




MOISSANITE


SHOP LC
WORKSHOPS
Explore More with Us!



WHAT IS MOISSANITE

A NATURALLY OCCURRING AND LABORATORY-GROWN MINERAL MADE UP OF SILICON CARBIDE.

ITS OCCURRENCE IN NATURE IS EXTREMELY RARE, FOUND IN UPPER MANTLE ROCK AND METEORITES

DISCOVERED OVER 120 YEARS AGO, MOISSANITE GEMS HAVE COME SO FAR FROM BEING JUST SILICON CARBIDE.

IN GEMOLOGY MOISSANITE IS CLASSIFIED AS SYNTHETIC – ALTHOUGH IT IS FOUND IN NATURE, BUT THE NATURAL CRYSTALS ARE OF NO PRACTICAL IMPORTANCE BECAUSE OF THEIR SMALL SIZE.

DISCOVERIES HAVE SHOWN MOISSANITE OCCURS NATURALLY AS INCLUSIONS IN DIAMONDS, XENOLITHS, KIMBERLITE, AND LAMPROITE.



FOUNDATION

- ▶ NATURALLY OCCURRING MOISSANITE WAS FIRST DISCOVERED IN 1893 IN DIABLO CANYON, ARIZONA BY HENRI MOISSAN AT THE SITE OF A MASSIVE METEORITE
- ▶ THE NATURAL CRYSTALS ARE EXTREMELY RARE AND SMALL TO CUT
- ▶ HENRI TRIED TO RECREATE MOISSANITE IN THE LAB. HOWEVER IT TOOK ALMOST A CENTURY TO CREATE MOISSANITE AND NOW IS CREATED ONLY BY A LIMITED COMPANIES IN THE WORLD

WHAT'S IN A NAME?

NAMED IN 1905 AFTER FERDINAND FREDERICK HENRI MOISSAN (28 SEPTEMBER 1852 – 20 FEBRUARY 1907), WAS A FRENCH CHEMIST

MOISSAN WAS THE FIRST TO ISOLATE ELEMENTAL FLUORINE AND RECEIVED THE 1906 NOBEL PRIZE IN CHEMISTRY FOR THAT

MOISSANITE, FOUND AS TINY CRYSTALS IN SOME METEORITES (ORIGINALLY FORMED IN STAR DUST) AND KIMBERLITES, IS A NATURALLY OCCURRING SILICON CARBIDE, SIC (IN SYNTHETIC FORM A VERY IMPORTANT HIGH-PERFORMANCE CERAMIC, MORE COMMONLY KNOWN AS ABRASIVE CARBORUNDUM)



FACTS ABOUT MOISSANITE

HARDNESS

9.5 ON MOHS SCALE

STREAK

GREENISH GRAY

SPECIFIC GRAVITY

SYNTHETIC MOISSANITE MIGHT CONTAIN
WHITE OR REFLECTIVE NEEDLES, TUBE LIKE
PLATE LIKE INCLUSIONS, CHANNELS AND
NEGATIVE CRYSTALS. DOUBLING ON FACETS.

LUSTER

ADAMANTINE

FRACTURE

CONCHOIDAL

CLEAVAGE

NONE

GEMLORE

CAN BE INTERCHANGEABLE AS APRIL'S BIRTHSTONE, DIAMOND AND IS ATTRIBUTED TO LOVE AND ROMANCE

BECAUSE IT IS ONE OF THE STRONGEST GEMSTONES IT IS SAID TO REPRESENT A VERY STRONG BOND BETWEEN YOU AND THE ONE YOU LOVE

IT IS BELIEVED TO GRANT STRONG HEALTH AND CLEANSE THE SPIRIT, MIND AND BODY; CENTERING TO ONE'S SELF

HAVING BEEN DISCOVERED AT A METEOROSITE, SOME BELIEVE THAT IT CONNECTS THE WEARER TO THE UNIVERSE

MOISSANITE VS DIAMOND

WHY CHOOSE IT OVER DIAMONDS

- MORE FIRE AND BRILLIANCE THAN DIAMOND
- MORE AFFORDABLE THAN DIAMOND

WHY LAB CRATED MOISSANITE

- NATURAL MOISSANITE IS EXTREMELY RARE AND HENCE, EXPENSIVE
- LAB CREATED MOISSANITE OFFERS SAME FIRE, BRILLIANCE AND DURABILITY AS NATURAL GEM



PINK MOISSANITE

- LAB CREATED PINK MOISSANITE IS TOP QUALITY.
- STONES ARE LARGER, MEASURING AT LEAST 3 MILLIMETERS.
- CREATED UNDER CONTROLLED CONDITIONS,
- STONE PROVENANCE IS TRACEABLE.
- PINK DIAMOND MINING IS NO MORE.
- ARGYLE, THE WORLD SUPPLIER OF PINK DIAMONDS,
- HALTED PRODUCTION IN LATE 2020.
- PINK MOISSANITE PROVIDES SUPERIOR BRILLIANCE, SCINTILLATION, AND COLOR, ALL AT A FRACTION OF THE COST.

PINK
MOISSANITE



HOW TO CARE MOISSANITE

- ▶ USE A MILD SOAP, WARM WATER AND A SOFT CLOTH OR TOOTHBRUSH
- ▶ PUT THE JEWELRY IN SOAP SOLUTION AND GENTLY BRUSH THE GEMSTONE
- ▶ WHEN CLEANED, RINSE WITH WARM WATER TO REMOVE ALL SOAP RESIDUE.



HAVE A LOOK AT THESE MOISSANITE JEWELRY



#4123143



#4123144



#7022277



#7022282



#7226870



#7226876



#7273754



#7273760

CUSTOMER SPEAK

“This is my first piece of Moissanite. Very brilliant, beautiful, classic earrings. Love them. - **Yvette**”

“The Moissanite stones are as white as can be, the brilliance and fire is off the charts, and it would've cost me 3x at that other network for what I paid for it here! VERY happy new customer! - **Wendy**”

“My Moissanite and I are very happy together, as is my budget! - **Fern**”

“Got the appearance of diamonds at a fraction of the cost. Thank you ShopLC! - **Linda**”

“This was my first moissanite and I love it. Diamond is my birthstone, and this is very much like a diamond. Thank you ShopLC! -**Layla**”

“Used to buy moissanite from another shopping channel, not anymore. Shop LC is my new source saving me lots of cash! - **John D.**”



MEET DIONNE ROSS

- DIONNE ROSS IS A STRONG LOVER OF FITNESS, HOME DECOR, SIGN LANGUAGE, JEWELRY, AND MOST IMPORTANTLY FAMILY
- DURING THE SPRING OF HER FINAL SEMESTER IN GRADUATE SCHOOL, SHE INTERVIEWED FOR A HOST POSITION WITH A BRAND NEW COMPANY CALLED SHOP LC AND WAS HIRED ON THE SPOT
- DIONNE HAS GROWN WITH THE COMPANY AND HAS BEEN GIVEN OPPORTUNITIES TO TRAVEL TO AMAZING LOCATIONS LIKE THE UNITED KINGDOM, INDIA, AND TANZANIA
- SHE WENT ON TO EARN HER AJP, ACCREDITED JEWELRY PROFESSIONAL DIPLOMA, FROM THE GEMOLOGICAL ASSOCIATION OF AMERICA
- DIONNE HAS CREATED ONE OF THE BEST SELLING, LIMITED ADDITION HANDBAG LINES EXCLUSIVELY AVAILABLE AT SHOP LC, CALLED LENE!



THANKYOU FOR
ATTENDING OUR
WORKSHOP



BY SHOP LC MARKETING TEAM

JOIN US EVERY MONTH FOR A **90 MINUTE** EVENT.

CHECK BACK SOON

SCAN THE QR CODE NOW

for details and to register for
our next workshop



*STAY TUNED FOR OUR NEXT WORKSHOP IN
FEB FOR GEMSTONES OF AMERICA!*