

From: Jenny Scala <jenny.scala@safnow.org>
Subject: **Concern with 7 low-cost gifts to keep Mom healthy on Mother's Day**
Date: May 13, 2009 10:06:13 AM EDT
To: amy_oconnor@health.com, denise_mann@health.com

Dear Ms. O'Connor and Ms. Mann,

As the national trade association representing more than 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to concerns about references to flowers. Floral business owners have contacted us about Denise Mann's article "7 low-cost gifts to keep Mom healthy on Mother's Day" posted at <http://news.health.com/2009/05/07/mothers-day-gifts-health/> and <http://www.cnn.com/2009/HEALTH/05/08/mothers.day.gifts/>. Specifically, it reads: "This Mother's Day, skip the flowers and forget the chocolate (unless it's dark)! Give your mom something she really needs -- the gift of good health."

We thought you and your readers should know that the gift of flowers is a gift of good health:

- A behavioral research study conducted by Nancy Etcoff, Ph.D., of Massachusetts General Hospital and Harvard Medical School, reveals that people feel more compassionate toward others, have less worry and anxiety, and feel less depressed when fresh flowers are present in the home.
- A Rutgers University behavioral study shows that flowers have an immediate impact on happiness and increase life satisfaction and enjoyment.
- Another Rutgers study shows that flowers ease depression, inspire social networking and refresh memory as we age.

Information about the Harvard and Rutgers research is posted at <http://www.aboutflowers.com/health-benefits-a-research.html>.

On behalf of the floral industry, SAF requests that you please review the article and consider updating it with the information about the emotional health benefits of flowers.

If you ever need information about flowers or florists, please contact me or visit www.aboutflowers.com.

Thank you for your time.

Sincerely,
Jenny Scala

Jenny Scala

Director of Consumer Marketing

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