



## Helpful Flower Tips

When you receive your flower arrangement, follow these simple steps to make the most of your display.

Firstly remove all the packaging and please recycle our box, the flower bag and the cellophane.

Select your vase and fill it almost to the top with cold water. Leave an inch or two spare to prevent it overflowing when you place your flowers into the vase.

- 1 **ADD YOUR FLOWER FOOD** – This helps the flowers last longer by giving them extra nutrients whilst keeping the water cleaner for longer.
- 2 **SNIP YOUR STEMS** – Take some sharp scissors and cut the bottom centimeter of each stem.
- 3 **CUT THE STRING** – Keep hold of the bouquet in one hand and cut the string with the other. Then place your flowers into your vase.
- 4 **YOUR BOUQUET IS FRONT FACING** – For £20 - £30 bouquets your flowers are designed as a front facing bouquet. These arrangements enable you to see all the flowers at once.
- 5 **KEEP YOUR FLOWERS IN A COOL PLACE** – Flowers don't like heat or drafts so please avoid direct sunlight, radiators and draughty spots in the house.
- 6 **CHANGE THE WATER** – After three days, refreshing the water will help keep your flowers fresher for longer. Don't forget to re cut your stems at this stage.
- 7 **DEADHEAD** – Some flowers have a longer lifespan than others, so keep an eye on the arrangement and snip out the flowers that are past their best. Pick out pollen from lilies when these flowers start to open.
- 8 **REFRESH YOUR ARRANGEMENT** – After seven days, refresh your bouquet and throw away all the stems that are past their best. Then rearrange the flowers that still look good into a brand new arrangement.
- 9 **AMALGAMATE YOUR FLOWERS** – If you are a regular subscriber, you might want to combine last week's flowers with your new delivery.
- 10 **MOVE YOUR VASE** – Once the new bouquet arrives, place this vase in prime position and move last week's flowers into another room.

We hope you find these flower tips useful but if you need further advice please call James and the team at work on 020 7701 4272 and we will be more than happy to help.