



Clarity<sup>TM</sup>  
DIAMOND

EXCEPTIONAL | RESPONSIBLE | AMERICAN GROWN



## Clarity Diamonds are Exceptional

Our single growth process technology, allows Clarity diamonds to perform above all others, by growing free of growth lines and graining. The as grown material is natural in color, with no post growth treatment, adding to the optimal brilliance of the stone. Clarity represents the finest quality diamond in the lab-grown market.

All diamonds are **American grown, GIA certified, F+ color, VS2-IF, 1.50ct+**, and cut to the finest standards in a single, state-of-the-art facility.

Clarity Diamond will distribute in an exclusive manner, supporting our partners sales performance through a comprehensive approach.

# The Brand Story

In August 2022, Plasmability LLC announced that it entered into a strategic partnership with the HRA Group to cut, polish and distribute its lab-grown diamonds exclusively through HRA.

The basis for this alliance is rooted in the companies' shared passion for being market leaders in product development and manufacturing excellence. In this collaboration, Plasmability will grow premium CVD lab-grown rough diamonds and HRA will exclusively cut, polish and distribute Plasmability's diamonds into the market under Clarity Diamond.





## The Brand Story:

### Plasmability / Clarity Diamond (Austin, TX)

In 2010, we started a company to develop semiconductor manufacturing equipment products.

In 2012 we made the leap to making equipment for CVD diamond production, then on to making the diamonds themselves.

Our building is filled with scientists and engineers. Our team is made up of Ph.D.s, M.S. engineers and software designers, and top technicians in production, process technology, and finance.

We are committed to producing the most beautiful, largest lab-grown diamonds that can be produced, and we'll keep innovating and making our diamonds better because that's what we've invested in, and frankly, that's how we're wired.





# The Brand Story:

## HRA Group (Vancouver, BC)

The HRA Group's story began over 40 years ago when its founders immigrated to Canada.

The HRA Group has since expanded into a global business which spans the entire diamond supply chain, from rough trading, rough diamond manufacturing, polished diamonds and diamond jewelry to jewelry retail.

Headquartered in Vancouver, Canada and have offices and factories all over the world. Our team takes pride in their ability to challenge themselves to find new solutions to address the changing needs of our industry and partners.

The HRA Group has a particular interest and focus on innovation and technology in the diamond industry.





# Brand Values & How We Present Ourselves

## Brand Values

Candid  
Motivational  
Problem Solving

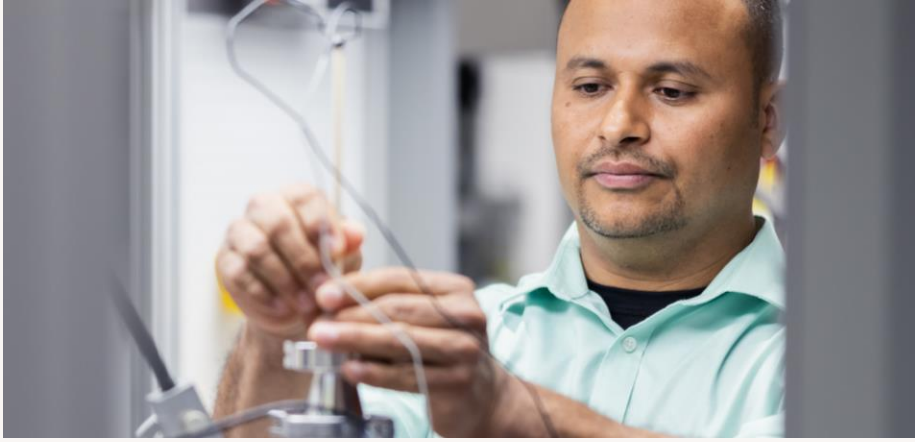
## Attitude

Respectful  
Hardworking

## Reputation

Honest  
Socially Responsible  
Innovative

Our goal is to be as transparent as our customers expect, and then some. In fact, that's what we mean by "Clarity" Diamond! Our commitment to responsibility is entirely clear.



# Our Voice is Respectful and Transparent

**We Value Living Right:** That means respecting our employees and treating them well, taking care of the environment, being an honest and transparent business partner and becoming a trusted supplier to our clients. In short, we think doing good is good business.

Our goal is to **Always be True to our Core Values** in every touch point with our business partners, our employees and our customers. Our core values are to be candid, motivational, hardworking, problem-solving experts in the diamond industry.

**Responsibility is a Journey** and creating a responsible business requires a lot of focus and effort. Responsibility encompasses a vast array of social, human rights, and environmental issues. We are looking at every aspect of our business and always asking questions. If there's one thing we've learned, it's that responsibility is a journey, and not a destination.

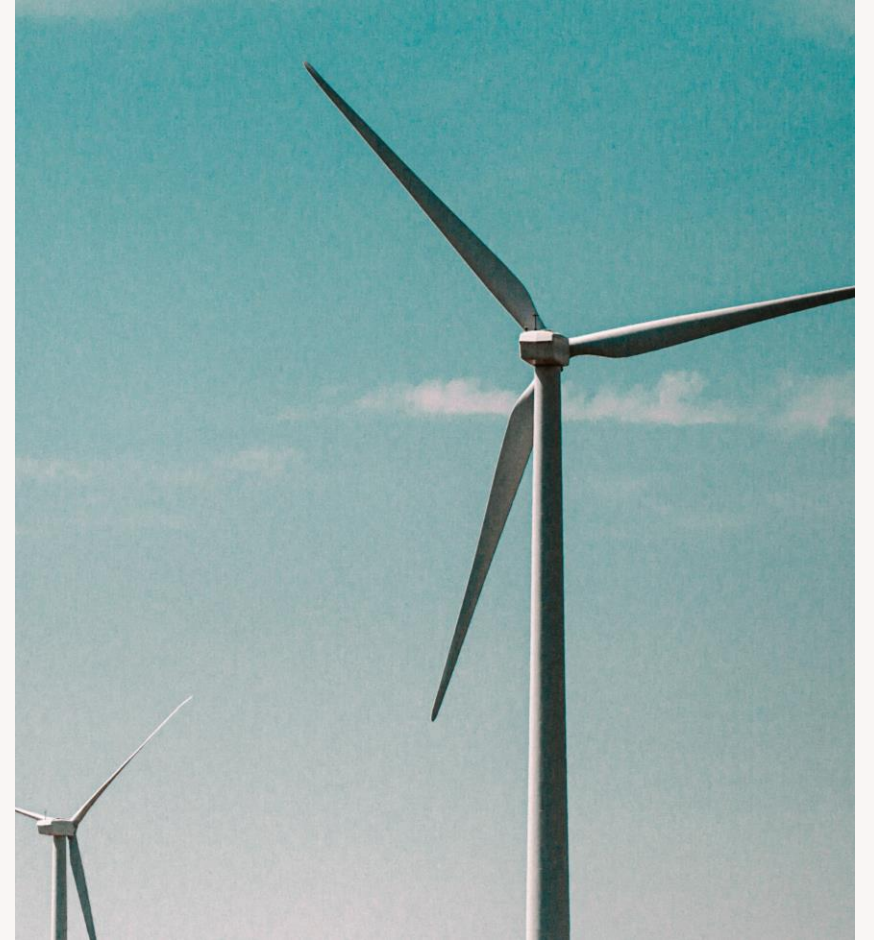
# Social Responsibility

In order to reduce environmental impact, we invest in power alternatives, thoughtfully manage production, and monitor and manage waste, working toward carbon-free status. We are focused on:

- Producing product with concern for human and environmental well-being
- Responsible management of power, water, chemicals, and waste materials

## How does our environmental impact compare with the average for the lab-grown market?

In our Austin foundry, the power we use is close to 50% carbon-free, mostly wind, some solar, a little bit of hydro-electric. So, it isn't 100% yet — but our goal is to be completely carbon-free.





# About Lab-Grown Diamonds





## What is a Lab-Grown Diamond?

A lab-grown diamond is a gem that is identical in chemical composition to a mined diamond, but which was grown in a laboratory environment, rather than mined from the earth.

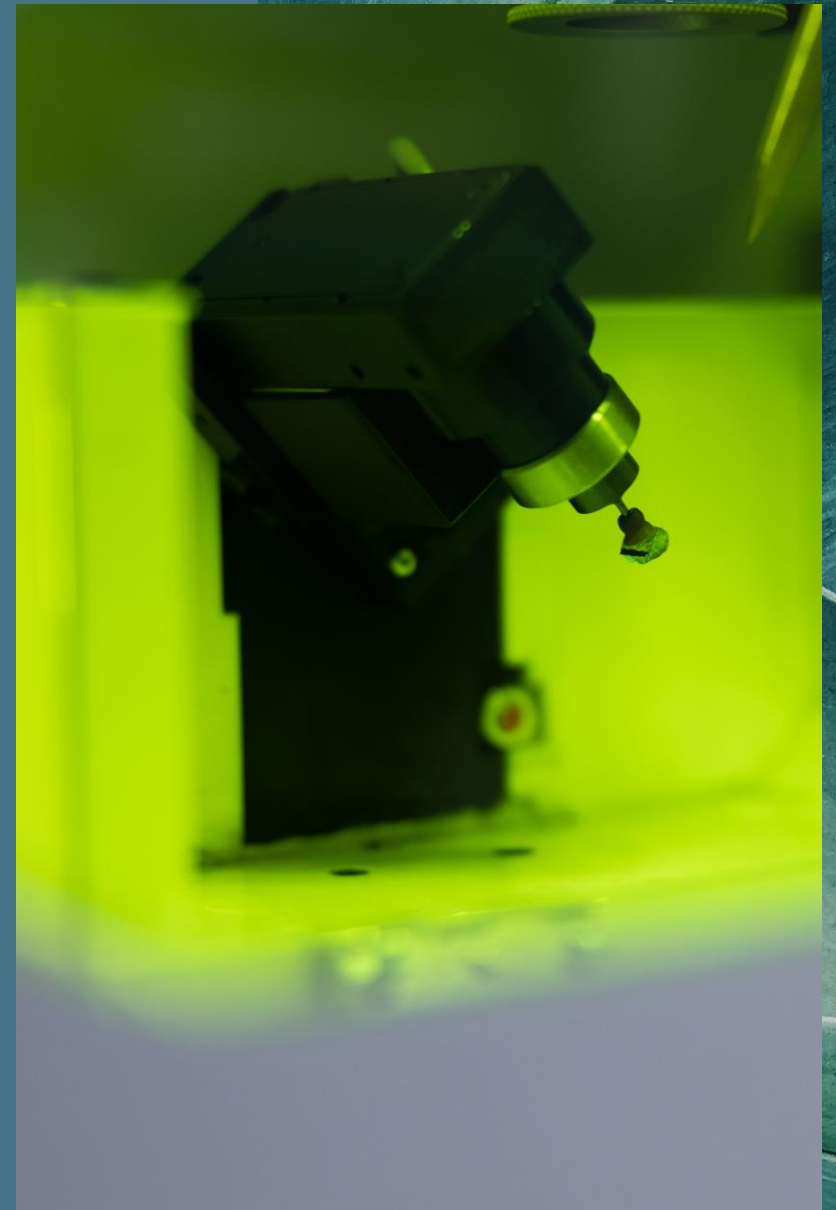
Lab-grown diamonds are real diamonds in every way! In fact, in 2018 the Federal Trade Commission (FTC) ruled that "A diamond is a diamond, no matter whether it is grown in a lab or comes out of the ground."

# The Growth Process

There are two distinct manufacturing processes used to grow diamonds in a lab: **HPHT** and **CVD**.

**HPHT** (High Pressure High Temperature) is the older of the two processes, around since the 1950s. In HPHT, a small amount of graphite is subjected to extreme temperatures and pressures, which replicates the extreme heat and pressure conditions deep inside the earth that cause diamonds to form.

The second and more recent method is termed **CVD** (Chemical Vapor Deposition). This is a vacuum deposition method that is often used in the semiconductor industry to produce thin films. The diamond CVD technique was first investigated over 30 years ago, but it is only within the last decade that the technology had improved to the point where very high-quality diamond can be formed.





**From left to right:** lab-grown CVD rough diamond, lab-grown HPHT rough diamond, and natural rough diamond



# Clarity Diamonds are Grown via the CVD Process



In CVD, a thin slice of diamond — called a seed — is placed in a sealed chamber.

A carbon-rich gas mixture is then introduced into the chamber, and the gas is ionized into a plasma with microwave energy, heating the gas to over 3000°C.

The chemistry created in the plasma along with the high temperature, releases carbon atoms that adhere to the crystal structure of the diamond seed and replicate it.

This growth method allows for our diamonds to be cut into multiple fancy shapes and rounds.

The rough is removed from the chamber and sent to HRA for finishing.

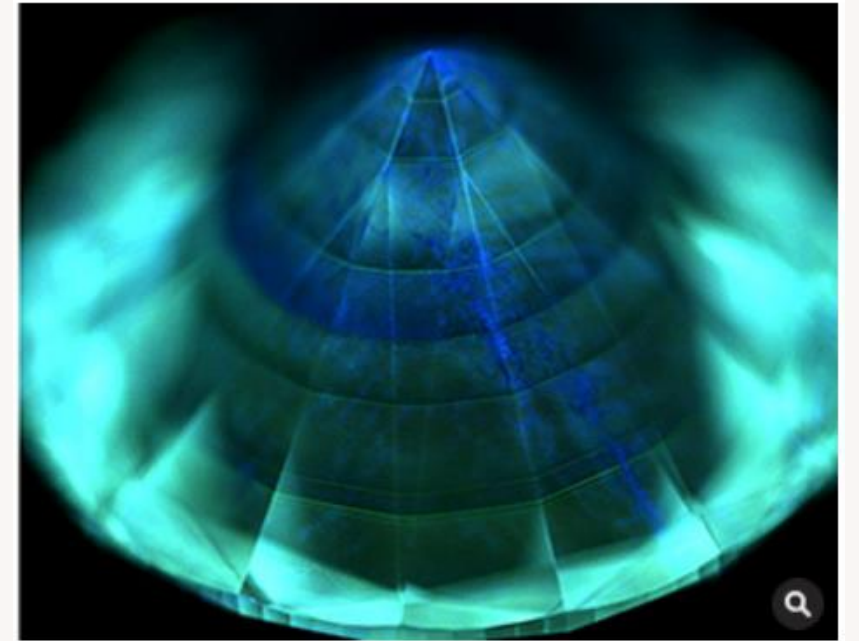
# Why is Our CVD Growing Process Different?

## SINGLE GROWTH

Production happens without any interruptions, so the product grows free of visible growth lines, providing for optimal brilliance in our diamonds.

- Typical CVD is grown in a multi step, start stop process. This is done to increase the size of the stone but also creates unavoidable growth lines within the diamond. Once the growth stops and then restarts, the conditions that the crystal was originally growing in change.

This change in conditions, leaves a growth interface and visible inclusions can form within these interfaces. These growth lines and inclusions negatively impact the light performance of the diamond.



DiamondView Imaging provided evidence of CVD growth. Image by Billie Pui Lai Law.

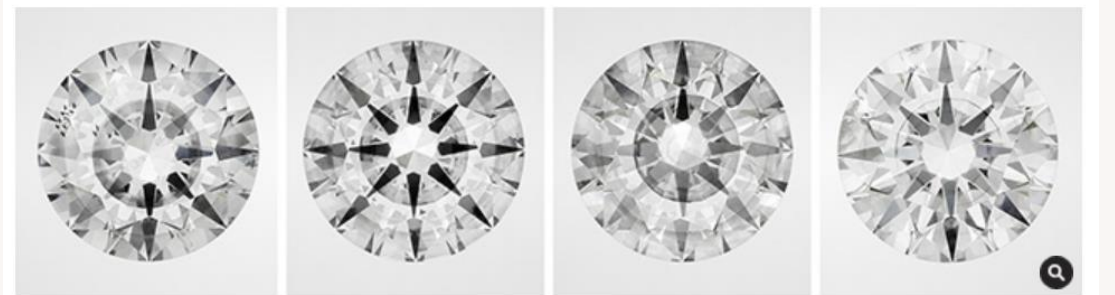


Figure 1. Face-up images of four CVD laboratory-grown diamonds with an eye-visible growth plane. These four diamonds range from 1.81 to 2.51 ct. Photos by Johnny Leung and Tony Leung.



## Why is Our CVD Growing Process Different?

### AS GROWN

All Clarity Diamonds are "As Grown". This means they have no post treatment to improve the color of the diamond.

- The standard CVD diamond is grown in multiple layers at the highest growth rate possible. The diamonds produced using this method, often result in color grades that are subpar.
- The diamonds are then subjected to HPHT treatment, to improve the color. The color can be improved up to three grades with this treatment.

# Why Do Our Diamonds Outperform Others?

## SINGLE GROWTH AS GROWN

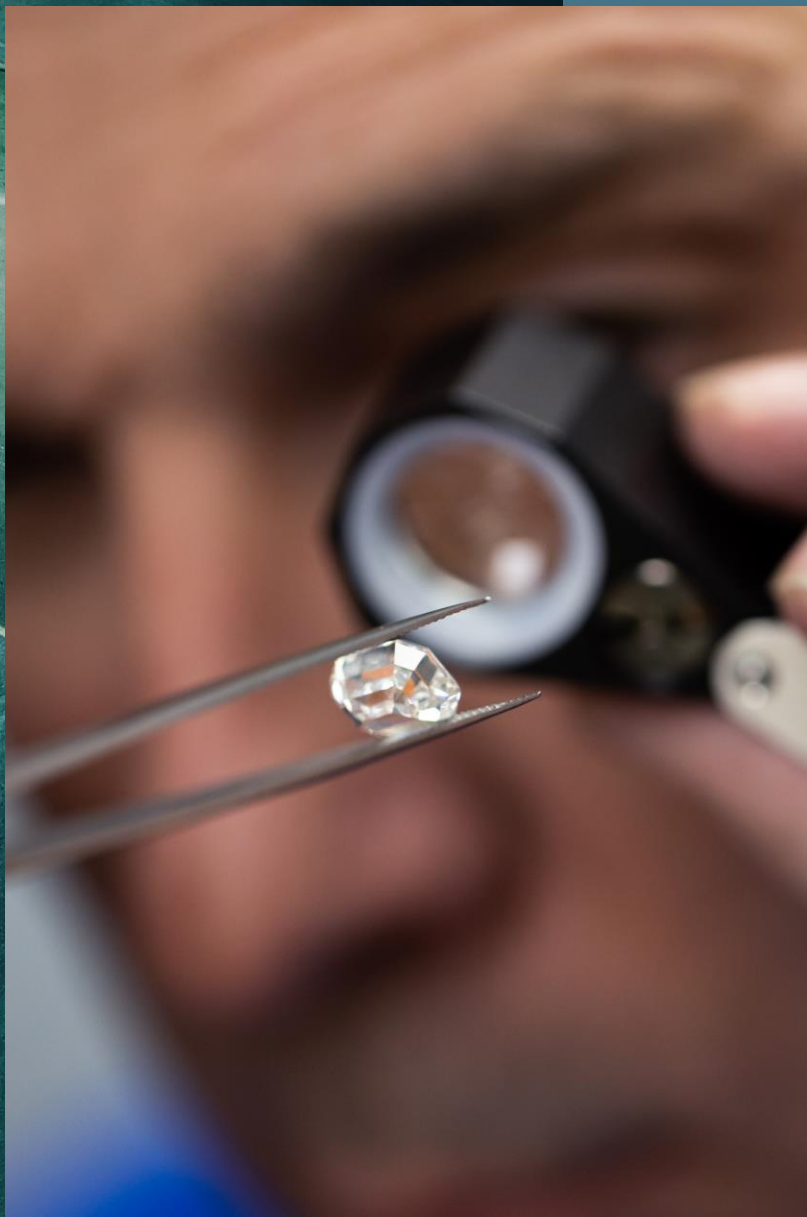
The Single Growth As Grown Process allows us to grow larger, brighter, more beautiful diamonds free from any post growth treatment and visible growth lines.

The path of light return mimics a natural diamond since it also grows without interruption.

The lack of obstructions within the stone and superior cutting allow for maximum performance.







## Know How Your Diamonds Are Produced

The same grade on two different lab grown diamonds, does not mean those stones will look the same.

The cost to produce lab grown stones varies based on how they are produced. Therefore, you will find variance in pricing between lab grown diamonds with a similar certification.

Clarity  
DIAMOND

We hope you enjoy your Clarity Diamond. Our diamonds are cut to the finest standards in our state-of-the-art manufacturing facility and are top in color and clarity. Included below are the characteristics that make this diamond uniquely yours.

 **GIA** International Gemological Institute  
3510 404-551-1

**Laboratory-Grown Diamond Report**

11119932913E	Job No. 76122213
LABORATORY-GROWN DIAMOND	Report: 2225069941
4027 ERS	R
11121 Omega Bld	2.03
Omaha, NE 68144-1517	G
United States	VVS2

  
110111927179 2

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 **GIA** International Gemological Institute  
11000  
October 12, 2021

**GIA REPORT 2225069941**

Shape: Round  
Carat Weight: 2.03  
Color: D  
Clarity: VVS2 Cut: EX View the Report Online

Measurements: 8.50 - 8.53 x 5.23 mm

[For grading results go to reportcheck.gia.edu](https://www.gia.edu/reportcheck)



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[claritydiamond.com](https://www.claritydiamond.com)

Your Clarity Diamond is unique and unparalleled for three main reasons.

Firstly, we are 100% grown in the USA. Every Clarity Diamond is grown in our state-of-the-art facility in Austin, Texas. We are proud to grow our diamonds locally and support our Austin community.

Secondly, every Clarity Diamond is "Single Growth." This means that the entire growth process for each diamond is uninterrupted, producing the finest diamonds. Most lab grown processes involve repeated intervention which can cause growth lines and imperfections. With our unique and uninterrupted growth process, each Clarity Diamond's crystalline morphology is as pure as a natural diamond.

Lastly, we do not subject our diamonds to any kind of post-growth treatment. The Clarity Diamond you buy is "As Grown". Because our growth process is uninterrupted, we are able to provide a diamond that naturally grows superior in color, resulting in no need for any additional treatment.

We fundamentally believe our mission is to give our customers the best product in the industry. That is why we invest in our facility, we invest in our people, and we continuously invest in improving the process. At Clarity Diamond, we work with the best scientists and will always adhere to our three key principles when growing our diamonds.



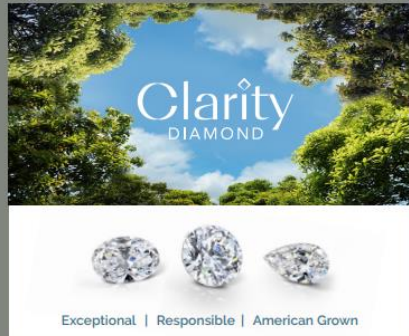
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# Marketing Images

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Banner Ad Images  
OPTION 1

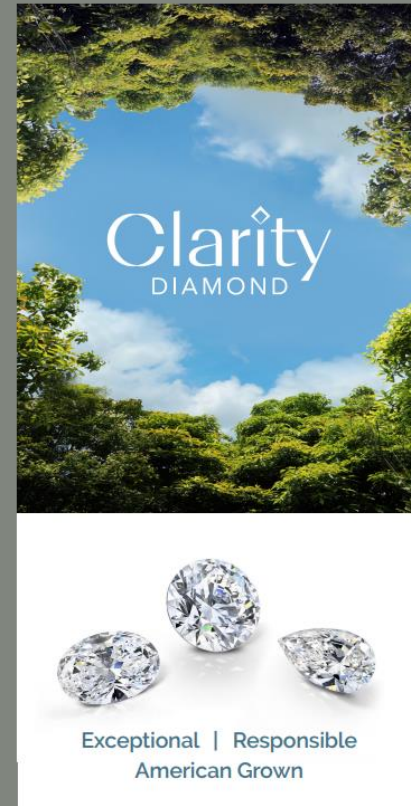
300 x 250 px



320 x 50 px



300 x 600 px



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Banner Ad Images  
OPTION 7

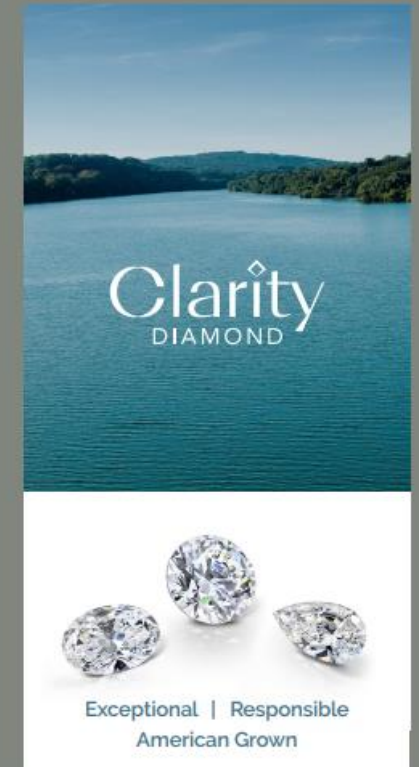
300 x 250 px



320 x 50 px



300 x 600 px



# Clarity Diamond Selling Points

O1

## American Grown

Diamonds available directly from the source

O2

## Single Growth

No visible graining or growth lines which allows for maximum luster and scintillation

O3

## As Grown

Natural in color, no post growth treatment

O4

All diamonds will be **F+** in color and **VS2+** in clarity, **3EX quality** on rounds and **VG+** on fancies

O5

All diamond cutting takes place in a **state-of-the-art** manufacturing facility

O6

## Superior Diamond Cutting

Hearts and arrows rounds and premium cut fancies

O7

Diamonds are **GIA certified** and a Clarity Diamond selling card is included with each diamond.

O8

All diamond girdles are engraved with LG, Clarity, and respective certificated number

# Our Target Market



# THE MVEye's Core 3.5 LGD Consumer Segments

**THE  
Core  
3.5**



## Segment One: In the Know

25–38-year-old Millennials already aware of LGDs via media or friends; Includes multiple ethnicities and nontraditional couples.

When communicating with this consumer segment, successful retailers focus on sustainability, social responsibility, price-to-value equation; romance the stone but explain the tech as well.

**THE MVEye's** research estimates that 70% of consumers in this segment are likely to purchase LGD jewelry.



# THE MVEye's Core 3.5 LGD Consumer Segments



## Segment Two: In the Dark

25–38-year-old Millennials who have never heard of LGDs *but* are easily convinced to learn more; includes multiple ethnicities and nontraditional couples.

When communicating with this consumer segment, successful retailers focus on education and telling the LGD (tech) story along with the price-to-value equation.

**THE MVEye's** research estimates that 70% of consumers in this segment are likely to purchase LGD jewelry.

**THE  
Core  
3.5**



# THE MVEye's Core 3.5 LGD Consumer Segments

THE  
Core  
3.5



## Segment Three: Upgraders

55 and older consumers seeking to upgrade their engagement ring; little prior knowledge of LGD but motivated to upgrade to a *larger* diamond.

When communicating with this consumer segment, successful retailers focus on budget, size and the reward they deserve for years of raising a family and other hard work in their lifetimes.

**THE MVEye's** research estimates that 55% of consumers in this segment are likely to purchase LGD jewelry.

Photo credit:  
Photodune



# THE MVEye's Core 3.5 LGD Consumer Segments



## Segment 3.5: SPF

Self Purchasing Females (all ages). **THE MVEye's** research estimates that 63% of consumers are embracing fashion LGD jewelry.\*

Moving beyond bridal, most successful retailers are seeking rapid expansion into diamond jewelry basics...studs, solitaire pendants, etc.

Designers and luxury brands see LGD fine fashion jewelry as a significant growth opportunity.

\* *Will be higher when more CVD melee arrives*

**THE  
Core  
3.5**



# Questions

## WHERE YOU CAN FIND US:

**WEBSITE:** [claritydiamond.com](http://claritydiamond.com)

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**INSTAGRAM:** [@claritydiamondjewelry](https://www.instagram.com/claritydiamondjewelry)

**LINKEDIN:** [Clarity Diamond™](https://www.linkedin.com/company/ClarityDiamond)



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THANK YOU