

Pure Grown Diamonds VO/SOT

On Camera Anchor Lead

A scientific breakthrough to report today:
The unveiling of the first-ever, world's
largest, brilliant white diamonds that are
grown in a laboratory.

Video: Diamond Retail Scenes (00:00-00:11)

This 21st Century technological achievement
comes just before New Year's Eve when
millions of couples get engaged; when most
men spend 25 percent of their annual
salaries on a diamond ring

Video: Mining Explosion & Photos (00:12-20)

and when diamond prices are at an all-time
high – up 75 percent, since 2009 due to
depletion of natural resources.

Video: Diamonds (00:20 – 27)

According to the International Gemological
Institute, Pure Grown Diamonds, grown

Video: Lab/ Microscope

in a laboratory, are indistinguishable from
mined diamonds, even under a microscope,
yet they cost 30 to 40 percent less.

CG: Lisa Bissell:
President & CEO
Pure Grown Diamonds

IN:.....After 70 years of research

OQ: To mind diamonds

Video: Diamonds (00:00-00:10)

Pure Grown Diamonds says it has unlocked
the code to growing sizeable carat,
scintillating diamonds in the laboratory and

has been harvesting thousands, which are now selling on its website and at local retailers.

Video: Lab Sequence (00:11 - :15)

The patented Pure Grown Diamond process begins with a small carbon plate, known as a seed.

Video: Chamber (00:15 -:33)

It is placed in a Microwave Chemical Vapor Deposition Chamber.

Hydrogen and methane gasses are added.

A plasma ball ignites.

Carbon molecules rain on the seed.

Six to 10 weeks later a diamond is grown.

World's Largest Diamond (00:34 – 00: 45)

The world's largest laboratory Pure Grown Diamond is a near colorless 3.04 carat stone, which sells for \$23,012 compared to an identical earth-mined diamond priced at \$40,000.

Rings (00:46 – 1:00)

The most popular engagement ring in the U.S. is one carat, which Pure Grown Diamonds sells for about \$3,000 compared to a mined diamond costing about \$5,000.