

FloraCare® Research Update

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Why Use a Hydration Solution? Why Buy Life Insurance?

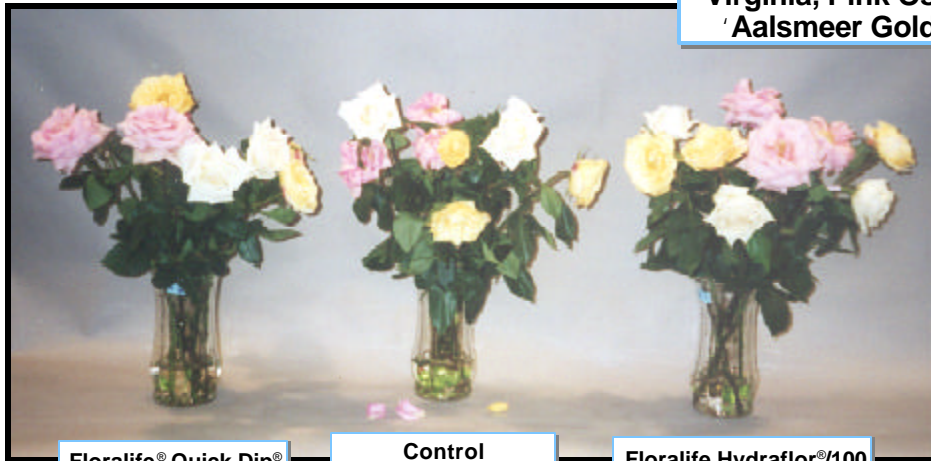
Purpose

To demonstrate the effect of using a hydration solution on roses.

Ever wonder why you should use a hydration solution? Do hydration solutions really work? You should be using a hydration solution like Floralife® Quick Dip® or Floralife Hydraflor®/100 because it is just the insurance you need to bring those dry stored flowers back to perfect crispness.

Hydration solutions act like insurance for your flowers. You really don't know how well they were treated before they arrived, so why take chances with their vase life? Hydration solutions really work to speed up hydration and prevent bent neck. See the photos below.

Virginia, Pink Osiana and 'Aalsmeer Gold' Roses



Floralife® Quick Dip®

Control
(flower food alone)

Floralife Hydraflor®/100

Virginia, Pink Osiana and 'Aalsmeer Gold' Roses



Floralife® Quick Dip®

Brand X

Floralife Hydraflor®/100

Conclusion

Hydration solutions do show results when flower food alone just isn't enough. Floralife hydration products like Floralife® Quick Dip® and Hydraflor®/100 outperform the competition. When time is money, why wait 4 hours to hydrate your flowers when 1 hour in Hydraflor/100 or 2 seconds in Quick Dip will give you the same results?