



Flower Care Instructions



FlowerFresh is dedicated in providing you premier quality fresh flowers direct from the source. We select our flowers, from the farms that specialize in a particular flower type, to ensure you get the highest quality freshest flowers that will last longer and look better.

A little extra care can make a big difference in maximizing the vase life of your flowers. The following care tips should be followed with all the flowers you receive:

GENERAL CARE INSTRUCTIONS

1 CUT THE STEMS

Cut the bottom of the stems diagonally under running water, using a sharp knife or scissors (Cut 1 - 2 inches)

WHY? This increases the surface area of the stem underwater, and allows the stems to draw in water instead of air

2 REMOVE LOWER FOLIAGE

Remove all the leaves that fall below the water line.

WHY? These leaves breakdown and decay, which promotes bacterial growth, which can block the stem and stop the flowers taking up the water

3 MIX FLOWER FOOD IN LUKE WARM WATER

Arrange your flowers in a vase with lukewarm water mixed with the first packet of floral food

WHY? This will help the closed buds to start opening and help to prolong the life and beauty of your flowers. Water that is too hot or cold can be shocking to the flowers inhibiting their ability to drink water.

4 KEEP AWAY FROM DIRECT SUNLIGHT AND HEAT

Place your flowers in a cool location away from direct sunlight, electrical appliances and drafts.

WHY? Flowers are happiest when kept cool, temperature is key to the lifespan of flowers. Appliances such as televisions give off heat, causing flowers to dehydrate.

5 MAINTAIN YOUR FLOWERS

Top up the vase regularly with fresh water, re-cutting the stems when necessary. On the 3rd Day replace vase with fresh water adding the 2nd packet of flower food while removing any fading flowers.

WHY? This helps to prolong the life and vibrancy of your flowers



CARE INSTRUCTIONS FOR A FLOWER BOUQUET



Flower Bouquet -

Flowers that come loose or in a bunch
to be arranged in a vase



- 1 Cut the bottom of the stems 1 inch diagonally under running water.
- 2 Remove all the leaves that fall below the water line.
- 3 Fill the vase with lukewarm water and add first packet of floral food.
- 4 Keep flowers in a cool spot away from direct sunlight, heat and drafts.
- 5 Re-cut stems, Top up vase with fresh water daily, add the 2nd packet of flower food (Day 3) while removing any fading flowers.

CARE INSTRUCTIONS FOR A FLOWER ARRANGEMENT



Flower Arrangement -

Flowers that come prearranged in Floral Foam

- 1 In a container mix lukewarm water with right proportion of floral food. Pour over Foam until moist.
- 2 Keep foam moist daily by adding some fresh water and remove any decaying flowers and leaves.
- 3 Keep the flower arrangement in a cool spot away from direct sunlight, heat and drafts

IMPORTANT: When flowers are in foam, they get less water than in a vase. So it is **IMPERITIVE** that you keep the foam moist at all times.



Roses

Celebrated as the “flower of love” roses are by far the most popular flowers in the world. With a long history as symbols of love, beauty, and romance each color of rose carries a different symbolic meaning. Our roses are shipped in bud form with the outer guard petal left on to protect the rose during shipment.



Your flowers will be in a budstage when you receive them

Flowers will reach full bloom in 1-2 days



Meaning

Red : Love
Yellow : Friendship
White : Innocence
Pink : Happiness

Expected Vase Life: 5 - 8 days

Care Tips

Remove the foliage below the water line, and remove the outer “guard petal” on each rose, left on to protect the flower during shipment. Please also remove any outer petals that may have gotten bruised during shipping.

Roses drink heavily, so make sure you check the water level daily and replace with fresh water and add more flower food if necessary. This will increase the vase life of your roses by 30 to 50%.

Arranging Tip

Remove outer wilted petals to ensure the roses bloom to their maximum

Important Tip

Wilted Roses may be revived by placing them under light warm water. Trim off about an inch from the bottom of the stem and then submerge the entire rose under water in a sink or bathtub. Allow the stem to absorb water for 20-60 minutes, enough time for the rose to replenish itself.

Tulips



Flowers will reach full bloom in 1-2 days

Expected Vase Life:
3 - 6 days

Care Tip

Leave your tulips in the wrap and trim about an inch of the stems. Placed the wrapped tulips in a vase for about an hour, to ensure that the stems are sturdy and take in water better. Tulips are heavy drinkers, so make sure you feed them fresh water daily.

Arranging Tip

Tulips continue to grow and change after being cut, so leave enough room for tulips to grow and move while arranging. Don't be afraid to cut, as your bouquet will look good with tulips in varying lengths. Tulips have a natural tendency to bend and tilt, to seek light.

The third most popular flower world-wide next only to the Rose and Chrysanthemum, Tulips were the symbol of the Turkish Empire. These notorious flowers were responsible for the creation of a movement in Europe, especially Holland popularly referred to as “Tulipmania”, where many sold of their fortunes in the craze for tulips. Shipped in bud form directly from the “land of tulips” in Holland, our tulips travel a long distance, and may appear thirsty upon arrival.

Your flowers will be in a budstage when you receive them



Meaning

Imagination, Dreaminess,
Perfect Lover,
Red: Declaration of Love
Yellow : Happiness and Cheer

Important Tip

Tulips keep growing in a vase gaining an inch or so in height with a tendency to bend, and twist and turn towards sources of light. To straighten bent tulips, wrap the stems tightly in damp newspaper, secure with an elastic band, and stand in deep, lukewarm water with light directly above them. Leave for a couple of hours.

Chrysanthemum

“Golden Flower” in Greek, the chrysanthemum is the national symbol of Japan, where it signifies long life and happiness. Birth flowers of those born in November, chrysanthemums are popularly referred to as “Queen of the Fall Flowers.” Chrysanthemum or pom poms are popular fillers in many of our mixed bouquets.



Flowers will reach full bloom in 1-2 days

Your flowers will be in a budstage when you receive them



Meaning

Red : Love
White : Truth
Yellow : Slighted Love

Care Tip

The foliage often deteriorates more quickly than the flowers themselves. Re-cutting the stems often will also increase the uptake of water and increase vase life. Most chrysanthemums will last 7 to 12 days on average.

Expected Vase Life: 6 - 12 days

Arranging Tip

Remove outer wilted petals. The chrysanthemum's longevity and cost effectiveness, provide versatility to designs. Pom poms make excellent filler flowers in any flower arrangement or bouquet.

Important Tip

Cut the stems diagonally to ensure good water uptake. Also make sure to change the water frequently as these flowers emit a large amount of gas which may create an overabundance of harmful bacteria.

Lilies

Cultivated for over 3000 years, Lilies are one of the oldest flowers in history, hailed as one of the most popular flowers in ancient Jewish civilization, mentioned in both the old and new testament. The symbol of chastity and virtue in Christianity, these versatile blooms are symbolic of summer and abundance in Feng shui, and symbolize “forever in love” to the Chinese. The lilies will arrive in bud form, opening in succession over the next 1-3 days.



Flowers will reach full bloom in 1-2 days

Meaning

Purity and sweetness
White : Virginity and Innocence
Pink : Wealth Prosperity
Yellow : Feminine Sexuality

Your flowers will be in a budstage when you receive them



Expected Vase Life:

7 - 10 days

Care Tip

Lilies are thirsty flowers make sure you check the water level daily and replace with fresh water and more flower food if necessary

Arranging Tip

Lily pollen can stain clothing and furniture, so carefully remove the anthers (the orange pollen-coated tips at the end of the stamens) with tissues before displaying your bouquet. As flowers open as your design ages, you should continue to remove the anthers. Lilies bruise easily, handle them with particular care. The blooms open in succession, and you can snip off spent flowers close to the main stem.

Important Tip

Any lilies received should have the pollen stamens removed as they open. This will enhance the life of the lily and prevent any staining from the pollen. If you get any lily pollen on your clothing DO NOT rub off with your hands (rubs pollen deeper into the fabric). Use a toothbrush or a dry towel to brush off pollen.

Sunflowers

Hailed by the Chinese as the symbol of longevity, the Sunflower has always been historically associated with legends of the Sun God. With a tendency to turn its head and grow towards the sun, these sun-like flowers are universally celebrated as flower of pride and cheerfulness.



Flowers will reach full bloom in 1-2 days

Expected Vase Life: 5 - 8 days

Meaning

Sunflower promises Power, Warmth, and Nourishment, attributes of the sun itself, Dwarf Sunflower signifies "a Devout Admirer."

Care Tip

Sunflowers need a lot of water, make sure you check the water level daily and replace with fresh water and more flower food if necessary. To ensure good water uptake cut stems diagonally under water upon arrival.

Arranging Tip

When the petals fade, separate them from the large disks and use the disks as an interesting touch in arrangements.

Important Tip

If flowers wilt or droop prematurely, cut them short and place in slightly warm water. Both the cutting and water temperature will help revive the blooms.

Carnations

The National Flower of Spain and the birth flower of those born in January, Carnations are among the most popular flowers world wide. The pink carnation is hailed as the symbol of mother's love and the emblem of Mother's Day. Carnations are hardy flowers that can last between 7-14 days if properly cared for.



Flowers will reach full bloom in 1-2 days

Your flowers will be in a budstage when you receive them

**Expected Vase Life:
7 - 14 days**

Care Tip

When re-cutting the stems, cut just above one of the nodes that run up the flower's stalk. This will allow the stem to draw water more easily.

Arranging Tip

Carnations can be manipulated to take on an elegant look by massing them together in a tight bunch, or adding them to simple greenery.

Meaning

Pink : Symbol of Mother's Love
Yellow : Disdain
Purple : Antipathy
White : Pure and Ardent Love
Red : "Alas my poor heart."

Important Tip

Carnations are very sensitive to ethylene gas, a naturally produced gas, released by fruits, vegetables and decaying floral material. Keep carnations away from ethylene producing substances.

Gerberas

Discovered in 1884 near Barberton, South Africa, by Scotsman Robert Jameson, the Gerbera is the 5th most popular flower, and the most popular daisy variety. Simple yet sophisticated, the vibrant colored Gerberas are the birth flowers for the star sign Leo (July). A beautiful compliment in any flower bouquet, we ship each individual floret with a protective net and a clear tube to support the stem, to ensure that the flowers arrive and flourish to their maximum beauty and expected vase life.



Flowers will reach full bloom in 1-2 days

Meaning

Orange: "You are the Sunshine of my life"
Red: Unconscious in love
White: Innocence, Truth
Yellow: "I'll try harder to win your love"

Arranging Tip

Gerberas may be prone to bent neck, which can be avoided by inserting floral wire in the stem to lend additional support to the large floret.

Important Tip

To make sure gerbera stems remain straight, support the flower heads when conditioning in water. This can be done by placing a piece of chicken wire over a deep bucket, so that the heads are supported and the stems hang free into the water. Let the flowers hydrate this way for several hours

Alstomerias

Of South American origin, the Alstomeria was brought to Europe in the 18th century and named by the renowned botanist Carl Linnaeus. A great compliment to almost any flower type the Peruvian Lily or The Lily of the Incas as it popularly referred to may appear very tight when new. It is shipped in tight bud form to ensure longevity and freshness.



Flowers will reach full bloom in 1-2 days

Meaning

Friendship and Devotion



Your flowers will be in a budstage when you receive them

Expected Vase Life: 7 - 12 days

Care Tip

Make sure you top up the vase regularly with fresh water and add flower food with every water change.

Arranging Tip

Be careful to remove all leaves that fall below the water line before arranging, as the foliage often deteriorates more quickly than the flowers, causing excess bacteria and water blockage.

Important Tip

Alstomerias are long lasting flowers and will open to full bloom when fed properly with water and flower food. Although long-lasting, Alstomerias dehydrate easily and may look thirsty upon arrival. Make sure your lilies always have plenty of fresh water to drink.



Your flowers will be in a budstage when you receive them

Expected Vase Life: 4 - 7 days

Care Tips

Gently remove the protective cup from each blossom; the petals will gradually unfold to their full state. Fill your vessel with approximately 5 to 6 inches of water depending on its height. The fuzzy stems of these flowers decompose quickly in deep water. Gerbera stems are highly susceptible to bacteria blockage which may cause their heads to droop over. Therefore it is very important to use clean water and replenish their supply of flower food every 1-2 days. Bending is a natural attribute of this flower.

Iris



Flowers will reach full bloom in 1-2 days

Iris, or “rainbow” in Greek gets its name from the Greek Goddess Iris, the goddess of the rainbow. Hailed as the symbol of royalty and divine protection for centuries throughout the world, the three leaves of the Iris are said to represent faith, wisdom, and valor. We ship these sensitive flowers in tight bud form, which will open to full bloom in 1-2 days.

Meaning

“I have a message for you”



Your flowers will be in a budstage when you receive them

Arranging Tip

Allow for space in arranging irises to open fully. Irises can be manually opened by peeling the sheath backwards approximately halfway down the bud, this pops the flower head open.

Important Tip

Iris may arrive in your vase arrangement as tight buds. But they will open quickly and mature to open form usually within one or two days. Their vase life is wonderful, although short lived. Keep water levels in the vase full and bacteria free to optimize vase life.

Expected Vase Life:

3 - 7 days

Care Tip

Be careful to NOT bump the tips of the irises.

Experience the

FlowerFresh Difference

At FlowerFresh we are committed in providing what we believe are the 4 most important aspects of ordering flowers:

Freshness-

long lasting flowers that may last more than the expected vase life Based in Miami, “the Flower Capital of the US,” we deal directly with all the flower farms. Approximately 85% of all the flowers come into America through Miami, so we pass on this benefit to our customers. As soon as the flowers arrive from the farms in Colombia and Ecuador, we assemble the flowers and ship it directly to our customers.

Premium Quality-

blooms are usually large, open well with vibrant colors To ensure you get the best quality flowers we select farms that specialize in growing a particular flower type. So your lilies come from farms in Ecuador, your roses are sent from one of the largest rose growers in Colombia, while your Tulips may have traveled all the way from Holland.

Rose (Colombia) Lilies (Ecuador) Tulips (Holland) Tropicals (Hawaii) Peony (Chile) Daisy (Colombia) Sunflowers (U.S)

FlowerFresh Flower Journey (Typically 2 days)

Farms → Miami → Customers

Flowers shipped on 13th Jan morning Arrive in Miami on the 13th Evening, Order Shipped 14th Arrives 15th Morning

Regular Flower Journey (Typically 7 - 10 days)

Farms → Miami (85% of flowers) →

Importers → Wholesalers → Florists Shops → Customers

Value for Money-

premium quality fresh flowers at the best price

Every person today is looking to get value for their money, to make sure that even when we are being extravagant it's still money well spent. We understand this as consumers ourselves, so we provide you with premium quality fresh flowers at the best price in the industry.

Presentation -

innovative beautifully designed bouquets and arrangements

In no industry is presentation and aesthetics of more importance than in flowers, where we choose based on what we believe to be the most beautiful flower bouquet, perhaps for a loved one or maybe to decorate our own home. Our in-house flower designers are constantly creating unique exceptional flower designs that will continue to take your breathe away!

Welcome to the Fairy Land of Flowers....

The FlowerFresh Team.... A Company that Cares.....