



Gems of J'adore, Inc.  
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# What is Corundum?

- Corundum- parent mineral name that belongs to a couple of varieties, including rubies and sapphires
- You can find yourself colorless corundum, which categorically, will remain as corundum
- You can find yourself rubies and sapphires, which are labeled as such given their individual coloring and natural gases
  - ❖ They are still both composed of corundum
- The key distinction is that all rubies and sapphires are corundum, but not all corundum are rubies and sapphires

# What is J'adore corundum Sapphire?

- The J'adore Sapphire brand and trademark pertains to a process in which clear and colorless *natural corundum* (not to be mistaken with natural sapphires), with its' origin at the mine, undergoes deep and extensive levels of lattice diffusion of beryllium and titanium
  - ❖ Lattice diffusion is a treatment process that uses heat and other chemicals to diffuse an element into a gemstone to change its color
- Diffusing colorless corundum using these chemicals penetrates the stones around 2 millimeters deep, giving the stones rich and blue coloring

	Natural Sapphire	J'adore Corundum Sapphire
Chemical	<ul style="list-style-type: none"> <li>Aluminum Oxide</li> <li>Natural Corundum</li> </ul>	<ul style="list-style-type: none"> <li>Aluminum Oxide</li> <li>Colorless Natural Corundum</li> </ul>
Heat	<ul style="list-style-type: none"> <li>May or may not be slightly heated to enhance its natural coloring</li> </ul>	<ul style="list-style-type: none"> <li>Extensive levels of deep heating through lattice diffusion to give the stone coloring and form</li> </ul>
Physical	<ul style="list-style-type: none"> <li>Comparable, respective weights &amp; sizes</li> <li>Equivalent color distributions</li> <li>Natural Coloring</li> </ul>	<ul style="list-style-type: none"> <li>Comparable, respective weights &amp; sizes</li> <li>Equivalent color distributions</li> <li>Coloring induced by lattice diffusion</li> </ul>
Optical	<ul style="list-style-type: none"> <li>Blue to Violetish blue in moderate to very dark tone</li> </ul>	<ul style="list-style-type: none"> <li>Blue to Violetish blue in moderate to very dark tone</li> </ul>

- **Natural Sapphire**

- ❖ Composed of natural corundum, with its' origin at nature's mine
- ❖ May or may not undergo some level of heating to enhance its natural coloring

- **J'adore Corundum Sapphire**

- ❖ Composed of clear and colorless natural corundum, with its' origin at nature's mine
- ❖ Clear and colorless natural corundum undergoes lattice diffusion of beryllium and titanium to give the stone blue coloring up to about 2 millimeters deep

- **Synthetic Sapphire**

- ❖ **Not** made from natural corundum, made from synthetic corundum
- ❖ Synthetic sapphires are 100% laboratory grown
- ❖ Creation begins and ends at the lab, it ***does not begin at the mine***

# Durability & Stability of the J'adore corundum Sapphire

- The J'adore corundum Sapphire has proven its ability to sustain its color and quality under various conditions including:
  - ❖ Cleaning
  - ❖ Repair procedures
  - ❖ Routine wear
  - ❖ And more

# Why is the J'adore corundum Sapphire the best alternative?

- Not only is the J'adore corundum Sapphire the best alternative, it is the only alternative to a natural sapphire
- Affordable, beautiful and with ties to nature, the search for an alternative ends here
- Natural sapphires are becoming increasingly rare to find and are therefore increasingly more expensive
  - ❖ The days of buying a nice looking natural sapphire at retail level is slowly becoming something of the past, and we knew we had to do something about it
- The J'adore Sapphire brand has been established on the principle of providing consumers the ability and affordability to buy one of the world's most sought after stone at a fraction of the price



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