

OVER 6,000 LIFE GEMS DELIVERED TO OUR SATISFIED FAMILIES!



# LIFE GEM<sup>®</sup>

ASHES TO DIAMONDS

A diamond  
created from  
the ashes or  
fur of your  
precious pet  
as a memorial  
to their unique  
& wonderful life.



*because love lives on...*

Because I'll always remember...

how you preferred a milk jug  
to an expensive toy.

how you ate everything I  
couldn't stand.

how you protected me with  
your life, but secretly hid  
when I was gone.

how you helped "break in" all  
of the new furniture.

how you were always there for  
a hug when I needed it most.

how you gave me a reason to  
come home.

how I loved you with all my  
heart, but you always loved me  
more.

*love*

MORE THAN A MEMORY

## Love Lives On

If you are reading this, you are going through one of life's toughest times right now. I know because I've been there. I've even questioned whether the love was worth this pain... but it was. She added more to my life than words could ever say.

Sometimes I miss my girl so much it hurts to breathe, but our memories will never fade. Even through the tears, she finds a way to bring a smile to my face every day. Nothing will ever replace our special bond, but the LifeGem does provide comfort through an everlasting connection and closeness to the one I have lost.

I hope it will do the same for you and your wonderful pet.

Sincerely,

Greg Herro  
LifeGem CEO



## Why choose a LifeGem diamond?

If you desire an everlasting connection to your beloved pet, a LifeGem® is right for you. As a celebration of life, each LifeGem tells a unique story and represents a new beginning. With the closeness offered only by a LifeGem, you will have your pet with you and in your life at all times. And of course, this one-of-a-kind diamond will be a treasured heirloom in your family for generations to come.

We have thousands of clients - each with their own personal story, and each with their own personal LifeGem. But time and again, the one feeling they describe is the comfort and peace they experience when holding the LifeGem of their beloved pet near.

We've found that the LifeGem creation process actually helps the grieving process. Our advanced tracking system automatically updates you as each phase completes - bringing your pet closer to home and giving you something to look forward to during this difficult time.

The LifeGem® is the most exquisite memorial available. You've chosen the right tribute to your beloved pet.

## Like the memory of a loved one, a LifeGem lasts forever.

The LifeGem is a certified, high-quality diamond created from the ashes of your beloved pet as a memorial to their unique life. It is a way to embrace their memory day by day. It is **comfort and support** when and where you need it.

You have found the most beautiful and timeless memorial available for creating a testimony to their unique life.

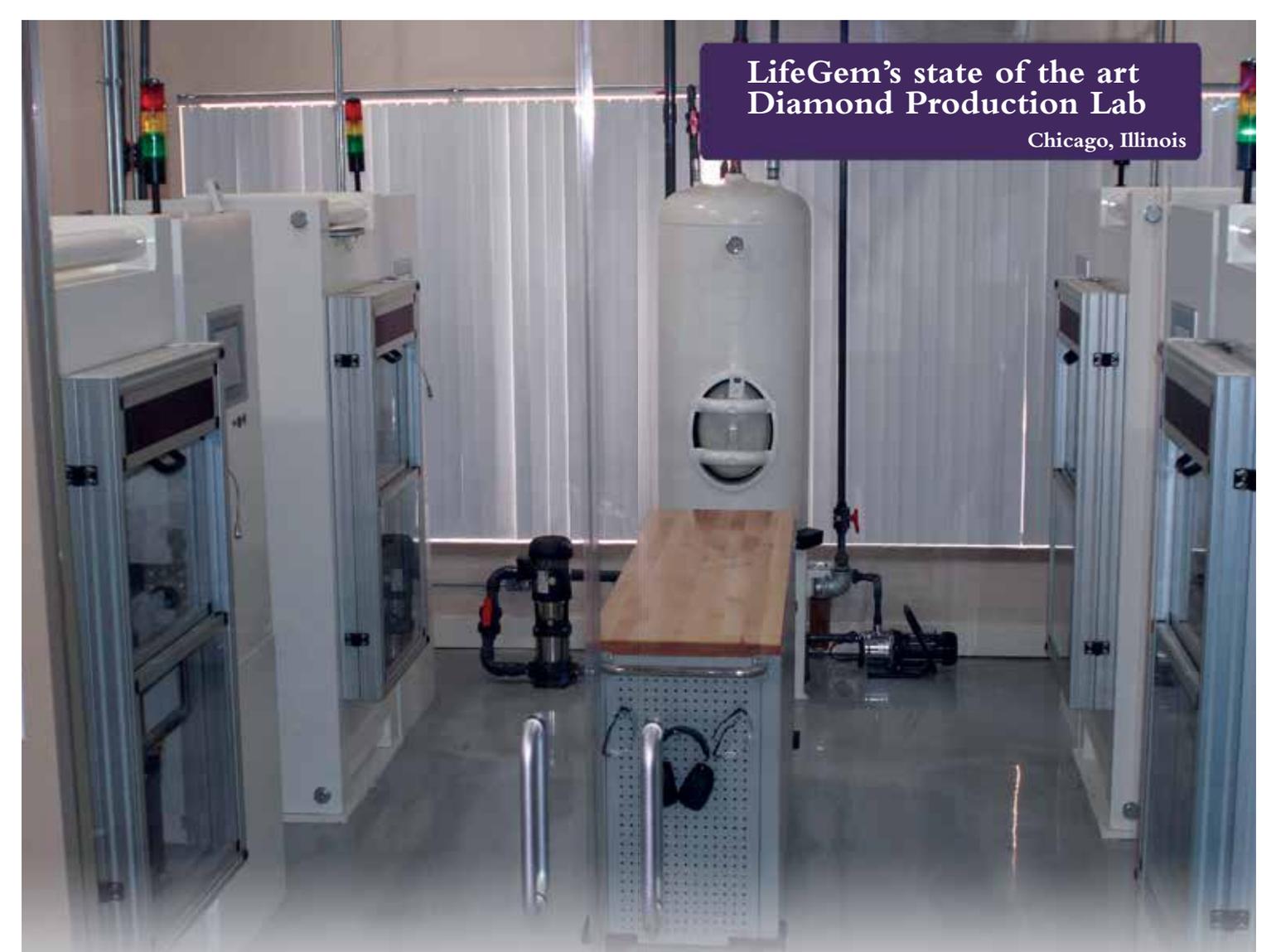
Your LifeGem memorial diamond will provide a lasting memory that endures just as a diamond does. Forever.

Call today for more information or to request your FREE LifeGem shipping kit. It contains everything you need to securely return your order to our office. **866-LIFEGEM (866-543-3436)**.

MORE THAN PRICELESS



— ● —  
Time and again, the one feeling our families describe is the comfort and peace they experience when holding the LifeGem of their beloved pet.  
— ● —



## LifeGem's state of the art Diamond Production Lab

Chicago, Illinois

— ○ —  
*Shame on you, Rusty. When my office staff  
looked at the diamond, they all broke into tears.  
What a wonderful product. Please consider me  
a reference forever.*

*C. Delaney, MD*

LifeGem diamonds are 100% made in the U.S.A. **Our doors are always open.** Call today to arrange your personal tour of the world's most advanced diamond making facility.

We are located only 15 minutes from O'Hare International Airport.

Tour Scheduling (866) 543-3436

International Tours, call 1-847-299-5906

## Created Individually For You

LifeGem diamonds are created by placing carbon, the primary element of all diamonds, in conditions that recreate the forces of nature. The patented LifeGem® process uses an exact carbon source to create beautiful and meaningful diamonds for you and your family.

Here is how we create your LifeGem diamond...

### Step One - Carbon Capture

After extensive research and development, we have discovered how to extract the carbon from fur or existing cremated remains. This process begins with either an amount of fur collected during a routine hair cut, a small portion of the remains from any standard cremation, or both. Feel free to add a lock of your own hair as well to create a unity LifeGem heirloom diamond.

### Step Two - Purification

Once captured, this carbon is heated to extremely high temperatures under special conditions. This process converts your beloved pet's carbon to graphite with unique characteristics and elements that will create your one-of-a-kind LifeGem diamond. Your LifeGem will be like no other in this world.

### Step Three - Diamond Creation

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



### Step Four - Diamond Certification

Finally, our skilled diamond cutters facet your LifeGem diamond(s) according to your wishes, laser etch your unique identifier on the girdle, and certify it for authenticity. All LifeGem diamonds are individually inspected, graded, and identified by world renowned gemologists trained by the Gemological Institute of America (GIA). The world's finest jewelers use this same certification process. A diamond that takes millions of years to occur naturally can now be created from the carbon of your pet in about twenty-four weeks.<sup>3</sup>

### Delivery

We always ship your LifeGem diamonds securely and fully insured with FedEx or UPS next day delivery - signature required.

### Guarantee

Our business reputation depends on your word-of-mouth recommendations. If you're not happy, we're not happy. Because of our customer care, we have the highest rating available from the Better Business Bureau. Not to mention, we have held the A+ rating for the entire **15 plus years** we have been in business!

Each certified, high-quality, LifeGem memorial diamond includes an **exclusive lifetime guarantee** against any and all defects.<sup>4</sup>



<sup>3</sup> Red and Green LifeGem diamonds may take up to four weeks longer. Blue and Colorless LifeGem diamonds may take up to twelve weeks longer.

<sup>4</sup> This guarantee does not include loss, theft, disappearance, inclusions, or the loss of optical characteristics or breakage due to willful damage to the integrity of your LifeGem created diamond.

## MORE THAN A BREAKTHROUGH



## LifeGem® Diamond Characteristics

Like the most precious and rare natural diamonds, LifeGem diamonds are available in many colors, carat sizes, and cuts to fit your family's personal needs.

### Color

Of course we offer the LifeGem in the most well known diamond color - colorless. We also create fancy colored diamonds that are rarely found in nature and highly sought after. These LifeGem diamonds are available in brilliant and beautiful blues, reds, yellows, and greens. Each LifeGem® will have its own individual hue within the color family you choose.

### Clarity

At the LifeGem state-of-the-art diamond facility, we pride ourselves on creating the highest quality diamonds possible. Our patented process produces a unique diamond every time, with flaws similar to a natural diamond. LifeGem diamond clarity ratings can range from VVS to I.

### Carats & Cuts

As the most precious and rare diamond you could ever own, your stunning LifeGem diamond makes a unique statement. Choose from carat sizes ranging from .15ct to 2.0ct.<sup>1</sup> With the addition of our new Family Plans, you have the cost effective option of creating LifeGem diamonds for the whole family. Family Plan LifeGems range in weight from .10ct to .19ct.

The most brilliant cuts are round, princess, or radiant, but almost any cut you desire is available upon request.<sup>2</sup> Family Plan diamonds are always cut as round brilliants.



<sup>1</sup>Certain colors and cuts may not be available in larger sizes.

<sup>2</sup>Additional amount may apply.



Included free with every LifeGem diamond.

Each and every LifeGem® diamond is certified for authenticity by a graduate of the Gemological Institute of America and comes with its own beautifully stamped LifeGem certificate showing the carat weight, overall dimensions, color, clarity, polish, and symmetry.

**Over 6,000 people already have their very own LifeGem diamond!**



As shown in this GIA grading report, LifeGem diamonds are regularly inspected, identified as diamond, and graded for quality by the Gemological Institute of America.

If you are interested in this supplemental Grading Report directly from the GIA headquarters, please inquire about additional expenses and timelines.



## Client Testimonials

I wanted to write to thank you so much, following the safe arrival at my home today of my beautiful diamond in memory of my beloved dog Mack. It is exquisite and wholly reflects the pure, dazzling beauty of his precious soul.

I have been so grateful and so impressed throughout the process by the care which you have all shown, which was so welcome in allaying the nervousness I felt about sending his remains so far away for such a long period. The regular updates as to progress were such a lovely touch and meant such a lot, making the wait so much more bearable.

I have told all my family, friends and colleagues about your service, and will continue to recommend you without hesitation to everyone I know. Many thanks again for such an outstanding service at such a difficult time.

~ Michelle

Issabeau had given me comfort when I lost my mom earlier in the year and throughout the 15 years we had together. I will wear her diamond close to my heart forever.

~ S. Thomas

Thank you for the professional handling of this matter and the lovely diamond you made of my bright star,

~ Nouri.



MORE THAN  
WE IMAGINED

## How To Order Your LifeGem® diamond

- 1 Enter your contact information**  
Please enter all of the requested information so we may keep you updated as the LifeGem® creation process advances. Your pet's name is necessary for your unique identifier.
- 2 Select your unique LifeGem® diamond(s)**  
Enter the specifics of each LifeGem, including size, cut, color, and any personalized inscription. Each LifeGem diamond is inscribed with a unique identifier attributed to your family. Optionally, we can add your personalized message. The first 25 letters are \$75 and each letter thereafter is only \$3.
- 3 Sign and date the order form**  
Complete the payment information section below your order details and sign and date the authorization line. A 50% deposit is required.
- 4 Prepare your order for shipping**  
Request our [EASY shipping kit](#) for everything you need to return your order securely to our office. When sending ashes, separate out **NO MORE THAN 8 ounces** (about 1 cup) and tightly secure in the plastic container. **Do NOT send all of the ashes.** If sending fur, we need only the amount that would fit in the palm of your hand. If you have less, either option may still apply. Please call a LifeGem specialist with any questions... 866-543-3436.
- 5 Send your package to LifeGem**  
Place the sealed container of the ashes and/or fur in the small shipping box along with the completed and signed order form. Use **PRIORITY MAIL EXPRESS**.

**SEND TO:** LifeGem (Attn. Orders)  
836 Arlington Heights Rd #311  
Elk Grove Village, IL 60007

What happens next?

We immediately assign your unique tracking number to ensure traceability through every step of our process. You will receive a confirmation letter with this tracking number, your username and temporary password. As your pet's carbon proceeds through our process, you will be notified via email as each phase completes. When your LifeGem nears completion, we will set up your secure delivery date.

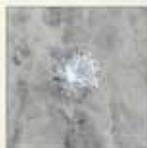
Thank you for your interest in LifeGem diamonds. We pride ourselves on creating the highest quality diamonds at the lowest price. **Our diamonds are the only ones made in the USA.** Always check LifeGem.com for pricing specials.

#### THE BLUE LIFE GEM



	<u>CARAT RANGE</u>	<u>PRICE EACH</u>	<u>QTY 2 OR MORE</u>
Melee	.10 - .19	\$2,999	\$2,999/ea
Option 1	.20 - .29	\$3,499	\$3,199/ea
Option 2	.30 - .39	\$4,499	\$4,099/ea
Option 3	.40 - .49	\$6,199	\$5,699/ea
Option 4	.50 - .59	\$7,899*	\$7,299/ea
Option 5	.60 - .69	\$10,299*	\$9,599/ea
Option 6	.70 - .79	\$13,199*	\$12,399/ea
Option 7	.80 - .89	\$16,999*	\$16,099/ea
Option 8	.90 - .99	\$19,999*	\$18,999/ea

#### THE COLORLESS LIFE GEM



	<u>CARAT RANGE</u>	<u>PRICE EACH</u>	<u>QTY 2 OR MORE</u>
Melee	.10 - .19	\$2,999	\$2,999/ea
Option 1	.20 - .29	\$3,499	\$3,199/ea
Option 2	.30 - .39	\$4,499	\$4,099/ea
Option 3	.40 - .49	\$6,199	\$5,699/ea
Option 4	.50 - .59	\$7,899*	\$7,299/ea
Option 5	.60 - .69	n/a	n/a

#### THE YELLOW LIFE GEM



	<u>CARAT RANGE</u>	<u>PRICE EACH</u>	<u>QTY 2 OR MORE</u>
Melee	.10 - .19	\$2,490	\$2,490/ea
Option 1	.20 - .29	\$2,699	\$2,299/ea
Option 2	.30 - .39	\$3,199	\$2,699/ea
Option 3	.40 - .49	\$4,499	\$3,899/ea
Option 4	.50 - .59	\$5,999	\$5,399/ea
Option 5	.60 - .69	\$6,999	\$6,299/ea
Option 6	.70 - .79	\$8,999	\$7,999/ea
Option 7	.80 - .89	\$11,999	\$10,999/ea
Option 8	.90 - .99	\$12,999	\$11,999/ea

#### Yellow One Carat Collection

1.00 Carat & above	\$14,999	call
1.25 Carat & above	\$16,999	call
1.50 Carat & above	\$19,999	call

All prices shown are for loose LifeGem diamonds only. Please inquire about pricing on our thousands of beautiful custom settings.

\*Princess cut not available for these sizes

## OPEN HERE FOR THE ORDER FORM

#### THE RED & GREEN LIFE GEM



	<u>CARAT RANGE</u>	<u>PRICE EACH</u>	<u>QTY 2 OR MORE</u>
Melee	.10 - .19	\$2,690	\$2,690/ea
Option 1	.20 - .29	\$3,299	\$2,999/ea
Option 2	.30 - .39	\$4,299	\$3,899/ea
Option 3	.40 - .49	\$5,999	\$5,499/ea
Option 4	.50 - .59	\$7,299	\$6,799/ea
Option 5	.60 - .69	\$9,399	\$8,799/ea
Option 6	.70 - .79	\$11,899	\$11,199/ea
Option 7	.80 - .89	\$15,299	\$14,499/ea
Option 8	.90 - .99	\$17,999	\$16,999/ea



#### Red & Green One Carat Collection

1.00 Carat & above	\$19,999	call
1.25 Carat & above	\$21,999	call
1.50 Carat & above	\$24,999	call

#### THE LIFE GEM FAMILY PLANS



LifeGem Family Plans are a great way to create LifeGem diamonds for multiple family members at a reasonable cost.

**Important Family Plan Note** - Yellow, Red, or Green LifeGem quantities can be combined and still qualify for the appropriate Family Plan pricing. Blue and Colorless LifeGems cannot be combined to qualify for Family Plan pricing. They must be purchased in individual groups of two, three, or four. Family Plan diamonds will finish in the .10ct to .19ct range and are always cut as round brilliant.

	<u>YELLOW LIFE GEMS</u>	<u>RED OR GREEN LIFE GEMS</u>	<u>BLUE OR COLORLESS LIFE GEMS</u>
Family Pair (minimum purchase - 2)	\$1,999/ea	\$2,399/ea	\$2,699/ea
Family Plus (minimum purchase - 3)	\$1,599/ea	\$1,999/ea	\$2,299/ea
Family Complete (minimum purchase - 4)	\$1,399/ea	\$1,799/ea	\$1,999/ea

Your Name - First \_\_\_\_\_ Last \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Pet's Name \_\_\_\_\_  
 LifeGem Internal Use \_\_\_\_\_

For ordering more LifeGems than this form allows, please make a copy or download additional order forms from LifeGem.com

Option (Carat Size)									Cut				Color	Price
1 (.20-.29)	2 (.30-.39)	3 (.40-.49)	4 (.50-.59)	5 (.60-.69)	6 (.70-.79)	7 (.80-.89)	8 (.90-.99)	Other	Round	Princess	Radiant	Heart	Yellow, Green, Red Blue, or Colorless	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____
Optional Inscription (\$75 minimum) _____														
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Optional Inscription _____														
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Optional Inscription _____														
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____
Optional Inscription _____														

Family Plans -  
 (B)lue or (C)olorless  
 or any combination of  
 (Y)ellow, (R)ed and (G)reen

Diamond #1- B  C  Y  R  G  \$ \_\_\_\_\_  
 Diamond #2- B  C  Y  R  G  \$ \_\_\_\_\_  
 Diamond #3- B  C  Y  R  G  \$ \_\_\_\_\_  
 Diamond #4- B  C  Y  R  G  \$ \_\_\_\_\_

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Subtotal \_\_\_\_\_  
 Sales Tax (Illinois only) \_\_\_\_\_  
 Total \_\_\_\_\_  
 50% Deposit \_\_\_\_\_

Payment Information

Personal Check or     

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Billing Address (  Same as above ) \_\_\_\_\_  
**Required** - 3 digit code from the back of your credit card \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Name As It Appears On The Credit Card \_\_\_\_\_ Signature - I agree to the order form terms and conditions. \_\_\_\_\_ Date \_\_\_\_\_

Terms and Conditions:

1. This purchase order form evidences my obligation to purchase the LifeGem memorial diamonds listed above (the "LifeGems"). Fifty-percent (50%) of the purchase price for LifeGems, as reflected above on this order, is due and payable at the time this order is accepted by LifeGem (the "Company") with the remaining fifty-percent and all sales taxes due prior to delivery. Except as provided in paragraph 6, this order may not be cancelled and the purchase price shall not be refundable.  
 2. I hereby authorize the Company to use carbon collected from the remains / hair provided for the purpose of LifeGem creation. I represent and warrant to the Company that I am authorized to grant such authority without the consent of any other person.  
 3. While the formation of a LifeGem is normally successful, there can be no assurance that it will be successful in every case. During the purification phase, the carbon in the ashes / hair coalesces with the natural carbon used in the diamond growth process, allowing the carbon from the deceased to be removed intact from the provided hair or remains. In certain cases, impurities may exist that will not allow for diamond growth and further natural carbon will be infused to achieve a successful LifeGem diamond. I recognize that family members and/or friends of the Deceased may suffer mental anguish in the event that a LifeGem cannot be created in accordance with their wishes. I assume all risks to me and the family members and/or friends of the carbon donor in connection with this order.  
 4. I agree to indemnify the Company, its representatives, business associates and suppliers, and hold them harmless from and against any loss, cost, damage, claim, liability or expense, including reasonable attorneys' fees, that they may incur by reason of (a) any breach of my representation and warranty in paragraph 2 or (b) the risks specified in paragraph 3.  
 5. If any LifeGem created diamond finishes at a size smaller than specified in your requested order, your purchase price will be reduced accordingly. If the LifeGem is

larger than requested, no additional charge will be incurred. In either case, the LifeGem order must still be accepted.  
 6. In the event that a LifeGem is not successfully created for any reason, I agree that the Company's sole liability will be to refund the purchase price reflected on this order. Such refund will not include the cremation of the Deceased or the purchase price of other products or services ordered from the Company or its affiliated retail business, funeral home, and crematory partners. EXCEPT FOR SUCH REFUND, THE COMPANY SHALL HAVE NO LIABILITY TO ME OR ANY THIRD PARTY RELATING TO OR ARISING OUT OF THIS PURCHASE ORDER FOR ANY DAMAGES, WHETHER DIRECT, INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL OR OTHERWISE.  
 7. THE COMPANY EXPRESSLY WARRANTS THAT YOUR LIFEGEM(S) WILL BE IDENTIFIED AS DIAMONDS AND ACCOMPANIED BY A LABORATORY IDENTIFICATION REPORT FROM OUR GIA (GEMOLOGICAL INSTITUTE OF AMERICA) TRAINED GEMOLOGISTS. ALL OTHER ASSURANCES AND WARRANTIES WITH RESPECT TO THE LIFEGEM, INCLUDING IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, ARE HEREBY EXCLUDED.  
 8. This purchase order shall be governed by the laws of the State of Illinois, without regard to its principles of conflicts of law  
 9. This purchase order is the complete agreement of the Company with respect to the LifeGem, and no other prior or contemporaneous agreements, correspondence, negotiations, conversations, courses of dealing, usages of trade or courses of conduct shall in any way bind the Company or affect the interpretation or construction of this purchase order.  
 10. This purchase order can be amended only by a written instrument signed by the Company and me.



836 Arlington Heights Road #311  
Elk Grove Village, IL 60007  
866-LIFEGEM (543-3436)  
info@lifegem.com  
LifeGem.com

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International Research & Recovery Corporation.  
The LifeGem® is protected under  
U.S. Patent #7,255,743.