Marketing of Synthetics

The Good, Bad and the Ugly

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Synthetic and Simulant Gemstones

- Laboratory grown gemstones that have the same properties as the natural gem they are made to represent.
- http://www.syntheticstones.co.uk/what_are_lab_stones.html

Emerald lab grown synthetics
Good

- Most are an unlimited supply
- Cheaper- affordable for most
- Look like the ideal Stone of which it is imitating
- Not depleting natural gems
- Guide for the jewelry, precious metal, and pewter industry
  - http://www.ftc.gov/bcp/guides/Jewel-gd.shtm
  - § 23.25 Misuse of the word "gem."
  - § 23.24 Misuse of the words "real," "genuine," "natural," "precious," etc
Example of a Securities and Exchange Commission Form

Bad


http://2.bp.blogspot.com/_wkgIzuqJM0w/S86ux95Osul/AAAAAAAAD38/V-fFzLJEPd8/s1600/Thai+Gem+Scam.jpg

http://i00.i.aliimg.com/photo/284418689/Precious_ruby_synthetic_gemstone_04.summ.jpg
The Thai gem scam
Phone calls asking you to put money into them and you’ll receive precious gems

http://ww1.prweb.com/prfiles/2011/01/19/4424664/gl_0_logobgfj47.jpg
AND the UGLY

- Thai Gem Scams and how they are done
  Travelfish.org gives insight on the most prime example of “The Thai Gem Scam”
  There are many sites where stories can be found of tourists getting ripped off from this very scam or some similar.
And how to avoid an ugly situation

- [www.scambusters.org/jewelry.html](http://www.scambusters.org/jewelry.html)
- [www.thailandlogue.com/thai-gem-scam-what-it-is-how-to-avoid-it.html](http://www.thailandlogue.com/thai-gem-scam-what-it-is-how-to-avoid-it.html)

Corundum and spinel synthetics - ruby, garnet, alexandrite, blue sapphire, aquamarine, emerald
We all KNOW how to identify a synthetic or imitation gem from a real and know the scams.
References Cited

- http://www.syntheticstones.co.uk/what_are_lab_stones.html
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NO gem is perfect!