

Aura Diamonds



Certified diamonds grown for you from the carbon off your loved ones hair or cremation ashes



Tomorrows Traditions are UK based leading experts bringing together a team of certified, qualified and licensed professionals with a combined experience of over 200+ years in lab-grown-diamonds and jewellery industries. Bringing you the latest cutting edge developments in unique products and tributes. Specialists in memorial, celebration and pet diamonds.

Visit www.tomorrowstraditions.co.uk for further details.



Lisa *The Diamond Lady*
Founder,
Tomorrows Traditions

Who is Lisa?

I am the founder of Tomorrows Traditions. I have formed a team that bring a winning combination of experience, skills, service and commitment to customer satisfaction that is second to none.

I will keep developing the techniques of tomorrow that will bring you the latest unique keepsakes that you will treasure forever. Our offices are situated in Staffordshire along with workshops in Birmingham and Staffordshire.

If you have any questions or require an appointment please call **0845 5000 140** or **01889 591 238**.

Lisa



Members of the British Jewellery Association

What is an Aura Diamond?

*A real diamond
grown from the
carbon extracted from
yours or your loved ones
hair or cremation ashes.
Pet fur can also be used.*

A certified diamond only instead of being grown from nature's carbon we use your personal carbon source (the heart of your diamond) to grow your unique Aura Diamond.

- ◆ *Unique certified diamond*
- ◆ *Grown for you within approx 80 days*
- ◆ *Live on forever*
- ◆ *Priceless and beauty beyond compare*
- ◆ *Create an everlasting bond*
- ◆ *Capture precious moments and memories in time forever*

Just as in life we all have our own unique Aura, so will your special diamond. No two will ever be the same. Your diamonds unique personality will radiate brilliance and fire with breathtaking sparkle and beauty in rich autumn reds, sparkling apple greens, fiery sunset yellows and tranquil ocean blues.

Exclusive packages available

- ◆ *Personal collection of your order*
- ◆ *Consultation*
- ◆ *Diamond creation / certification*
- ◆ *Setting of your diamond (if required)*
- ◆ *Engravement*
- ◆ *We personally hand deliver back to you, ensuring you receive your diamond (UK only)*

Your own unique Aura Diamond...

Mined diamonds form from nature's carbon. Your diamond forms from your own personal carbon, only instead of taking millions of years to form, yours will be created within weeks!

Although each mined diamond is slightly different, they will never be as precious, valuable or personal to you as your Aura-Diamond.

You don't have the worry that you could be purchasing a conflict blood diamond.

Grown in a state of the art laboratory, revolutionary high temperature high pressure recreate nature's process at an accelerated speed.

Coloured diamonds are so rare in nature most people do not realise they even exist. Tens of thousands of clear diamonds are mined to very, very few coloured. Under controlled diamond growing conditions, top grade diamonds are now produced that are not only of sentimental value but also extremely valuable.



Blue



Red



Yellow



Green



COMPARISON CHART

STONE	REFRACTIVE INDEX (BRILLIANCE)	DISPERSION (FIRE)	HARDNESS
Diamond	2.42	0.044	10
Aura Diamond	2.42	0.044	10

Certified Aura Diamonds are chemically, optically and physically identical to mined diamonds.

Your Aura is hand cut to exact proportions by the leading gem cutters

The Aura diamonds creation process



Hair



Ashes



Analysis



Lab



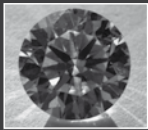
Diamond Crystals



Rough Diamond

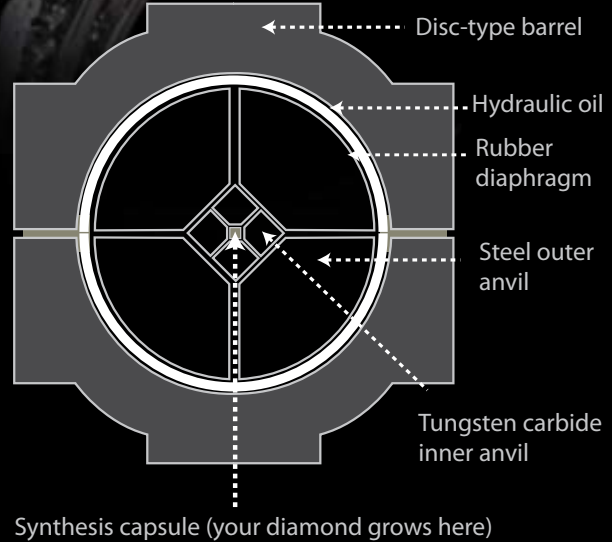


Diamond Cutter



Diamond

- ◆ First, your personal carbon is captured from your hair or cremation ashes.
- ◆ Your personal carbon the heart of your diamond is now added to a diamond seed along with other pure carbon to create perfect diamond growing conditions.
- ◆ Next, this is placed into a capsule, compressed and then placed in the diamond chamber. Now the magic begins!
- ◆ Under immense heat (2,500°C) pressures up to 60,000 atmospheres the exact conditions as nature's diamond formation.
- ◆ Atoms from your carbon breakdown into individual atoms. These molecules bond together and transform into your Aura Diamond.
- ◆ Next, your diamond is cut to exact proportions by leading gem cutters.



Personal carbon the heart of your Diamond

Aura Diamonds grown for :

You...

Luxury, prestige and status that a top grade diamond gives you, only unique, rare, personal and sentimental 'part of you' lives on forever 'priceless'.

Perfect memorial...

Help bring comfort and closeness to your loved ones through difficult times. Your diamond is physical to see, hold, reflect and remember. Perfect memories of you stay close to the heart of your family forever.

Your pets...

Fur or hair from your beloved pet can be used to grow a very special diamond. From small domestic pets like cats and dogs to ponies and champion horses. You can add a little to your families hair and create a family diamond.

- Perfect memorial
- Celebration
- Honour a champion

Any age or combination of hair, nails, cremation ashes or fur can be used to create an Aura Diamond.



Capture your passions, dreams and memories.

For every occasion in life.

Yesterday, today and tomorrow.



Your own family diamond

Your family heirloom will be passed down for generations to come. Just add a little of all the families hair.

Your engagement/commitment

A jewel that's part of you both. Your loving partnership symbolised with your very own unique 'Aura'. True Love.

Wedding

So personal and special to you, sentimental beyond compare. You can have Auras set in special wedding bands.

Wedding Gifts

Such a unique gift to say 'Thank you' to your parents, bridesmaids, best man or guests.

Anniversary/Eternity ring

Everlasting bond of love, together for eternity.

Birthday

That extra special present, a gift that contains so much love. A truly unique special gift, for friends and family.

Your child

Imagine their first lock of hair encapsulated in a diamond to treasure forever.

Live on forever





In a perfect memorial, left from you for your family and friends. Your jewel will stay part of your family forever 'perfect memories'.

Or just to say...

I love you.

Moments in time forever

A bespoke creation...

Colour guide

Red

Yellow

Green

Blue

Coloured diamonds




Your diamond will be unique, each one will possess a slight variation in colour, will be handled and grown individually from start to finish to ensure there are no mix ups.

Having exceptional fire and brilliance your Aura will be your most precious possession.

Under controlled growing conditions top grade aura diamonds are produced that are not only of sentimental value but also extremely valuable.

The most expensive diamonds in the world are coloured from the famous Blue Hope Diamond to the rarest red shield diamond worth hundreds and thousands of pounds.

Natural coloured diamonds are 10 - 50% more expensive than clear diamonds.

Cut guide

Brilliant hearts and arrows round cut

Princess square cut

Radiant cut Mixture of both cuts

Cut

This refers to the shape of a diamond. Diamond facets on your stones are cut to enhance and expose the optimum sparkle and light. Your stone is cut to exact proportions by the world's leading diamond cutters.

See the chart opposite for details of the cuts of Aura-Diamonds we offer. Other cuts are available on request.



Carat

The weight of a diamond is measured in carat. This is not the size of the diamond, this depends on it's cut.

Range available:

Round Cut	0.25 - 0.5 ct
Square Cut	0.25 - 2 ct
Radiant Cut	0.25 - 2 ct



Carat guide

	2.00 ct
	1.50 ct
	1.25 ct
	1 ct
	0.75 ct
	0.50 ct
	0.25 ct

Clarity

This refers to the pureness of the stone, this can effect transparency the less inclusions the rarer the stone. Each varies just as in nature. Because man-made diamonds are created under controlled lab conditions, these come closer to being 'flawless' than mined diamonds. Often superior in quality, lustre and colour.



GIA clarity scale

Flawless	FL
Internally Flawless	IF
Very, very, slightly included	VVS1 VVS2
Very slightly included	VS1 VS2
Slightly included	S11 S12
Included	I1

Q&As

Q. How do I know you won't mistake my order for someone else's?

A. We know how precious and irreplaceable your order is. It will be handled individually at all times, with the utmost respect and care throughout the process, from start to finish. Your order has its own unique code so there will be no chance that your order will ever be mixed or mistaken with anyone else's.

Q. Is the diamond real?

A. Yes. Certificated as genuine diamonds. Optically, chemically and physically identical to mined diamonds.

Q. Does it matter how old the cremation ashes, hair etc are?

A. No. Any age, recent or from years ago. Any combination of hair, ashes or fur can be used.

Q. How do I pay?

A. Full payment is required when placing your order, by cheque, credit card cheque or balance transfer. For finance options please call 0845 5000 140. You can pay by credit and debit card payments processed through a secure provider.



Q. Why trust us?

A. We have a team of certified, qualified and licenced experts having combined experience of over 200+ years in lab diamonds and the jewellery industry. We are a dedicated team committed to helping you. We encourage you to talk to our previous customers, they are our voice. We are also members of the BJA British Jewellery Association renowned for their reputation in the UK.

Q. How long does it take to grow a diamond?

A. Diamond process approx 80 days. In many cases sooner.

Q. How much do they cost?

A. This depends on the package you choose. We will send you a price sheet along with the brochure.

Q&As

Q. Can I cancel?

A. Yes you can, but please refer to our terms and conditions.

Q. Can you create an Aura Diamond for my family when I pass away?

A. Yes, we will issue you with a certificate to add to your will, so when the time comes your family will know your requirements. What a fantastic gift to leave your family, live on forever! Have you thought about having an Aura made for them now from either your hair or all of the families hair, so you have the pleasure of giving your Special Aura diamond to your family.

Q. What Colours do the Aura Diamonds come in?

A. Currently the rarest colours of diamonds being deep reds, sparkling greens, sunset yellow/orange and ocean blues. All absolutely stunning and beautiful.

Q. Can you set my diamond?

A. Yes, we have a range of settings. We can also have designed for you a bespoke one off piece to compliment your Aura Diamond.



Any age or combination of hair, nails, cremation ashes or fur can be used to create an Aura Diamond.

Amounts needed to create your stone...

◆ *Hair*

A standard hair trim. If you have more hair than this to send, that's fine we will take the required amount.

◆ *Cremation Ashes*

30 - 100 grams (3-6 large heaped tablespoons. Your local funeral director will do this for you, if you require). Please note once used, remains are non returnable.

◆ *Pet Fur / Hair*

Again, the same as hair. Do not worry about exact amounts as other pure carbon can be added to help your stone's growth.





*You'll be
delighted with
your Aura
Diamond*

How to order

- 1 Fill in the order form on page 13 of this booklet.
- 2 Place your chosen material in a small plastic bag or plastic container. We can separate the required amounts for you if you require.
- 3 Full payment is required when placing your order. For finance options please call 0845 5000 140.
- 4 Call us to arrange collection of your order. Alternatively, return to the provider of the brochure (See retailers stamp on page 14).
- 5 Once we process your order we will immediately notify you via email or telephone your unique code, so you can check the progress of your order.
- 6 We know how precious your order is and it will be handled individually at all times with the utmost respect and care from start to finish so there will be no chance that your order will ever be mixed or mistaken with anybody else's.
- 7 Whilst your diamond is being created we can arrange your perfect setting that will compliment your Aura Diamond.
- 8 When your order is ready we will notify you. You are free to either collect in person from us or we will personally hand deliver your Aura Diamond to you ensuring you receive it
- 9 Arrival will be in a gorgeous presentation capsule - shown opposite. Our special gift to you (if you don't require setting).
- 10 Ensure your jeweller has the 'Care on Setting' that accompanies the stone.

Order form

 0845 5000 140



Title Full Name

Email

Landline

Mobile

Address

Postcode

Check box

1. Complete the order form
2. Select your chosen stone, cut, size, colour.
3. Put your chosen materials into a sealed bag. See page ten for amounts required.
4. Package as you would any valuable item.
5. Please read and **sign** the terms and conditions on the reverse of this order form.
6. Full payment is required when placing your order. For finance options please call 0845 5000 140.
7. Call us, we can collect your order

What kind of diamond would you like to order?

Memorial

Celebration

Pet

Name to be shown on your certificate

ORDER NO.	CARAT SIZE	CUT (ROUND, FLANDERS OR SQUARE)	COLOUR	ASHES/ HAIR/ FUR	PRICE	TOTAL £
ORDER 1						
ORDER 2						
ORDER 3						
ORDER 4						

Once your order is in our care, you will be issued with a unique code which will allow you to trace the progress from start to finish.

Your order will be handled separately with the utmost respect at all times. Your precious stone will be grown within approximately 12 weeks and we will notify you on nearing completion.

Full payment is required when placing your order. For finance options please call 0845 5000 140. Your Diamond will be personally hand delivered to you. Thank you.

TOTAL STONES ORDERED	
SUBTOTAL	£
SETTING	£
PERSONAL INSCRIPTION	£
TOTAL TO PAY	£

Any queries, please call 0845 5000 140

A lifetime guarantee accompanies your diamond...



Terms and Conditions

Please read these terms carefully, and print and keep a copy of them for your reference.

Please read these terms and conditions, sign at the bottom of the form in agreement of them

I confirm that I have the necessary authority and give permission to Tomorrows Traditions use of the ashes/ materials enclosed, to be used in the process of forming the aura jewel or aura diamond

I understand once used the ashes or other materials are non returnable

Except for such refund, the company shall have no liability to me or any third party relating to or arising out of this purchase order for damages whether direct or indirect, special, incidental consequential or otherwise

If any Aura diamond is smaller than specified, your purchase price will be reduced accordingly. If your Aura is larger than requested no additional charge will be incurred

Our guarantee does not cover damage or loss by yourself or any third party
In the unlikely event that an Aura® stone jewel/diamond fails, I agree that the company sole liability will be to refund the purchase price of the order that fails

I understand I must inform and give my jeweller the care sheet and clearly state that the diamond must not be heated above 300° as it may become cloudy.

Cancellation

You can cancel your contract with us at any time up to 7 working days after

placing the order. You do not have to give any reason for cancellation. However, a brief explanation will help us to improve the service we offer to customers in the future.

Your right to cancel will cease if and when you require us to commence our service during the cancellation period (our service will commence when we receive your samples for processing).

This cancellation policy does not affect your legal rights—for example, if goods are faulty or misdescribed. Please contact us in this event, and we will deal the matter in accordance with your legal rights.

If you need to contact us, please e-mail us at info@tomorrowstraditions.co.uk or call customer services on **0845 5000 140**.

Retailers Stamp

Please note: Full payment is required when placing your order. For finance options please call 0845 5000 140.

Signed

Date

Print name

Retailers code (Retailer fills)

Example of certification



What our customers say...

Thanks once again Lisa - having the stone was a big part of what made the day so special to me

Hayley x

Your service was first class and I couldn't believe the personal attention you gave us.

Clare

Thank you..... A small word with a huge message.

There really aren't any words to fully express my feelings and appreciation for all the love, care, support, sensitivity and professionalism you have shown in every aspect, in assuring everything I wanted or needed to help me put "closure" to some deep rooted emotions. You have certainly helped me to move further along this emotional journey. I love the anchor, a beautiful fitting tribute to my darling Tony, which really has helped me, beyond words, particularly when we went to Lyme Regis. The ring is amazing, I just can't stop admiring it. You will never fully realize how much it means to me, or maybe you will.....

Aside from the ring and anchor, you are truly amazing, who shower vulnerable people with such love, compassion and understanding at probably the most difficult time of their lives.

Many many thanks for everything, but particularly for being you!

Love and best wishes

Wendy xx

The ordering process was simple, no question was too trivial and I felt I could ask anything and got real answers back.

I haven't actually felt like I was ordering 'just a product' as I was on first name terms with Lisa and emails/conversations have been really friendly in a difficult time. I felt this really was a personal service.

During the Aura process Lisa kept me informed of its progress and also the stones were hand delivered in beautiful boxes - so I had peace of mind about them in transit. Thanks again, Lisa.

Sarah xxx

Hi both,

I just wanted to thank you from the bottom of my heart for everything you have done for me and the way you have supported me through my grief. Bringing Baby Kayne down today meant so much to me. The ring is absolutely stunning and means the world to me, you have put so much care and attention into it, its unbelievable.

You are truly kind and special people that you don't meet very often in this life and again thank you so much lots love always,

Karen xxxxxxxx

(and I'm sure Baby Kayne is sending you big hugs from heaven for making his mummy so happy) xxxxxx

You are not just another number to us...



www.auradiamonds.co.uk
www.memorialdiamonds.co.uk
www.tomorrowstraditions.co.uk
www.celebrationdiamonds.co.uk
www.petdiamonds.co.uk

