

Cremation Diamond Fraud Report

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Introduction

The Cremation or Memorial Diamond industry began in 2002 when the process of growing diamond crystals in a laboratory environment was perfected. Using a process known as high temperature – high pressure (HPHT) method of crystal growth the conditions that exist deep inside the earth can be duplicated in a laboratory, allowing for the formation of diamond crystals, a crystallized form of pure carbon.

With the advent of this technology, companies began to form who claimed to take carbon from the cremated ashes of deceased persons and use that carbon to create lab grown diamonds. The concept is currently being put forth by one of the cremation diamond websites, Eterneva.com when they urge customers: “Keep their legacy alive. Turn their ashes into a cremation diamond.”

Over the past decade the cremation diamond market has grown to world-wide reach with companies such as LifeGem®, Lonite™, Phoenix Diamonds™, Cremation Solutions™ and Algordanza™, Eterneva™ among the leading names.

Currently, the cremation diamond industry operates with no government oversight or review, and without any type of formal control regarding the claims being made regarding the actual creation of diamonds using carbon obtained from cremation ashes.

Purpose and Scope of This Investigation

This investigation began in 2007 when consumers approached my office with questions about the validity of claims being made by the cremation diamond companies. At first issue was that the cremation diamond companies were quite secretive about their operations and processes. The second issue was the extremely high price of cremation diamonds due to these company’s refusal to divulge information about their processes based on claims of “proprietary information”. Finally, was the very basic question of whether cremated ashes contained enough carbon to make a diamond, and how much carbon from the deceased person’s cremated ashes was used to create the diamond.

It is, therefore, the purpose of this investigation to answer these three questions:

1. How much carbon remains after the cremation process, and how much of that carbon can be expected to exist in a created diamond?
2. What is the price comparison of open market lab created diamonds to those reportedly produced by the cremation diamond companies?
3. Are the promotional claims by the cremation diamond companies verifiable to a reasonable degree that should allow consumers to have confidence in these claims?

We will take these questions in order.

Question #1. How Much Carbon Exists in Cremated Ashes?

There are important issues that must be addressed when answering this question: How much carbon exists in the human body, and at what rate is that carbon lost during the cremation process.

What are diamonds?

Diamonds are pure, crystallized carbon. While they may be in crystal form, they contain the same ingredient as graphite or charcoal: Carbon.

How much carbon in the human body?

Carbon is a main ingredient in the human body, making up approximately 18% of the total weight of the human body. It is this carbon that the cremation diamond companies claim is used to create the memorial diamonds.

At what temperature does carbon burn?

Carbon burns at 1405 degrees F. Anyone who has used charcoal for a cooking fire has seen the process take place. During house fires, it is often seen that gemstones from jewelry can be recovered intact because most gemstones are not damaged at temperatures reached by most house fires. The one exception is diamonds. Since many house fires can reach temperatures more than 1600 degrees F, diamonds in jewelry burn and disappear while other gemstones remain intact. This is, once again, due to the low burn temperature of carbon.

What is cremation?

The process is legally set forth by statutes in each state. In Texas, the definition of “cremation” is set forth as reducing the deceased body down to nothing more than bone fragments. From the Texas State Statutes:

HEALTH AND SAFETY CODE

TITLE 8. DEATH AND DISPOSITION OF THE BODY

SUBTITLE C. CEMETERIES AND CREMATORIES

CHAPTER 716. CREMATORIES

SUBCHAPTER A. GENERAL PROVISIONS

Sec. 716.001. DEFINITIONS. In this chapter:

(5) "Cremation" means the irreversible process of reducing human remains to bone fragments through direct flame, extreme heat, and evaporation.

What is the Temperature of a Cremation Furnace?

Cremations furnaces are reported to operate in a temperature range of 1600F to 1800F, to insure a complete cremation of all aspects of the human body. The result is a complete burn out of any element with a burn temperature below 1600F, including carbon.

To quote one cremation company: **“The cremation process destroys all traces of organic, carbon-based matter”** CremationSolutions.com

The entire investigation could end here as the cremation process “destroys all traces of organic-based matter” and leaves no residual carbon with which to create a diamond. There is no carbon left in the cremation ashes to make a diamond, a fact that renders all cremation diamonds as fake.

Further investigation, however, reveals that the cremation diamond companies, such as LifeGem® are aware of this fact.

It must be stressed that the following is taken directly from the United States Patent filed by the owners of LifeGem:

The other alternative is simple: If there is no carbon, use carbon from outside sources to make the memorial diamond:

“...the remains can be cremated conventionally, mixed with additional carbon from another source, and purified as described above. It is contemplated that, using this technique, a gem containing at least some of the original carbon from the cremated remains can be prepared, even if the amount of carbon present in the remains alone is insufficient to make a gemstone of desired size or type.”

IMPORTANT! I believe the above method is how LifeGem operates. After contacting many crematoriums, I did not find a single company willing to do a partial cremation as LifeGem Suggests.

Based on this, LifeGem, and most likely all cremation diamond companies, fully realize that carbon is lost during the cremation process, and that outside carbon must be added to the ashes before any effort to create a diamond could be successful.

The important issue in the above statement from LifeGem is that they “contemplate” or think there “is at least some of the original carbon” is included in the diamond. They think.

Simply stated: LifeGem cannot guarantee that ANY carbon from the deceased loved one’s body is included in their cremation diamonds.

Conclusion

There is no question that cremated ashes contain no carbon since the burn temperature of a cremation furnace is far above the burn temperature of carbon. Even the cremation companies admit that all carbon is “eliminated” during the cremation process.

There is also no question that the cremation diamond companies are aware of this fact, as demonstrated by the alternative solutions put forth by LifeGem in their US Patents.

Clearly, this single point brings all cremations diamond companies into question regarding their claims because only two alternatives are available to the cremation diamond companies:

1. Only cremate parts of the body and extract carbon from non-cremated parts, or
2. Mix outside carbon into the ashes since the ashes contain no carbon from the original body.

Since no crematorium will perform the tasks required for #1, the only alternative possible is #2. The problem is that answer #2 eliminates all the claims by these companies since they cannot guarantee any of the loved one’s carbon is in the cremation or memorial diamond.

The investigation could end here, but we still have more questions. Next is regarding the price of cremation diamonds as compared to other lab created diamonds. Since the diamond companies cannot guarantee any of the loved one's carbon is in the finished diamond, how do the prices compare to other created diamonds?

Question #2. What is the price comparison of open market lab created diamonds to those reportedly produced by the cremation diamond companies?

The cremation diamond companies have a well-organized marketing effort that tugs at the hearts of those who have recently lost loved ones. One company offers to: **Keep their legacy alive. Turn their ashes into a cremation diamond. Eterneva.com.** Clearly the core customer base of the cremation diamond market are grief-stricken people who are trying to cope with the loss of a cherish loved-one.

That is where the cremation diamond companies swoop in utilizing thousands of funeral homes around the world to do their marketing. LifeGem alone reports 3500 "partners" in the United States and over 5000 world-wide. These are mostly funeral homes who can reach directly to the potential cremation diamond customer at their most vulnerable moments. Given the heinous nature of this whole market, it must be noted that the funeral home industry must be also held accountable for the very grievous situation. The above numbers are for one company. Others such as Algordanza are believed to dwarf the LifeGem operation world-wide.

Given the fact that the cremation diamond companies cannot guarantee their diamonds contain any of the loved one's carbon, the question is raised regarding the extremely high price of these diamonds. Since these are HPHT lab grown diamonds, how does the cost of grief affect the price of the claimed cremation diamond? The answer is bothersome.

Below is a basic comparison of diamonds from various cremation diamond companies, and those offered by one of the world's leading producers of lab created diamonds.

For the purpose of this comparison I have used an average clarity and color for colorless diamonds. The company producing open market lab created diamonds is Brilliant Earth. These diamonds are produced and sold online by one of the leading lab created diamonds companies. Please keep in mind that these are all lab created diamonds of comparable sizes and qualities, the only difference is a false guarantee of cremation diamonds containing a loved one's ashes.

.30ct round colorless diamond

Brilliant Earth Created Diamond: \$450.00

LifeGem Cremation Diamond: \$4,499.00

Eterneva Cremation Diamond: \$4,499.00

Lonite Cremation Diamond: \$3,400.00

.50ct round colorless diamond

Brilliant Earth Created Diamond: \$870.00

LifeGem Cremation Diamond: \$7,899.00

Heart in Diamond Cremation Diamond: \$5,995.00

Phoenix Cremation Diamond: \$8,695.00

Lonite Cremation Diamond: \$5,300.00

.70ct round colorless diamond

Brilliant Earth Created Diamond: \$1,440.00

LifeGem Cremation Diamond: \$13,199.00

Eterneva Cremation Diamond: \$13,199.00

Lonite Cremation Diamond: \$9,100.00

It is quickly revealed that the cremation diamond companies use the grief factor to extract huge profits from the vulnerable customer base. On average, cremation diamonds cost 10 times the price of an open source lab created diamond of the same size, quality, color and cut.

Conclusion for Question #2:

Given the fact that the cremation diamond companies cannot guarantee that any of the loved one's carbon is in the cremation diamond, it is difficult to justify this 10x price increase for any reason other than extracting extreme profits from highly vulnerable customers at the most difficult time of their lives.

Customers around the world are paying 10 times the normal price for a promise that the cremation diamond companies cannot guarantee.

Question #3. Are the promotional claims by the cremation diamond companies verifiable to a reasonable degree that should allow consumers to have confidence in these claims?

This is where the investigation turned sinister. It is one thing for the cremation diamond companies to make claims they cannot guarantee as accurate; it is another for the cremation diamond companies to make false claims that they know are false. A quick review reveals that the cremation diamond companies have a long history of making false claims.

Below is an image taken directly from the LifeGem website in 2007. Notice that it specifically states:

"Here is one row of twenty LifeGem diamond presses, each creating a single unique LifeGem diamond." LifeGem website 2007

LifeGem®. The Creation Process.



Creation

To create your LifeGem, we now place this graphite in one of our unique diamond presses which replicates the awesome forces deep within the earth - heat and pressure. The more time in the press, the larger the resulting rough diamond crystal.

Here is one row of twenty LifeGem diamond presses, each creating a single unique LifeGem diamond.

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Figure 1: Cubic press at "Sundance Diamonds" for changing color of diamonds and BARS type presses at "AOTC" for growing diamonds.

The problem is that this image was in the public domain on the internet, taken many years prior to the LifeGem company formation. You see the original at left. LifeGem never owned the diamond making presses in this picture, and this was a false and, in my opinion, malicious misrepresentation to entice consumers to buy a LifeGem under false pretenses.

Cremation Diamonds / How They Are Made

Cremation Diamonds are a unique way to remember the life of a special loved one. We use cremation diamonds are in fact created from the ashes of your loved ones. Below is an image of genuine cremation diamonds made from ashes.



At left is a smaller version of the same image, but this time offered on a competing cremation diamond company's website. Both LifeGem and the second company claimed these were their diamond making presses, when neither owned any diamond making presses, and both took the image from the original internet picture.

This situation from 2007 demonstrates the early propensity of the cremation diamond companies to use false representations in their promotional claims and websites. In the case of LifeGem this propensity has grown to huge proportions in their current website claims. The facts may be disturbing to those who have recently purchased LifeGem but must be recognized as part of this investigations.

Disturbing Current Misrepresentations in the Cremation Diamond Industry

Over the years I have reviewed the information on the cremation diamond company's websites, and what I found can only be described as criminal, in my opinion. The gross misrepresentation of facts to consumers and disregard for ethics is rampant in the cremation diamond industry. What I am about to show you will sadden some as it goes to the very heart of the issue that cremation diamonds are a hoax, and the evidence below proves that point.

Before we begin, I want to show you what an authentic HPHT diamond making press looks like below.



For educational purposes, I utilized these images from the QM Diamond company on alibaba dot com. Notice the size and shape of the press at left. It is designed to bring the extremely high pressure and high temperature required to duplicate the conditions approximately 150 km deep inside the earth. This is the area where carbon crystallizes and forms diamonds. It requires a machine press of this size and magnitude to accurately duplicate those conditions in a lab, as you see at left.



Again from the QMDiamond listings on alibaba dot com, we find a demonstration of a partially assembled diamond making press. The red arrow I have placed on the image to show exactly where the diamond making point is in this press. It requires a massive amount of pressure and heat to force carbon to crystallize.

Stop for a minute and look at this image, be sure and consider the size of the man standing in the background to this enormous diamond making press.

Then, look below at what LifeGem says is their diamond making press that does the same thing as the one you see at left.



"Two of our high pressure diamond making machines" is how these units are described by LifeGem in their website. But what are they really?

What are we really seeing in the LifeGem lab above? After significant research, I found the presses that LifeGem is using to claim diamond making ability, and for their "tour" for potential customers.



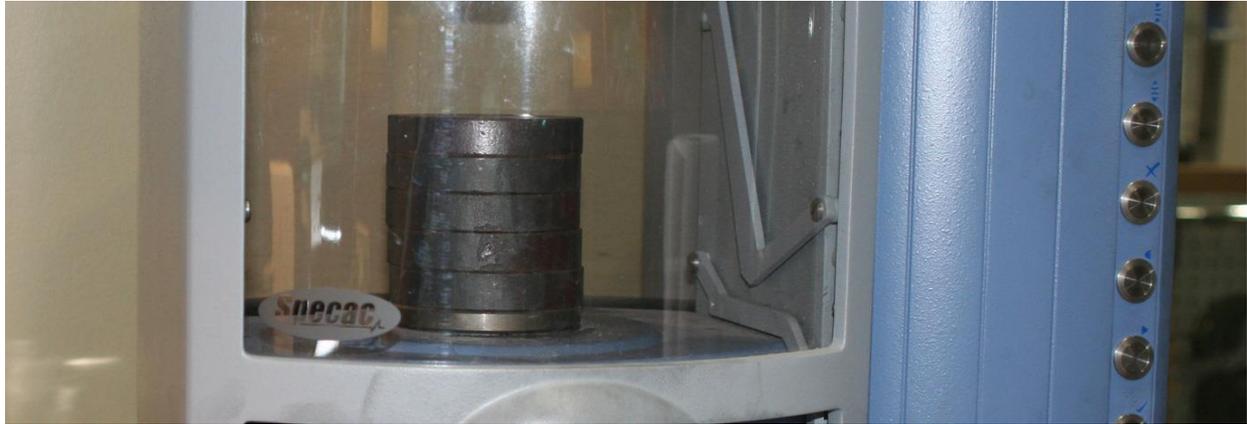
At left you are looking at an Atlas model Hydraulic Pellet Press made by the Specac™ company. This press is used to press materials into small pellets for preparation as study specimens for FT-IR, XRF and other lab testing.

At no point in the company's materials is this unit sold as a diamond making press. In fact, my research into the use of this press specifically precludes the ability to make a diamond.

But....this is the press you are looking at in the image in the LifeGem tour. It is dressed up nicely, I surmise, to make LifeGem customers believe that LifeGem has diamond making presses.

Let's compare some features to further demonstrate this situation.

Below is the actual photo taken direct from the LifeGem website where they claim this press can produce 8 tons of pressure. The rated pressure of this pellet press happens to indeed be 8 tons. However, it requires over 360 tons of pressure to make a diamond using the authentic HPHT presses you saw previously. But wait, there's more....



Look at the control buttons in the next image below.



Specac Pellet Press control panel

LifeGem "Diamond Press" control panel

The control panel to the Specac Atlas Pellet Press is identical to the claimed LifeGem diamond making press. Above is the image taken directly from the LifeGem website showing the Specac logo and the control panel. At left are two images, one taken from the LifeGem website the other from the Specac product image. Compare the two control panels. This proves that LifeGem is using a pellet press and passing it off as a diamond making press for potential customers.



Looking inside the image of the Specac Pellet Press, we see this armature structure you see at the red arrow at left.

Not that we have to prove this one any further, but look below inside the claimed LifeGem diamond making press.

Same armature structure and again, the Specac logo on the window. This puts the last nail in the coffin on LifeGem's claims

that these are diamond making presses, in my investigation.



Actual photo from the LifeGem website showing the Specac logo and the same armature from the Specac Pellet Press promotional material. Remember: "Pellet Press" not "Diamond Press".

You must remember, LifeGem brings people into their warehouse and walks them around these machines to falsely represent to grieving family members that these presses are used to create authentic cremation diamonds from their loved-one's ashes.



It is my conclusion that LifeGem is knowingly and maliciously perpetrating false information on consumers in order to induce them to make a buying decision, based on this false information.

What about other companies



One of the world's largest cremation diamond companies "Algordanza" claims to make diamonds using these "H" presses as seen at left from their website.

I could find no authentic diamond producing company that uses these presses, and every expert I contacted about the potential ability of these presses to create

diamonds voiced strong doubts to the claim. As you saw above, none of the HPHT diamond making presses used by diamond creation companies look anything like these hydraulic presses seen above.

Beyond this issue, most of the cremation diamond companies either use images from the internet in their promotional pieces, or create images of sad loved-one's made happy by a cremation diamond without disclosing any information on their actual operation. After my report in 2008,

many of these companies realized the problem in disclosing too much information on their websites as it could lead to the exposure of their fraud. As a result I do not have prima facie evidence for others as I found with LifeGem. I do believe that evidence is waiting to be discovered in Discovery Motions in a Class Action Lawsuit should a case ever form.

Final Conclusion

Based on the evidence discovered, I believe the only reasonable conclusion is that cremation diamonds are a hoax. A nasty, sinister hoax willfully perpetrated on bereaved loved ones at their most vulnerable time. What I find even more despicable about this situation is that the funeral home industry is totally complicit in the hoax, and is profiting with each and every cremation diamond they sell for the cremation diamond companies.

Where is the Federal Trade Commission? Where is the Jewelers Vigilance Committee? Where is the jewelry industry media? I cannot answer any of those questions. I have my opinions but those are best left out of this investigation. Suffice it to simply say that it appears to me that the FTC either does not know or has not had enough complaints, and the JVC is most likely out having cocktails while the cremation diamond industry gets away with a massive, costly hoax.

Bottom line: Based on all evidence I have gathered in this investigation. it is my conclusion that Cremation Diamonds are a cruel hoax,

If any of the cremation diamond companies would like to prove otherwise, my door is always open.

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