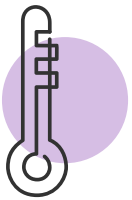


CARE AND HANDLING

TOP TEN TIPS

FLOWER CARE MATTERS

The key to keeping fresh cut flowers looking pristine for as long as possible is their care. Here are 10 easy ways to guarantee the maximum vase life of your blooms.



1. Keep cut flowers away from extremely hot or cold temperatures.



2. In your container of choice, use floral food mixed with clean water to extend vase life.



3. Using a knife, diagonally trim each stem about one inch from the base. Do not use scissors, as they can clamp the stem.



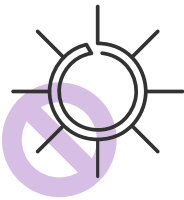
4. Add 6-8 drops of Clorox Unscented Bleach per gallon of water.



5. To boost the longevity of your blooms, always use clean containers and remove any leaves or branches that fall below the water line.



6. Every two or so days, replace the container's old water and give it a good rinse. Use the Clorox treatment to prevent bacteria growth.



7. Avoid direct sunlight. Once flowers are cut, it hurts rather than helps.



8. Do not place flowers in drafty areas (by open windows, fans, A/C or heating vents). This can lead to dehydration.



9. Do NOT place flowers next to fruit and vegetables. Some flowers are sensitive to ethylene (a gas emitted by ripening fruits and vegetables).



10. Do NOT pull up on flower netting. Petals will get caught in the lower part of the net, causing them to separate. Instead, use both hands to carefully fold the bottom of the net outwards and then upwards.

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