

From: Kimberly Tobman <kimberly@ibinc.com>
Subject: RE: Concern with DermStore article on HowLifeWorks.com
Date: May 5, 2009 5:23:01 PM EDT
To: Jenny Scala <jenny.scala@safnow.org>, "jmarkiles@broadspring.com" <jmarkiles@broadspring.com>

Dear Ms. Scala,

On behalf of DermStore, I would like to apologize if we offended your organization – and in fact, we really do love flowers. While we didn't write the copy for this ad ourselves, we are removing the ad this afternoon.

Best,

Kimberly Tobman

Kimberly Tobman
Director of Public Relations
Intelligent Beauty
www.ibinc.com

From: Jenny Scala [<mailto:jenny.scala@safnow.org>]
Sent: Tuesday, May 05, 2009 2:04 PM
To: jmarkiles@broadspring.com; Kimberly Tobman; ibinc.com
Subject: Concern with DermStore article on HowLifeWorks.com

Dear Mr. Markiles and Ms. Tobman,

As the national trade association representing 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to concerns about negative references to flowers. Floral business owners have contacted us to express disappointment with an article posted on HowLifeWorks.com. Specifically, "This Year, Skip the Flowers – Moms Love Cutting Edge Skin Care" posted at http://howlifeworks.com/shopping/mothersday_gift/. The article continues with the following statements: "This year, flowers are definitely not in on Mother's Day. In a recent survey of moms' favorite to least favorite gifts, believe it or not, flowers made the list of the 5 least favorite Mother's Day gifts ... Flowers can be beautiful, but their appeal is short lived, and before you know it, they're headed for the trash." The article goes on to promote beauty products from DermStore.com.

SAF realizes that advertising is competitive but supports respected principles that suggest promoting a product on its own merits rather than disparaging another. In other words, consumers choose beauty products from DermStore for many positive reasons. Therefore making references to flowers to make your beauty products stand out seems unnecessary. SAF feels that taking the time to identify and promote your advantages results in more sharply focused, creative, successful advertisements.

On behalf of the floral industry, SAF requests that you eliminate the reference to flowers in your promotions and reconsider this negative approach in future campaigns.

Thank you for your time and consideration.

Sincerely,
Jenny Scala

Jenny Scala

Director of Consumer Marketing

Staff Liaison of Professional Floral Communicators – International (PFCI)

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