

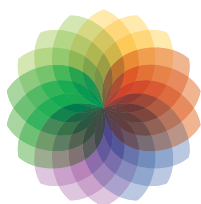
How flowers can help during the coronavirus pandemic

Flowers help improve a positive mood

- People who have flowers in their home feel happier and more relaxed. Through this positive energy the chances of suffering from stress-related depression are decreased.^{1, 6, 7, 8}
- Positive emotions help put life events in a broader perspective and so lessen the negative effects that may result from negative emotions. Positive emotions such as gratitude, hope, empathy, joy, love, pride, calmness, surprise and awe can all be associated with flowers.²
- Overall happiness, well-being, calm and intimacy benefit from surrounding yourself with flowers.³
- Flowers and ornamental plants increase levels of positive energy and help people feel secure and relaxed.⁴
- Flowers have both immediate and long-term effects on emotions, mood, and even memory in both men and women.⁵
- Women who received flowers had more positive moods even three days later.⁵
- Flowers are the perfect morning pick-me-up for people who are less positive in the early hours. They are happier and more energetic after looking at flowers in the morning.⁹
- Flowers impact people emotionally at home, causing them to feel less anxious and more compassionate. Having flowers in the home gives a boost of energy that lasts through the day.¹⁰

Flowers give older people a better quality of life

- Flowers presented to elderly people generated a positive mood and improved episodic memory – the memory of everyday events. “Instinct tells us that flowers lift our spirits, but their effects on seniors are especially profound, if not surprising,” said researcher Dr Haviland-Jones.¹⁷
- There is a strong sensory and emotional connection with flowers. Simply the sight and smell of flowers improved mood in 69% of consumers. People who receive flowers say that they are less depressed, anxious and agitated after receiving flowers, and demonstrated a higher sense of enjoyment and life satisfaction.¹⁷



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Flowers promote happiness, health and recovery

Flowers accelerate healing

- Flowers and plants accelerate healing due to their stimulation of a positive outlook.¹
- Exposure to natural surroundings has been shown to be restorative, based on measures such as self-reported mood, performance and attention tasks, and physiological measures that signify positive emotions and reduced stress. The presence of flowers in the home can deliver these benefits.^{4,11}
- For those who are ill, greenery has a very positive effect on state of mind and recovery.¹²
- Visible greenery reduces stress, stimulates the mind and moves the focus away from pain and discomfort. With plants in the room people are able to tolerate more pain, and this can reduce the need for painkillers.^{11,12}
- Indoor plants release water vapour, humidifying the air and reducing the likelihood of headaches.¹²
- Physical interaction with plants results in a significantly reduced recovery time for patients.^{13,14,15,16}

Flowers give happiness to both the giver and the receiver

- The most common reason for flower purchases is as a gift. There is great power in giving the gift of flowers. 9 in 10 people remember the last time they gave flowers as a gift. Females are more likely than men to remember the last time that they received flowers as a gift (77% compared to 34%). Flower givers are considered to be caring, personal and sentimental.¹⁸
- Both men and women who give flowers are considered to be happy, achieving, strong, capable, and courageous people.⁵
- Flowers induce positive emotions which can be measured by the type of smile. Women presented with flowers always respond with a 'true' smile. The 'true smile' is where both the mouth and the eyes smile, and generates a reciprocal positive response. Both the giver and the receiver benefit. Other common gifts, such as fruit or a candle, generate less of a positive initial response in the receiver, and have no lasting effect.⁵
- Despite most flowers being bought as a gift for someone else, the tendency to buy flowers for home decoration or as a gift for oneself is increasing. This tendency to buy flowers for home or self is particularly noticeable in GenY (26 to 34 year-olds).¹⁸
- Gen Y and Gen X are more likely to purchase houseplants than Baby Boomers.¹⁸
- Being surrounded by flowers brings benefits of overall happiness, well-being and calm. 3
- 2/3 of people feel very special when receiving flowers as a gift.¹⁸
- 64% consider flowers to be a very emotional gift.¹⁸
- 3 in 5 (60%) believe that flowers have special meaning, unlike any other gift.¹⁸
- 92% of women say that the best reason to receive flowers is "just because".¹⁸



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