

# FloraLife

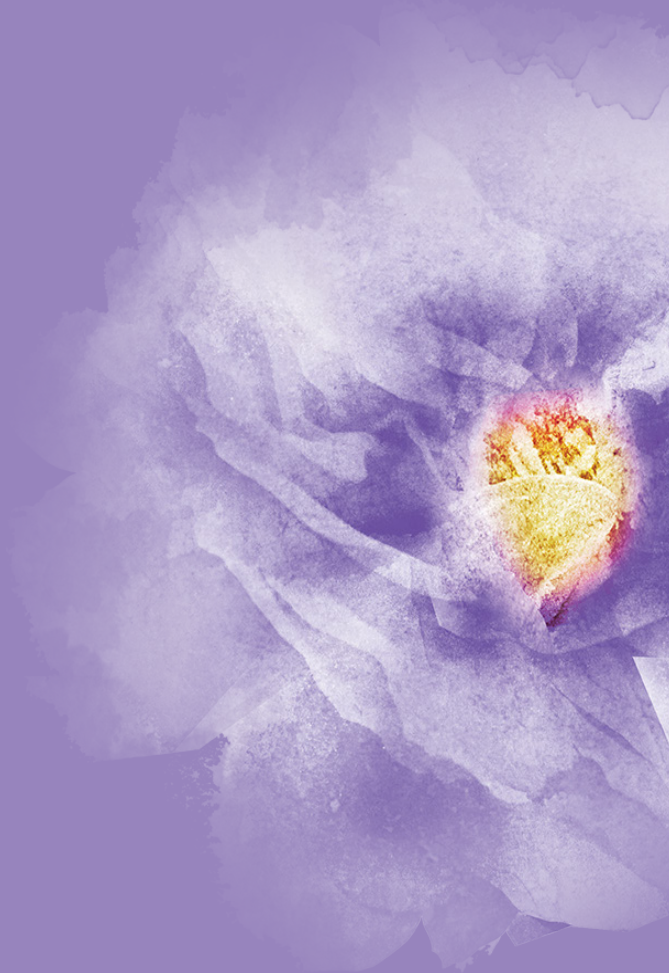
## CRYSTAL CLEAR®

### FLOWER FOOD PACKETS

Clear feeding treatment for all fresh-cut flowers.



END USER  
CARE



[www.FloraLife.com](http://www.FloraLife.com)

**DESCRIPTION:** FloraLife Crystal Clear® Flower Food packets provide the perfect amount of nutrients to encourage fresh cut flowers to properly open, showing vibrant colors. A perfect last step before arranging your flowers in OASIS® floral foam or into a vase. It hydrates and nourishes the flowers for maximum enjoyment. FloraLife Crystal Clear® is an excellent choice for clear glass vase arrangements. Flower food is the best insurance policy for retailers because it ensures the optimum flower experience at the consumer's home or as gifts. This product is available in individual packets to treat 1 pint (0.5 liter) or 1 quart (1 liter) of water. Formulated to be effective in all water qualities and with any variety of fresh-cut flowers, this flower food provides users optimal vase life and greater enjoyment.

**CATEGORY:** End user care

**USE:** All flower and foliage types

**BENEFITS:**

- Provides customers with optimum vase life.
- Keeps fresh-cut flowers hydrated, nourished and enhances color.
- An excellent choice for clear glass vase arrangements.
- Rotating flower care messages on each packet.
- QR code on each packet with extra flower care and handling tips.
- 98% naturally derived flower food content.
- Recycled content material for packets produced in the US.

**WHO:** Growers, bouquet makers, wholesalers, supermarkets, florists, event planners, and consumers.

**WHY:**

- Because flower food feeds fresh-cut flowers with the nutrients they need but can no longer receive since being harvested.
- Vase and OASIS® floral foam flower food solution for full flower development and optimum vase life.
- Provides the perfect amount of nutrients to encourage fresh-cut flowers to properly open, showing vibrant colors.
- Reduces flower bend necks.
- Keeps flowers optimally hydrated and nourished.
- Flower packets are the best insurance policy that continued flower care happens in the home.
- Performs well in all water qualities and is an excellent choice for clear glass vase arrangements.
- Easy to use.

**DOSING:**

- This is a powder product that needs to be dissolved in water. Stir to properly mix solution. Dissolve in water at the following rates:
  - 0.5L sachet: mix one sachet with 0.5 Liter (1 Pint) of water.
  - 1L sachet: mix one sachet with 1 Liter (1 Quart) of water.

**USAGE:**

- Mix flower food with water according to instructions in a clean container.
- Remove foliage from the stem area which will be located below the solution level.
- Re-cut flower stems using a clean, sharp knife or cutting tool, taking 1 inch or 3 cm off.
- Immediately place flower stems in the mixed solution.



**NATURALLY DERIVED:** 98% naturally derived simply means that the flower food ingredients are originally sourced from nature. They are a derivative of the original plant material. It does not account for how the plant material is processed to create the final ingredients. All FloraLife® Flower Food products found inside of the packets contain somewhere between 96 and 99% naturally derived ingredients and 1 to 4% other ingredients.



**RECYCLED CONTENT MATERIAL :** As part of our continued sustainability journey, all packets produced in North America using our regular multi-layer laminated film now have 51.3% recycled content. 32% being post-consumer recycled content (PCR) and 19.3% being post-industrial recycled content (PIR). This means 51.3% of our films have had a life before! This leads to a 12% reduction in greenhouse gas emissions and a 20% reduction in fossil fuel use for the film.