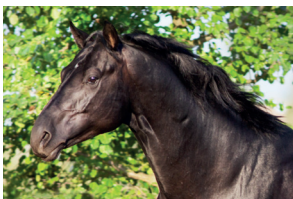




SEMPER FIDES



PUREdiamond ...

... more than just a diamond!

Confidence, faith and deep affection ...

... but joy, fun, and enthusiasm also connect us with our companions. Each one is unique and distinctive. A life without them - hard to imagine!



The diamond, a symbol of eternal love and fidelity is also legendary and fascinating. A diamond, formed exclusively from the carbon in ashes, hair or feathers, each one unique, immortalizes the uniqueness of your loved one.

Whatever feeling leads you to choose a PUREdiamond, it translates emotions that cannot be expressed in words into reality.

Wear it for the joy of something special, choose your exclusive gift, or preserve your memories in a special way.

PUREdiamond – more than just a diamond!

What does our body consists of?

Our bodies and those of our four-legged friends consist mainly of carbon (C), oxygen (O), hydrogen (H), nitrogen (N), calcium (Ca), phosphorus (P), potassium (K), sulfur (S), chlorine (Cl), sodium (Na), and magnesium (Mg).

All other elements are only present in trace amounts in the body. Carbon accounts for around 20 percent of the body's weight.

What elements make up gemstones? And where do the elements in man-made gemstones come from?

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

* The diamonds of Semper Fides correspond chemically and physically to natural diamonds.

What is the role of Semper Fides?

Since 2006, we have been creating personal diamonds from your individual carbon source in our factory in Switzerland – the PUREdiamond.

We extract the carbon from the cremation ashes, hair or feathers of your pet. It is also possible to add carbon from your own hair or to combine carbon from different sources, for example from several animals. We require at least 300 grams of cremation ashes or at least 5 grams of hair or feathers.

The basis of our transient life - carbon - becomes a diamond. Unique and eternal.

The diamond is the only man-made gemstone that is created from the body's own organic elements.



How is your PUREdiamond grown?

A natural diamond is generated from the carbon in volcanic ash, approximately 200 km below the Earth's surface, under extremely high pressure and extremely high temperatures over a long period of time.



(1)

We simulate these conditions, at approx. 60,000 bar and approx. 1,400 °C, on our HPHT presses and allow the diamond formation process to run in fast motion.



(2)

This process is divided into three phases: preparation of the carbon source (1), growth (2), and cutting of the PUREdiamond (3).

We have designed the HPHT process we use ourselves and have continued to optimize it over decades.

Your PUREdiamond is created in a special growth environment, atom by atom, and is cut and engraved according to your individual wishes.



(3)

Our promise

We guarantee that the carbon in your personal diamond (carbon content diamond > 99.9 percent) comes from the carbon source

provided to us and no external carbon is added. Pay attention to this information when comparing offers.

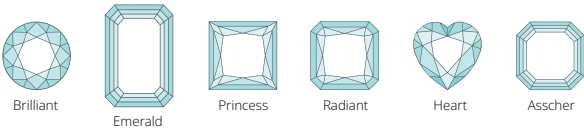
Your PUREdiamond

You determine the base color. However, the subtle nuances in which your personal PUREdiamond ultimately shines depend on the carbon source provided to us and the individual creation process.












Cut

You can choose from a variety of cuts. The most desired cut is the brilliant cut and is included in the price.



Carat

You can choose from 0.25 to 1.0 carats. Would you like a special size for your PUREdiamond? We would be happy to advise you directly.

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

Conditions

The PUREdiamond is available from 2.490 Euros. Your price will be influenced by the size, cut, base color, and carbon source.

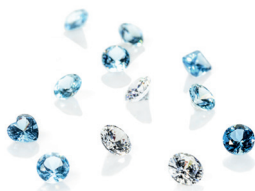
The current prices and terms and conditions can be found at www.semperfides.diamonds. For individual offers, please contact us by phone or email.



The path to your PUREdiamond ...

... is very simple:

- Contact us to arrange an appointment.
- We will be happy to advise you on choosing your PUREdiamond and fill out the order form together with you.
- You hand over or send us the required amount of ashes or hair or feathers.
- Once you have made the agreed down payment, the creation of your PUREdiamond will begin.
- After approximately 4-8 months, we will hand over or send you your PUREdiamond together with your personal certificate.



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