



Flower Power

Flowers Linked With Satisfaction And Smiles

(NAPSA)—If you can't prove that giving flowers is the way to make people smile, a recent study provides the scientific evidence.

A recent 10-month study explored the link between flowers and life satisfaction. The study examined 147 women's behavioral and emotional reactions to receiving flowers.

"Common sense tells us that flowers make us happy," said Dr. Haviland-Jones, professor of psychology and project director, Human Development Lab at Rutgers, The State University of New Jersey. "Now, science shows that not only do flowers make us happier than we know, they have a strong positive effect on our emotional well-being."

The results of the Emotional Impact of Flowers Study reveals that flowers are a natural and healthful arbitrator of moods:

- Flowers have an immediate impact on happiness. All participants expressed "true" or "excited" smiles upon receiving flowers, demonstrating extraordinary delight and gratitude.

- Flowers have a long-term positive effect on moods. Specifically, the women 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.



Here's something to smile about. Last year, florists delivered 10,000 bouquets to make people smile.

The whole idea of making someone smile by giving them flowers has even inspired an annual event. Established five years ago by Teleflora, Make Someone Smile Week encourages people to make someone in their life smile by sending them flowers during the week of July 13th.

Last year, during that week, Teleflora launched an outreach program, whereby member-florists delivered "Be Happy" arrangements to nursing homes, hospitals, home-bound people and veteran homes. Be Happy mugs were donated to the florists who gave of their free time, resources and creativity to bring smiles and joy to those ill or less fortunate. Thousands of bouquets were delivered, generating tons of smiles around the country.