

## The Yellow LifeGem® diamond has arrived



By Greg Herro  
C.E.O., LifeGem

It is with great pleasure that I announce the arrival of the Yellow LifeGem® diamond. We have been working diligently for the last twelve months to make this a reality. Please see our brochure, or visit our website *LifeGem.com* for a first hand look at these stunning new LifeGem diamonds. As expected, the final color of the yellow LifeGem diamond comes from your loved one's unique carbon and is as exceptional as the setting sun - often containing gentle shades of pink and orange. Nitrogen, along with other elements in your loved one's carbon is the basis for this beautiful colored diamond. Every one is unique. There will never be two identical in the world.

This highly requested color brings about many new advancements for our customers. The stability in the growth of these diamonds has increased our creation success rate to nearly 100%. Very rarely do we ever need to recreate our families' LifeGem® diamonds, and when we do, the enhancements in our research and technology allow us to recognize and solve the issue much more quickly. This has allowed us to create, facet, laser

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From left to right standing: Dean VandenBiesen (V.P. of Operations), Mike Herro (C.F.O.), Rusty VandenBiesen (C.O.O.) Sitting: Greg Herro (C.E.O.)

## Good-bye cremation interruption, Hello carbon from cremated remains



By Dean VandenBiesen  
V.P. of Operations,  
LifeGem

From the day we introduced the LifeGem® created diamond to the world just over a year ago, the initial concern raised by both funeral directors and clients was about the transportation of deceased loved ones across the

country to have the carbon collected. We knew this was not desirable or practical, so instead, we made the carbon collection process available in any area that had a crematory. We developed unique equipment to collect carbon during a cremation and trained crematory operators across the country how to use it safely and effectively when a LifeGem family chose our services.

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# Heard about LifeGem from their ads? Really? They haven't run any yet.

By Julie Worthheim

Freelance Journalist

Just a little over a year ago, there was no such thing as a LifeGem® diamond. Although LifeGem had been working on their idea since 1999, everything was kept under very tight security. Finally, in 2002, they successfully created their prototype diamond from animal carbon and turned their thinking towards offering their discovery to the public.

On August 20<sup>th</sup>, 2002, they released their invention to the world. The LifeGem®, a diamond created from human carbon was born. "It was quite exciting to create a product new to this world, a product that did not exist before we created it. For the last 2000 years there had been only two options for our passing loved ones... now there are three," said Greg Herro, LifeGem CEO.

The exclusive media release was given to their local newspaper - the *Chicago Tribune*, who immediately ran the article on the front page. "As we awoke that morning, we wondered... would anyone call," questioned Herro.

Well, it didn't take long for that to be answered. Immediately

thereafter, the phone rang off the hook, and hasn't stopped since. Over 180 radio interviews later, with coverage in 800 newspapers worldwide, and as seen on hundreds of television broadcasts including NBC's Today Show, Jay Leno, Regis & Kellie, the Today show in Australia and in Japan, they introduced the LifeGem® to

over 650 million people worldwide... in one year.

Not to mention, New York University Film students have created a short film called "Lost and Found", a 15-minute romantic fictional comedy solely about the LifeGem® diamond. This movie will premiere at NYU's First Run Film Festival in April 2004.

Suffice it to say, LifeGem® is finding its place in the world, but I believe they are still just beginning. This is one company you definitely

want to keep track of. Not only do they provide a comforting product in a market where few exist, they have created a globally recognized brand name with big plans for expansion. One of the most common questions they hear... "When are you going public?"

## AMAZING MEDIA ROLLOUT

Customer inquires in first year of business - **4,800**

Daily Inquires for information - **22**

Number of website visitors to date **470,000**

Web visitors per day - **600**

Certified Funeral Home Partners in 2002 - **4** (in Illinois only)

At end of 2003 - **280** (Worldwide)

Worldwide LifeGem® availability **Canada, Australia, South Africa, The Netherlands, Belgium, and Hungary**

Worldwide expansion in 2004 **United Kingdom and Japan**

Total 2003 Marketing Budget **\$0**

Advertisements run **0**

## What our customers are saying...

*"Just thinking about Gerry's diamond gives me a warm feeling; it's almost as though he's going to be coming "home" again. It's hard to explain - but it's a nice feeling, and thanks to you and LifeGem, I'm able to feel something besides the sorrow, loneliness, and fear that have been with me since he died. Thank you from the bottom of my heart for making it possible."*

- Carol Thorndyke, Florida

## Yellow

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inscribe, and certify your LifeGem diamond in well under five months. Amazing, especially when you realize it takes nature millions of years to accomplish this feat.

The fact that your LifeGem® diamond is created from a distinct carbon source is the only separation from a diamond borne of the earth. It has the same brilliance, fire, luster, and of course hardness. Like natural diamonds, the yellow LifeGem diamond is the hardest substance known on our planet.

The yellow LifeGem® diamond represents everything our families are looking for in a memorial to their loved ones. The way it sparkles in the sunlight reveals the inner beauty and "life" of the LifeGem diamond. The LifeGem diamond has always been about the celebration of your loved one's unique life. As a comforting memorial to keep with you as you continue on, we are pleased to report that according to our families, the yellow LifeGem® diamond goes beyond their every expectation.

## What our customers are saying...

*"Today marks a year since my niece, Valerie, passed away. I thought it timely to write and tell you how very much her LifeGem has meant to me. I have had my LifeGem set in a ring that I shall wear always. Its brilliance and beauty bring a measure of comfort. When our family was together in May and our five rings together, I truly felt Valerie was with us. Although we are still trying to work through our loss, our pain has been eased because our LifeGems are a precious remembrance. Valerie asked that we celebrate her life rather than mourn her death. Our LifeGem diamonds help us to do so."*  
 - Kathy J. Rinna , Illinois

## Available to all

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When we first introduced the LifeGem®, this was the only method available for collecting carbon from the body. Even so, many funeral directors were not comfortable interrupting the standardized and regulated cremation process. As advanced as it was, we were intent on making our process better for the funeral profession and families alike. We realized very quickly that the next advancement should focus on a method of extracting carbon right from the cremated remains so the LifeGem could become an option for those with existing cremated

remains as well.

It took nearly six months, but we finally established and perfected a method for separating the carbon from existing cremated remains. Based on our research and numerous tests, we knew the carbon still existed. What we needed was a way to carefully separate it from the rest of the remains. We finally discovered how to accomplish this during the purification phase. During this phase, the carbon in the ashes you provide will coalesce with the natural carbon used in our diamond growth process. This will

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**Yea, thou we are but mere mortals**

**By Rusty VandenBiesen**  
 C.O.O., LifeGem

Most of us have experienced some monumental event in our lives and can remember exactly where we were at the exact second it occurred. September 11<sup>th</sup> and JFK's death are two that come to mind immediately. Events so shocking, we were caused to face our own vulnerability and immediately realize that our mortality is non-negotiable. On the other hand, some of us become aware of our own mortality much sooner.

I was a five year old visiting my German Catholic Grandmother. Every room had a crucifix. Upon my inquiry into

these unusual symbols I received a crash course in mortality. My immediate reaction was panic and the realization of my own future, and infinite, non-existence. That was the first of my many panic attacks related to the realization

***"I don't want to achieve immortality through my work. I want to achieve it through not dying."***

- Woody Allen

that myself, my parents, my friends, everyone would be gone some day. Infinite loss and grief.

My ability to dwell on this concept until panic set in was a personal secret that tormented me for the next 15 years. It was not until I confronted my own fears of loss and death that I could move on in life. Rather than hiding from mortality, I began sharing my thoughts

with others. Each time finding that I was not the only one feeling this way. We are not alone.

It was this journey that led to and allowed for the development of the LifeGem® created diamond. Confronting our fears and finding a comforting solution became our passion. Together we developed the LifeGem diamond so that we could help others on their own personal journey. Whether dealing with your own mortality, or the loss of a cherished loved one, we stand with you and share in your personal journey trying to find inner peace and comfort with regards to that which we have no control.

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 Our speakers travel throughout the country!



## The Corporate “Who”... and some interesting “What, When, and Why”

**By Mike Herro**  
C.F.O., LifeGem

While pondering life's mysteries the other day, it occurred to me that we have never formally introduced ourselves. You may have read about us here or there, but I would like to take this brief moment in time to introduce our key personnel and say hello.

I would first like to introduce Rusty VandenBiesen, our C.O.O. and original brainchild of the LifeGem® diamond idea. Rusty is an integral part of our creativity and conceptualization and has a BS Degree in Management from Cardinal Stritch College in Milwaukee, WI.

I am Mike Herro, the CFO of LifeGem, and also one of its four original co-founders. I have a Bachelor's Degree in Accounting and Finance from Augustana College and an MBA in Finance from DePaul University. I have been a CPA since 1992.

Interestingly enough, there is another Herro within our ranks, Mr. Gregory Herro, the CEO of LifeGem, my brother, and another of its four original co-founders. Greg graduated Summa Cum Laude from Illinois State University in 1990 with degrees in both Industrial Technology and Graphic Communications.

Last but not least, I am proud to introduce, Dean VandenBiesen, our V.P. of Operations. Dean rounds out the four co-founders, and as you might have already gathered, is Rusty's brother. Dean has a Bachelors Degree in

Geology and a minor in Professional Writing from Eastern Illinois University.

By now you probably realize that we are made up of two different sets of brothers. Clearly, family ties played a large part in bringing us together. It went a little something like this.

As a teenager, I met a girl named Kim. She had a sister named Sara, who I introduced to my brother Greg. They are now married. Sara's sister Kim eventually met Dean. Dean and Kim married and Greg was introduced to Dean's brother, Rusty. Rusty and Greg became great friends and eventually decided to start a business... this business. Confusing... but true. Sometimes truth is stranger than fiction. Thankfully, all of our unique and special skills were the perfect match to not only make the LifeGem® a reality, but to also attain much initial success.

Well, there is certainly much, much more to this story, which I hope to share with you as we grow into the future, but for now I will leave it at that. I am glad to have met many of you, and I hope to meet many more of you as our relationships evolve. Thank you to everyone who has helped us along our way. If you have any questions or comments, please don't hesitate to give us a call. We are expanding rapidly and are always interested in adding good people to our team.

## Available

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allow the carbon from your loved one to be carefully removed intact from the ash remains.

When the process is complete, your loved one's carbon will have been transformed to an extremely pure form of carbon known as graphite. This graphite still contains other unique elements such as boron and nitrogen from your loved one's remains and will lead to the creation of your beautiful and one-of-a-kind LifeGem® diamond. No two LifeGem diamonds will ever be the same. The majority of our orders now come from existing cremated remains, and the results are consistent; a beautiful gem quality diamond created from the carbon of your loved one.

The total amount of cremated remains needed for the creation of your complete LifeGem® order, regardless of quantity (within reason), is approximately eight (8) ounces. Please understand that the cremated remains sent in will not be returned. The purification phase literally burns the ash portion of the remains into thin air.

One common question about our new procedure is, "How many LifeGem® diamonds can be created from this process?" Answer, we can easily create over twenty LifeGem diamonds from this process. Of course, all unused carbon is securely stored in the event of a future family need or desire to have an additional LifeGem diamond created.

Our new process works flawlessly and efficiently every time. The result is always a rare and beautiful LifeGem® diamond, but more importantly, a pleased and comforted family.

