

A woman with her hair in a bun, wearing a necklace and earrings, with a maple leaf tattoo on her shoulder. The background is a dark, gradient grey.


CANADIANFIRE™
A Diamond True to its Origin



A DIAMOND TRUE TO ITS ORIGIN

It takes nature over one billion years to create the brightest, most sought after gemstone known to man, so it's only fitting that you take a little time in selecting the one that will grace your finger.

The value of a diamond is calculated on a complex co-relation between its Cut, Colour, Clarity and Carat weight, but more importantly knowing a diamond's origin and history increases its value in more than pure monetary terms.




CANADIANFIRE™
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CanadianFire diamond rings are available in a variety of carat weights, colours and clarities. Contact your CanadianFire jeweller for details



THE 8CS

While most diamonds' value is based on the 4Cs, the CanadianFire diamond adds a further 4: Country of origin, Certification, rough Crystal weight and finally, Confidence in knowing your CanadianFire diamond

is 100% natural and untreated as well as complies with internationally accepted social, moral and environmental standards.

CUT
COLOUR
CLARITY
CARAT
COUNTRY
CERTIFICATION
CRYSTAL WEIGHT
CONFIDENCE



#CF 006

#CF 007

#CF 008

#CF 009

#CF 010

All CanadianFire diamond rings are available in a variety of diamond grades and weights




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GUARANTEE OF ORIGIN

To assure you that your CanadianFire diamond is true to its Canadian origin, each has a unique verification number laser inscribed on its girdle. Your diamond is accompanied with a CanadianFire card that details its international gradings as well as a CanadaMark Card which is numbered so

that you are aware the card is valid.

This registration number can be verified by entering the CanadaMark website.



#CF 011



#CF 012



#CF 013



#CF 014



#CF 015



#CF 016



#CF 017

Available in a range of diamond grades and sizes to suit your individual budget


CANADIANFIRE™
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DIAMONDS WITH A CONSCIENCE

All CanadianFire diamonds are mined in Canada, adhere to the highest environmental standards and generate social benefits to the northern communities of Canada. It is not

a product of conflict. This is your guarantee that your diamond socially, morally and environmentally holds its true value.



#CF 018



#CF 019


CANADIANFIRE™
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#CF 020

All CanadianFire diamond rings are available in a variety of diamond grades and weights

NATURAL AND UNTREATED

Canada's first surface and underground diamond mine, BHP Billiton's EKATI, is the source of the world's most sought after diamonds. The CanadianFire diamond is 100% natural and untreated. Using an independently audited system, every CanadianFire diamond is carefully tracked from the mine through the polishing and

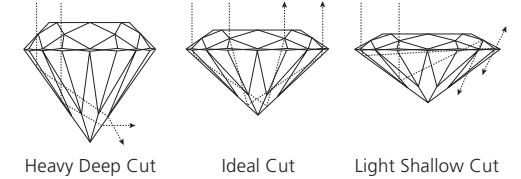


refining processes. This ensures your diamond is completely natural and has never been treated by laser to lighten dark inclusions, subjected to treatments to improve its colour or fracture filled to hide inclusions. You can be assured your diamond is authentic and its colour and quality are legitimate.



ENVIABLE STANDARDS OF QUALITY

Every CanadianFire diamond falls within a specific and narrow range of parameters for colour – D to G, and Clarity – IF to SI2.



GIA COLOUR GRADING SCALE	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
		colourless			near colourless				faint yellow			very light yellow					light yellow						

CLARITY GRADING SCALE



CanadianFire diamonds are cut to maximise optional brilliance not size. Each diamond over 0.50ct carries independent and internationally recognized certification by the Gemological Institute of America. As CanadianFire diamonds' minimum size is 0.30ct, lesser sizes employed do not carry certification.





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EXCLUSIVE TO



Your CanadianFire Diamond Jeweller is