

SEQUOYAH *Presents*
Conflict-Free
Fair Trade Diamonds



Fair Trade

We believe a fair trade diamond market is possible in West Africa, one that can cut out unethical middlemen, and provide miners and their families a fair share of the value of diamonds.

Sequoyah representatives work directly with local clan leaders in West Africa to purchase raw diamonds, cutting-out the unethical middlemen, and providing the miners and their families a higher and fairer value.

Although there is no formal fair trade certification process, at Sequoyah, we believe we are helping make a difference for local miners.



Conflict-Free

Most Jewelers carry diamonds that are already certified by four Cs for carat, color, clarity and cut, giving an overall measure of quality. *At Sequoyah, customers get Our Fifth C – Conflict-Free.*

Despite widespread acknowledgment of the existence of conflict diamonds, until recently it has been nearly impossible to verify the origin of diamonds and the conditions in which they are produced. The fact remains that conflict diamonds still exist.

However, Sequoyah sources diamonds directly from clans and miners in West Africa ensuring the diamonds are Conflict-Free.

Every Sequoyah diamond is 100% Fair Trade & Conflict-Free.
Make your diamond a Sequoyah diamond.



SEQUOYAH
Uncompromising Performance.