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University Research Proves Benefits Stem from Petals

Research conducted at top educational institutions reveals the emotional and behavioral benefits of flowers and plants. Below is a fresh look at what researchers discovered. More detail can be found at AboutFlowers.com/research.

Emotional Impact of Flowers Study, Rutgers University

A team of researchers explored the link between flowers and life satisfaction in a 10-month study of participants' behavioral and emotional responses to receiving flowers. They learned that the presence of flowers triggers happy emotions, heightens feelings of life satisfaction and affects social behavior in a positive manner far beyond what is normally believed.

- **Flowers have an immediate impact on happiness.** Study participants expressed true, sincere smiles upon receiving flowers, demonstrating extraordinary delight and gratitude. This reaction was universal, occurring in all age groups studied.
- **Flowers have a long-term positive effect on moods.** Study participants reported feeling less depressed, anxious and agitated after receiving flowers, and demonstrated a higher sense of enjoyment and life satisfaction.
- **Flowers make intimate connections.** The presence of flowers led to increased contact with family and friends.

Home Ecology of Flowers Study, Harvard University

The Harvard research team investigated the effects of flowers in the home environment on well-being to determine flowers' impact on moods, energy and feelings of competency, using a fine-grained analysis of emotions over the course of a day.

- **Flowers feed compassion.** Study participants who lived with flowers for less than a week felt an increase in feelings of compassion and kindness for others.
- **Flowers chase away anxieties, worries and the blues at home.** Overall, people in the study simply felt less negative after being around flowers at home for just a few days. Participants most frequently placed the flowers in their kitchens, dining rooms and living rooms, where they spend a lot of time. They reported wanting to see the blooms first thing in the morning.



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- **Living with flowers provides a boost of energy, happiness and enthusiasm at work.** Having flowers at home can have a positive carry-over impact on our mood at work, too. The study found that people were more likely to feel happier and have more enthusiasm and energy at work when flowers were in their home living environments.

Power of Giving Flowers Study, Rutgers University

Researchers explored what the gifts we choose say about who we are and whether they affect how we are perceived. The research reveals that those who send flowers, in comparison to other gifts, are viewed as successful, caring and emotionally intelligent people.

- **Men and women who give flowers are perceived as happy, achieving, strong, capable and courageous people.**
- **Men and women who give flowers come across as more emotionally intelligent.** Giving flowers leaves the impression that individuals can effectively express their feelings and take time to understand the feelings of others.
- **Females who give flowers are viewed as more appreciative of beauty and nature.**

Flowers, Plants and Workplace Productivity Study, Texas A&M University

Researchers explored the impact of flowers and plants in the workplace. The research demonstrates that workers' idea generation, creative performance and problem solving skills improve substantially in workplace environments that include flowers and plants.

- **Flowers and plants are catalysts for innovation and ideas.** Problem-solving skills, idea generation and creative performance improve substantially in workplace environments that include flowers and plants.
- **Flowers and plants lead to working smarter.** Men who participated in the study generated 30 percent more ideas when working in environments with flowers and plants. Women generated more creative, flexible solutions to problems in workplace environments with flowers and plants.