

R O C K R U S H

—— *What is a Lab-Grown Diamond?* ——







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We're committed to holding ourselves to a higher standard; that means leaving behind a better earth. That's why Rockrush exclusively uses lab-grown diamonds, while empowering the youth by giving back.

rockrush.com



What is a Lab-Grown Diamond? —

Technological advancements now allow us to create lab-grown diamonds, which is excellent news for the planet as we no longer have to rely on traditional mining practices that harm the earth. Rockrush has a variety of lab-grown diamonds in all shapes and sizes to choose from!

After countless hours of research, innovative technology now allows us to grow diamonds in a laboratory, by recreating the same natural process in the earth that makes mined diamonds, without harming our environment. This means that we can now control the quality and deliver brighter, shinier diamonds – all without the expensive markup.

We create our lab-grown diamonds by replicating mother nature's force of crystallizing carbon.

Our diamonds are chemically, physically and optically identical to mined diamonds; however, come at a more affordable cost as it is far less labour intensive.

The process includes using a chamber of high heat and pressure to mimic the natural process; this takes around 6 to 8 weeks before it is taken to be cut and polished.

Lab-grown diamonds are indistinguishable from mined diamonds to the naked eye; they can only be distinguished when in gemological labs.



The first step in being green is to know exactly where your diamond is coming from. Would you rather buy a mined diamond that uses gas guzzling vehicles, displaces the earth's natural geography, and contributes towards violence in Africa, or buy a laboratory grown diamond from a private lab? Most people today would agree that there is nothing more important than saving our planet, and their good conscience leads them to shift from buying traditional mined diamonds to laboratory grown ones.

There is no difference in mined versus laboratory grown diamonds, other than the process of diamond formation. Whereas mined diamonds are formed over millions of years, deep in the earth's crust, laboratory grown diamonds are grown in labs using machines that can replicate the same natural environment. Whether its colour, clarity, carats, carbon, hardness, dispersion, or refractive index, there is no difference between the two. Rockrush aims to reduce waste while getting back to the sustainable way of making diamonds.



Why Choose Lab-Grown Diamond?

There are many benefits to owning a lab-grown diamond; the first is a guarantee that your jewelry is made entirely conflict-free. Our diamonds never pass through war-torn areas or fund poor working conditions; they remain in the hands of diamond specialists until delivered to you.

It's production process also means lab-grown diamonds are far more geographically friendly and don't waste any water, unlike traditional mining. We strive to use a minimal amount of energy for their diamond growing machinery aiming to reduce the amounts of emissions.

Last but not least, lab-grown diamonds are far less expensive than mined diamonds; you can save over 50%. At Rockrush, we continue passing savings on to you by cutting out the middleman and bringing our business online.

Comparison Chart Throw Light On *The Properties Of Mined And Lab Grown Diamonds*

	Chemical Composition	Hardness	Specific Gravity	Refractive Index	Dispersion
Rockrush	C	10	3.52	2.42	0.044
Mined Diamond	C	10	3.52	2.42	0.044
Cubic Diamond	ZrO2	8.50	5.65	2.15	0.060
Moissanite	SiC	9.25	3.21	2.60-2.70	0.104





Everyday Jewellery at an Affordable Price

Rockrush started from a need – to provide diamonds without the hefty price and with the least environmental impact. The more you search, the more you will find yourself surrounded with expensive jewellery stores, finding it impossible to find pieces that are well made and don't cost a fortune.

So why is diamond jewellery so expensive? Well, we did some research and found that jewellery retailers mark up their products at least ten times to pay for pricey marketing campaigns, premium rent, and middlemen. Expensive diamond mining practices are no longer sustainable, digging up vast amounts of land and in turn polluting our earth.

Our Direct to Customer business model allows us to cut these expenses and pass these savings directly onto our customers, while delivering a confident and connected experience. Inspired from our travels around the world we represent a contemporary and hybrid style. We wanted to offer people affordable, simple, high-quality jewellery for daily use. We at Rockrush are proud to bring to market simple jewellery, using high-quality, lab grown diamonds, all at a fair price.

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Everyday Jewellery at an Affordable Price

Essentially jewellery that instils confidence – The idea of crafting jewellery that allows each one of us to express ourselves, while making us look and feel good, led us to offer our pieces in three standard sizes, allowing customers to choose their fit. We make lab grown diamond studs, bracelets, necklaces, and invisible chokers, using only premium gold, which is known for its strength and corrosion resistance. Each piece of jewellery is also polished to give it a refined and elegant finish.

The Setting : Armed with over 30 years of knowledge, our craftsmen hand-set each piece of jewelry. Crafting minimal, high-end jewelry that you can wear on the daily, we're in the business of setting diamond that elevate your shine!



Why ROCKRUSH? —



PRECISE CUT

Our master cutters are trained to produce the finest quality of diamond with 100% perfection which produces our scintillating brilliance.



VIVID COLOR

We provide wide range of colors starting from D to J. We also have pink, orange and blue which are from light to vivid in shade. These are the colors which are rarely available in mined category.



HUGE INVENTORY

We have huge inventory which enables us to fulfill any order within the stipulated time frame.



AFFORDABLE

Our diamonds are identical with mined ones, but instead, comes at fraction price with the same brilliance.



TRANSPARENT DEALING

We believe in honesty and complete transparency, you will experience the same every time you deal with us.



CERTIFICATION

Our diamonds can be certified with all the leading gemological laboratories.

Giving Back to the Community



She's the *first*

We're not going to stop there though. We are committed to fighting against gender inequality through education, and we have pledged to donate a chunk of our earnings to the She's the First organisation. We will be donating supplies to educate underprivileged girls, so we can rest confident that our future is bright.



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next generation jewellery

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