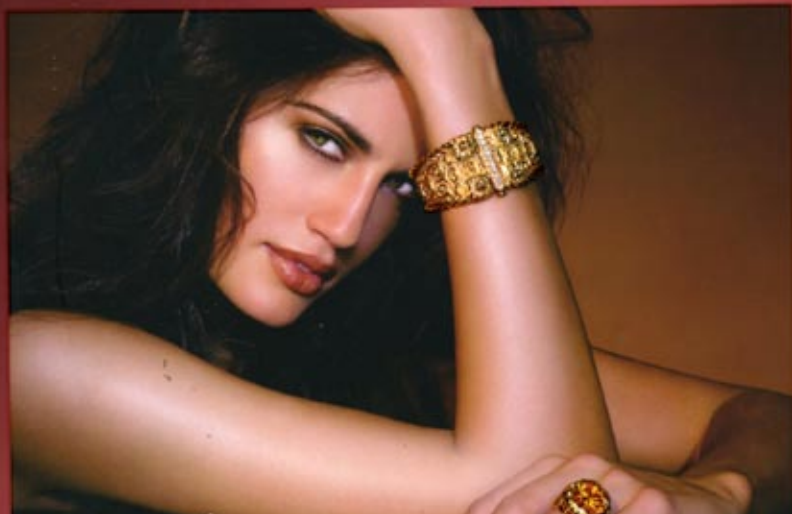


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RETAIL REPORT



Moissanite Online

Charles & Colvard has recently created a new interactive website, *whatismoissanite.com*. This initiative aims to help consumers understand the unique jewel known as moissanite. The new site which was launched during the second quarter is very user friendly and works to educate the public about beautiful lab-created moissanite. It educates the public regarding what it is and how it came to be. In addition, the site was developed as an educational web link for retailers that sell jewellery set with Charles & Colvard created Moissanite.

"The marketing and advertising of gemstones and jewels, particularly on the internet, can be confusing and in some cases misleading to the public" says Charles & Colvard CEO Bob Thomas. "From the earliest days of Charles & Colvard, we have consistently attempted to accurately describe our beautiful jewel, and on *whatismoissanite.com* consumers will find fully documented information that serves as an excellent tool in helping them identify and truly understand why moissanite is such an amazing jewel." *whatismoissanite.com* offers the following educational tabs including:

- > **A UNIQUE JEWEL:** Explains the characteristics and science behind the jewel's brilliance, fire, hardness, durability and stability
- > **COMPARE MOISSANITE:** Explores the differences between moissanite, diamond, cubic zirconia and others

- > **HISTORY:** The history of siliconcarbide and its transformation from its discovery more than 110 years ago into the unique jewel known today as moissanite
- > **CREATING MOISSANITE:** Details the course of turning rough silicon carbide into moissanite jewels, the process of grading and hand-faceting moissanite as well as identifying the benefits of the company's certificate of authenticity and limited warranty
- > **LEARN MORE:** An area that gets right to the point for frequently asked questions, including a glossary and video answers by world renowned scientist and gemmologist, Dr. Kurt Nassau.