



A Review of the Review of the 2012 Jewelers Guide to Treated and Created Gems

by Robert James

In spite of the many business marketing advantages presented by the internet, there are also major pitfalls just waiting for any business with a disgruntled customer or vindictive competitor. A recent thread on the industry market channel Polygon outlined the problems that can be created by a motivated, spiteful competitor with a penchant for revenge. For while it can take years to create and develop a positive marketing position on the internet, a few well placed derogatory reviews by a malicious competitor hiding out as a scorned customer can ruin in a few days what took years to build.

Here at the World Gem Society office we have experienced this very issue with a “review” of our 2012 Jewelers Guide to Treated and Created Gems by what has turned out to be the Vice President of one of our competitors posing as an independent industry “authority”. This is quite comparable to Ford Motor Company products being secretly “reviewed” by a Vice President of Toyota Motor Company posing as an independent authority on cars. Or can you imagine, a Vice President from Pepsi Cola posing as an independent expert publishing a “review” of Coca Cola products? This is what we have experienced in the past few weeks.

Our initial reaction was simply to consider the source and ignore this absurd “review” and let it run its course. After dealing with the motley crew from this Tibet andesine hoax we are used to this kind of underhanded tactic. After all, a “review” done secretly by a competitor who used Google as their only means of research, quoting “Wikipedia” as a scientific resource, using images stolen from other internet sites, and tainting partial quotes from all sources to bend the meaning of information....who would really give that any credibility? Right? Well, the problem is that with the new reach of the internet sometimes a business must answer these things or these “reviews” get a certain credibility simply due to lack of response. After all, if its printed on the internet it must be true! Right? Yikes!

There are four main issues that are raised by this “review”:

- The authenticity of our report on color infused aquamarine,
- The authenticity on our report of the use of fluorescence to identify potential lab created rubies,
- The authenticity of our caution that bench jewelers should not attempt to identify lab created diamonds, and
- The authenticity of our reports on color infused tourmaline.

[Glass Filled, Color Infused Aquamarine](#)

On 1 May 2012 the World Gem Society posted further research on this issue that provided positive proof that aquamarines are being glass filled and color infused. Our report was in follow up to the information provided in our 2012 Jewelers Guide to Treated and Created Gems. It is based on several hundred aquamarines that we obtained on the open world market for direct study in the World Gem Society office.

The “review” offered a link to a Chinese commercial gemstone website that has nothing to do with the topic.

A panel of our images is below from our research report on Glass Filled, Color Infused Aquamarine:



Identifying Potential Lab Created Rubies Using Fluorescence

The use of ultraviolet light as an indicator of possible lab created rubies has been well documented by both Liddicoat in his **Handbook of Gem Identification**, GIA 12th Edition, pp.91, and **GEMS** by Webster, edited by Michael O’Donoghue, Butterworth-Heinemann, 6th Edition, pp 125, and a myriad of other publications. As stated in our 2012 Jewelers Guide to Treated and Created Gems: **“Natural rubies are generally much more subdued to UV light owing to the effect of natural iron to limit the reaction to UV in natural rubies”** We go on to state: **“...this is simply a secondary test and not one that should be considered diagnostic”**.

The “review” however, incorrectly presented our statements by a twist of a partial quote. To that end, below we show some images that demonstrate the UV feature presented by many natural rubies when compared to both flame fusion and flux melt lab created rubies. The images speak for themselves and provide prima facie evidence that the statements in our Guide are indeed correct and in agreement with Liddicoat, O’Donoghue, et al...

We want to again stress that these specimens are actually in our possession and our research is based on obtaining hundreds of specimens for our study. Unlike this “review,” our reports are not based on Google searches.

Below you see a flame fusion ruby parcel with two natural rubies in the mix. At left in ambient light, at right in long wave UV light. The dark stones are the natural rubies, one rough and one faceted. The bright stones are all flame fusion. Can you spot them based on these images?



Even natural rubies that have been glass filled can be separated from flame fusion lab created rubies using UV in the image below. Here are parts of two parcels, one flame fusion on the left side and glass filled natural rubies on the right side of each image. Left panel is ambient light; right panel is long wave UV. Could you separate these two parcels based on this UV reaction?



And just for the record, a panel of a Ramaura Cultured Ruby showing the same bright reaction to long wave UV as seen above in the flame fusion rubies. This underscores the need to OWN SPECIMENS used for study to get real life reactions. Strictly using textbooks or Google for any kind of research will inevitably give errors in the report as happened to this “review”.



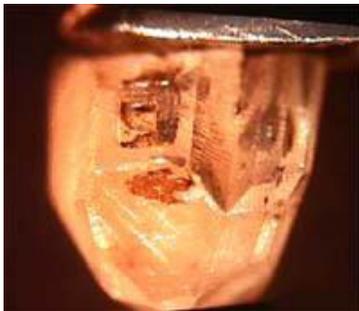
And from the banner at the top of this article, below is a full comparison of the ambient light and UV light reaction of a line of rubies. Can you pick out the natural ruby among the lab created flame fusion rubies in this line up? That is the point of our report that this “review” disputes.



Caution to Jewelers Trying to Identify Lab Created Diamonds

This was another area where this “review” used an unqualified source from a Google search that included a unsubstantiated Wikipedia article (that can be written by anyone with a keyboard). The result was a claim by this reviewer that UV fluorescence could be used by bench jewelers to “....detect trace impurities in synthetic diamonds which differ from natural diamonds”?

Our 2012 Jewelers Guide to Treated and Created Gems states: “There are a number of methods to separate most lab created gemstones from their natural counterparts due to variables in chemical makeup. These are not available with diamonds.”



As a bases for our report on this: The World Gem Society has the actual lab created diamonds going back to one of the first gem quality specimens from Thomas Chatham seen at left, yellow lab created diamonds also from Chatham, and research on two specimens of Gemesis Cultured Diamonds as presented in our guide. Our report was not based on a Google search but rather on hands on specimens here in our office. It is old news that lab created diamonds can be identified by many of the means outlined by this “review”. When one uses Google

searches and Wikipedia for review resources it is inevitable that errors will occur from using outdated reports as this “review” has done.

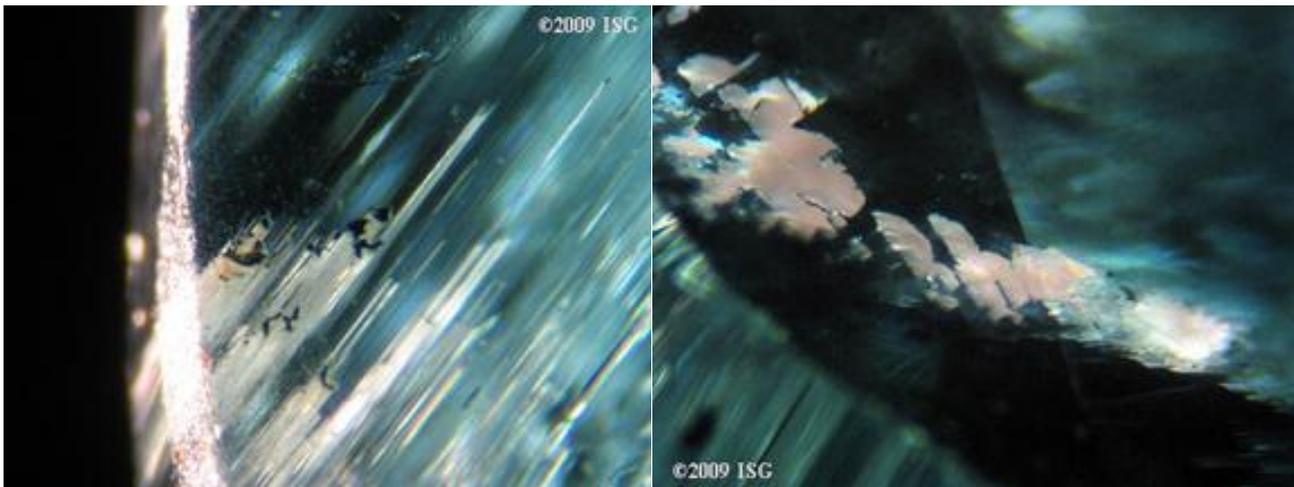
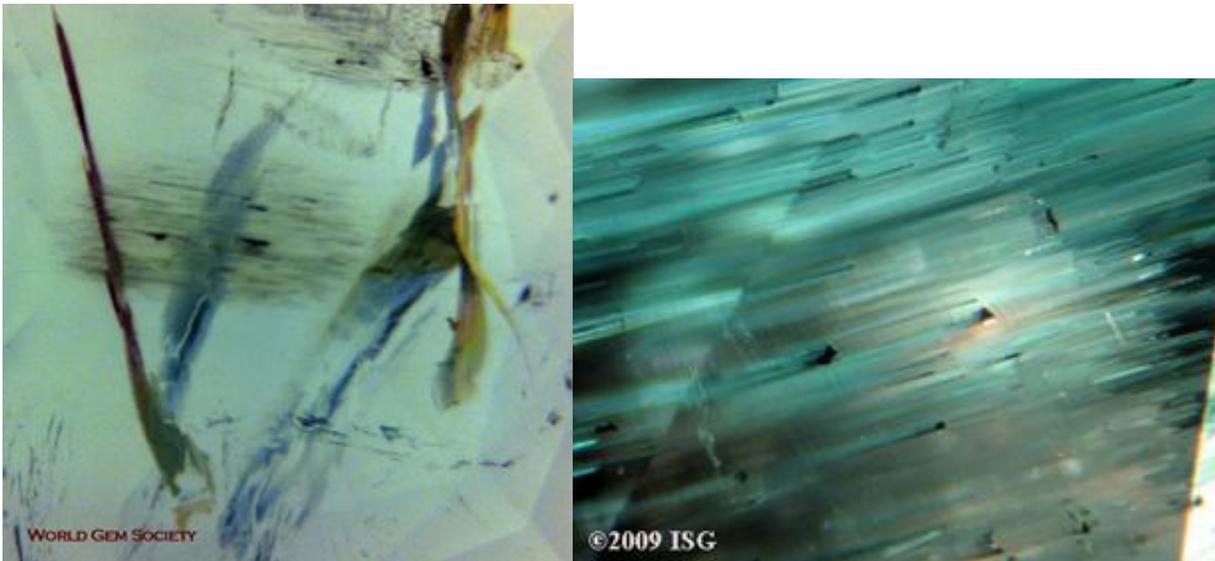
From [D.NEA Diamonds](#) one of the companies that actually manufacture lab created diamonds: **“There are a few advanced machines that can correctly identify lab created diamonds. Fourier transform infrared spectrometer (FTIR) or energy dispersive X-ray fluorescence (EDXRF) can both detect traces of metal in a diamond, which comes from the molten metal solution the diamond is grown in”**

Once again, the purpose of our 2012 Jewelers Guide to Treated and Created Gems is to serve as a quick reference guide to treated and created gemstones for jewelers. We do not encourage goldsmiths and grass roots jewelers to attempt to identify lab created diamonds unless you own the above equipment and know how to use it. The usual methods of identifying lab created gemstones do not apply to lab created diamonds for basic jewelers and gemologists.

Color Infused Tourmaline

The “review” really went overboard in this section by taking a totally unsubstantiated photograph from a Flickr photo bucket type website and claiming that it showed a verified and untreated tourmaline. No documentation. No actual stone. Just a photo from an image website that is completely undocumented and unsupported for the claims being made by this “reviewer”.

Over the years the artificial color infusion of tourmaline has been well documented by the WGS office. This is based on what is now in excess of 2,000 specimens used for a study that has included independent scientific testing by LA-ICP-MS, XRF, SEM, SIMS and others. We offer just a few of those images below.



Conclusion

There is more, but it would become an issue ad nauseum. This “review” was an act of avarice. A last gasp cheap shot taken by a competitor that has stopped taking new members and is apparently going out of business. It is totally unsubstantiated by anything but a Google search, and the copying and pasting of images from other

websites. We welcome any professionally presented suggestion, recommendation or correction that will make our reports more accurate, more up-to-date, and of more value to the industry. But this kind of thing....it has no class. No style. I can Google search a report that says **the earth is flat and anyone who says otherwise is to be ex-communicated from the Church!** And I can post up an internet review of anyone who claims that the earth is round and offer this as definitive proof that the earth is indeed flat.

I would be wrong, but I could still be wrong and prove it as truth based on a Google search.

That is what this "review" did to our 2012 Jewelers Guide to Treated and Created Gems. They proved that the earth was flat by a Google search. Unfortunately, the review is based on nothing more of substance than that: A Google Search.

Flat out competition? We are all in for that.

But cheap shots on the internet from a vindictive competitor.....how would you feel?

Robert James

World Gem Society

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That is what the IGS did with their review.