultured, cultivated diamond	NOT ACCEPTABLE <i>Refers only to organics, e.g. pearls</i>
Eco, sustainable, ethical, conflict-free (synthetic)	NOT ACCEPTABLE <i>As a product description</i>
Brand or trade name alone	NOT ACCEPTABLE <i>Follow with “synthetic diamond”</i>
CVD diamond, HPHT diamond	NOT ACCEPTABLE <i>Use “synthetic diamond (CVD-grown)”</i>
Imitation diamond, diamond simulant	ACCEPTED <i>For simulants</i>
Treated diamond	ACCEPTED <i>Name the treatment</i>
Natural treated, treated natural diamond	NOT ACCEPTABLE <i>Use “treated diamond”</i>

Goods received as “laboratory-grown” should be described as “synthetic diamond” on members’ own invoices and labels when re-sold.

WHO IT APPLIES TO

All LDB members, their employees and anyone trading on the Bourse floor under a member’s introduction. “Must” and “not acceptable” reflect fair-description requirements under ISO 18323 and UK consumer protection law; the “synthetic” qualifier is LDB recommended best practice.

REFERENCE STANDARDS

ISO 18323:2015 Jewellery: Consumer confidence in the diamond industry
CIBJO Diamond Blue Book
NAJ Code of Practice: Diamond Terminology Guideline, v2 (2023)