

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.

SEPTEMBER

Test your Floral IQ.

From Aster to Zinnia, learn the ABCs of Flower types, meanings and design styles at the Flower Library on www.aboutFlowers.com. You'll find photos and descriptions of the most popular flowers and plants, as well as care tips for your blooms.

Frequent Flowers: This month, research some unusual varieties such as anthurium, bouvardia and liatris.

It's a Fact: Even the smallest of local florists has access to a wide variety of fresh flowers and plants on a daily basis.

Did You Know? Florists generally have dozens of different varieties in their shop at one time. Explore your florist's cooler for the hottest trends in flowers.



Tip: Get the most out of your flowers. Keep the vase filled, or floral foam soaked, with clean water containing flower food provided by your florist.