

JANUARY

Resolve to send A Smile.

Start the New Year off right by giving a gift of flowers to a special friend, or yourself! Behavioral research conducted at Rutgers University proves the presence of flowers has an immediate impact on happiness and increases life satisfaction and enjoyment.

Frequent Flowers: This month, do a little digging into iris, bird of paradise and alstroemeria on the Flower Library at www.aboutflowers.com.

It's a Fact: 88% of people agree that a gift of flowers changes your mood for the better.

Did You Know? Florists are design professionals and can create unique looks to suit every occasion.



Tip: Ask your florist to design a sensuous arrangement in luxurious reds, purples and oranges to send a sophisticated smile.

FEBRUARY

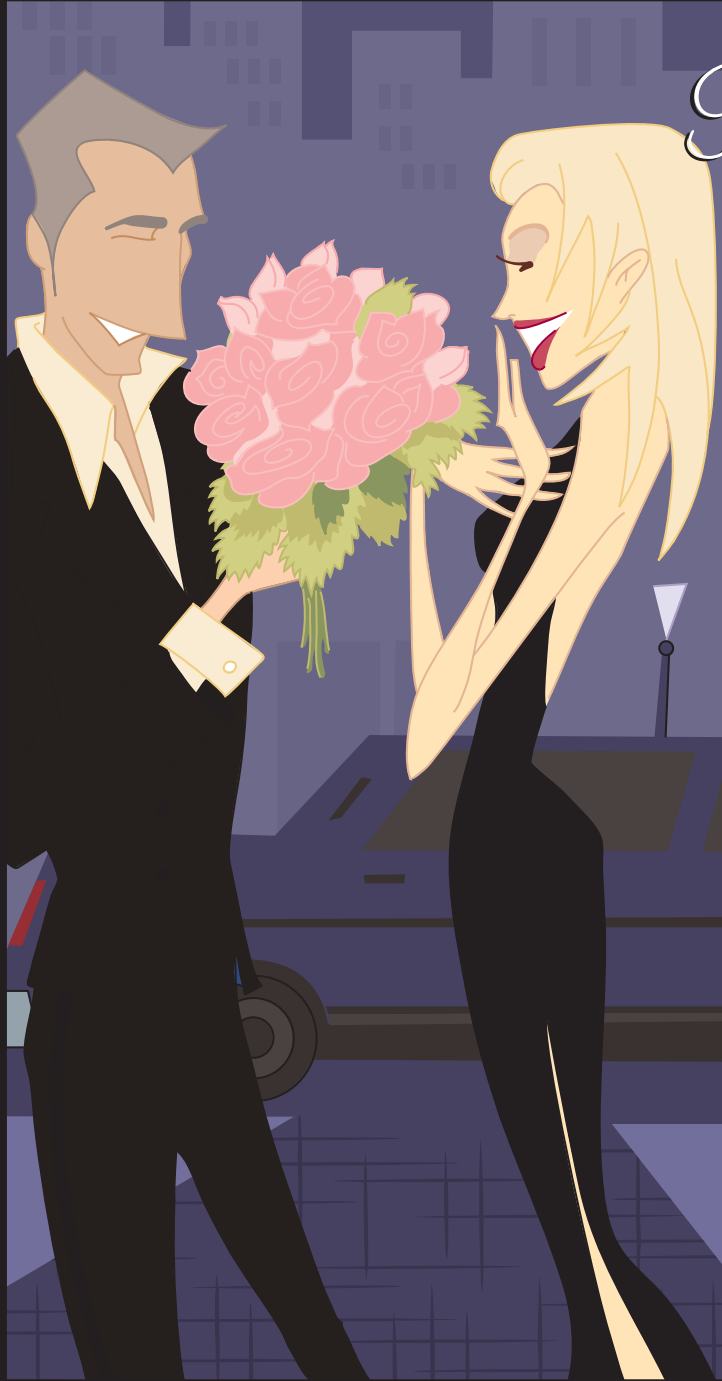
*Real romance,
simply perfect.*

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.