

JULY

Discover the colors of emotion.

International color expert
Leatrice Eiseman unearthed the
philosophy of Flower Therapy, that
certain color combinations –
expressed in Floral arrangements
– can stimulate and relax the
senses and enhance our moods.

Frequent Flowers: An arrangement
featuring flowers and foliage
like hydrangea, delphinium and
eucalyptus in light shades of misty
blues and greens can help create
a “tranquil” feeling.

It's a Fact: To learn about five
emotions that can be created
through the color of flowers,
visit [www.aboutflowers.com/
FlowerTherapy/information.htm](http://www.aboutflowers.com/FlowerTherapy/information.htm).

Did You Know? An artful floral
arrangement has the ability to
convey a feeling or create a mood
without using words, just color.



Tip: Tell your florist the mood
you are trying to create.
They will provide expert
advice on floral gifts to enhance any
sentiment or occasion.

AUGUST

Make home a haven.

Consumers are seeking simple, affordable solutions to enhance their homes. Flowers are the essential accessory to perk up living space and brighten the mood and personality of every room in the house.

Frequent Flowers: Explore the bright, sunny shades of gladiolus, Gerbera daisies, snapdragons and lilies.

It's a Fact: According to Rutgers University research, people typically place Flowers in open spaces within the home, signifying that Flowers are a symbol for sharing.

Did You Know? Florists can create arrangements that match the style of a home's decor, from Victorian to casual, easy living to modern contemporary. Visit the entertaining and decorating section of www.aboutflowers.com for more information.



Tip: For a friend who is hosting a party, send a floral arrangement that complements their style before the party starts.