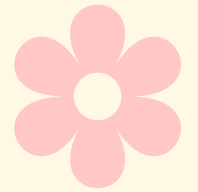


This One Detail

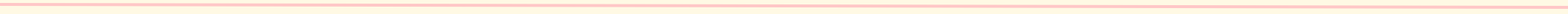


Can Instantly

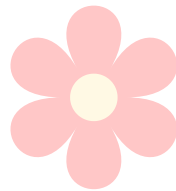
Boost Guest

Satisfaction at

Your Event



***SCIENCE PROVES FRESH FLOWERS
HAVE THE POWER TO TRANSFORM
YOUR EVENT***



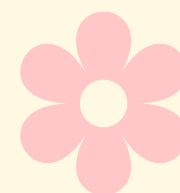
Let's Look at the Benefits:

Real Flowers:

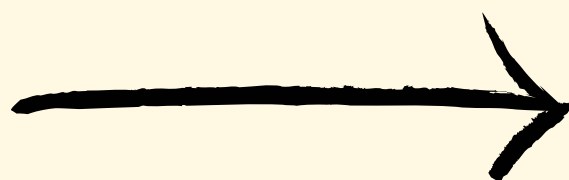
- multisensory
- emotional benefits

Fake Flowers:

- cost effective
- last longer

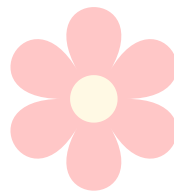


These Floral Myths Are Everywhere



Myth #1: Artificial flowers are just as effective at creating a joyful environment.

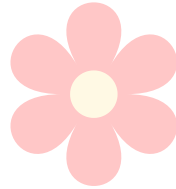
Reality: Real flowers are multisensory – Sight, smell, and even taste. Yes, some flowers are edible!



Myth #2: Flowers are just decor; they don't actually impact how people feel.

Reality: Studies show real flowers reduce stress, elevate mood, and boost guest satisfaction at events at a much greater rate than artificial.

⚠ Don't Be Fooled ⚠



These Myths Spread From...

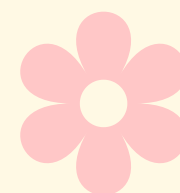
Fake “experts”

Budget hacks

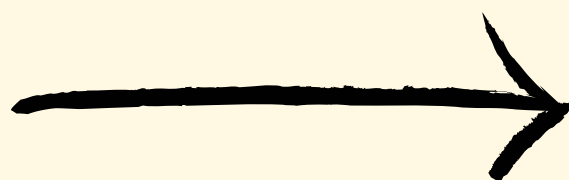
No acknowledgement of different perspectives

Viral opinions with no scientific backing

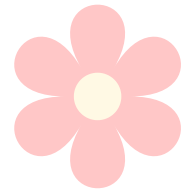
Judgment & Guilt-tripping (*example: the speaker claims you are not being financially responsible with an opposing choice*)



Flower Power: Proven by Science!



Fake florals benefits' don't measure up to real.



Stress Reduction

Real flowers reduce sympathetic nervous system activity, meaning your body physically relaxes.



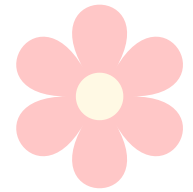
Mood Boost

People working with natural flowers for 20 minutes showed significantly less tension, anxiety, and depression versus those using artificial flowers within the first 3–5 minutes.

(Yang et al., 2022)

<https://jppe.ppe.or.kr/journal/view.php?doi=10.11628/ksppe.2022.25.1.39>

More than meets the eye:



Financial:

People given a large bunch of flowers had an increase in positive emotion than people who were given money.
(People also spent more money in restaurants with flowers than without!)

Connection & Health:

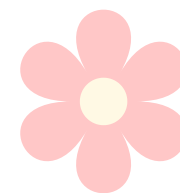
Real flowers made people smile more, stand closer, & initiate conversation.

Flowers have been shown to accelerate recovery in hospitals and improve moods for days after they're received.

(Huss et al., 2017)

<https://openpsychologyjournal.com/VOLUME/10/PAGE/140/>

Types of flowers boost brain & mood.



Types of Flower:

Different flowers affect your brain in unique ways:
(Carnations & stocks have a calm scent that increase focus and relaxation. Lilies' strong aroma can make you feel more alert but may also increase anxiety if you're already stressed).

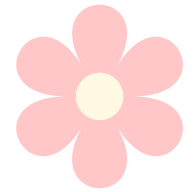
Nature Connection:

In busy urban life, nature helps reduce stress and improve mental health.

(Wu et al., 2022)

<https://pmc.ncbi.nlm.nih.gov/articles/PMC9517035/#abstract1>

The Verdict:



Science Proves Real Flowers Will IMPROVE Your Event

Event Goal: relaxed, stress-free guests

Real flowers reduce stress, anxiety, and promote relaxation more effectively than artificial flowers. (Yang et al., 2022)

Event Goal: happy, sociable guests

Receiving or being around flowers increases positive emotions and social engagement in both men and women (Huss et al., 2017)

Event Goal: choosing the right flowers for your specific event can enhance the success of event

Different flowers influence brain activity and mood differently (Wu et al., 2022)