



## FEBRUARY

*Real romance,  
simply perfect.*

According to research, 92% of women can remember the last time they received flowers. Judith Sherven, co-author of *Be Loved for Who You Really Are*, says, "Giving flowers is a great example of a simple romantic gesture that creates enduring memories."

**Frequent Flowers:** Roses come in every color – from calming lights to vivid brights – so take your pick. Ask your florist about their wide selection of unique, colorful rose varieties.

**It's a Fact:** Men are fans of vivid, crisp colors such as red, orange, purple and blue. Women tend to relish pastel tones of pinks, peaches and lavenders.

**Did You Know?** People have been passionate about roses since the beginning of time. It is rumored that the floors of Cleopatra's palace were carpeted with their delicate petals.

**Tip:** When sending flowers, look to poetry as inspiration for the enclosure card. Find creative card messages in the Ordering Advice section of [www.aboutflowers.com](http://www.aboutflowers.com).

MARCH

# Spring an unexpected gift on a friend.

Celebrate spring and take a moment to brighten someone's day with a surprise Floral arrangement. The best reason to send a gift of Flowers is Just Because.

**Frequent Flowers:** Explore the cheerful colors of spring favorites like tulips, hyacinth and daffodils.

**It's a Fact:** 83% of people like to receive flowers when they are unexpected.

**Did You Know?** You can customize a gift of flowers to a friend's personality. Check out the Floral Signature quiz at [www.aboutflowers.com](http://www.aboutflowers.com).



**Tip:** When ordering a floral gift, describe the recipient's favorite colors or hobbies to your florist.