

July 7, 1995

Dear Bill

The exhibit demonstrating how to extend the vase life of cut flowers turned out to be quite popular with fairgoers, and I want to thank you for your contribution of Vita Flora. As I would periodically visit the exhibit, the question asked most often here "what works best?" and "where do I buy it?" If you don't already have

Vita Flora on the shelves at Home Depot, Walgreens and K-Mart, I would recommend that you make an effort to do so, because the market is there. Schultz sees a 12-ounce bottle with an eye-dropper which is very convenient.

Once again, thanks for your interest and generosity.

Sincerely,

Farm Fresh
Flowers & Garden Show Associates

Del Mar Fair - Flower Show
2260 Jimmy Durante Blvd
Del Mar, CA 92014



Mr. Bill Rutt
Vita Products
P.O. Box 1690
Lakeside, AZ 85929

DEAR VITA FLORA.

WE ARE A FLOWER AND GIFT SHOP
IN WYOMING. MY PARTNER AND I
HAVE BEEN IN THE FLORAL
BUSINESS FOR SEVERAL YEARS.
JEANNINE HAS A SENSITIVITY
TO CERTAIN PRESERVATIVES,
I WISH WE HAD TAKEN PICTURES
BECAUSE IT IS IMPOSSIBLE TO
DESCRIBE WHAT THE CHEMICALS
DO TO HER HANDS. YOUR PRODUCT
IS THE ONLY ONE WE HAVE FOUND
THAT DOES NOT CAUSE THIS. ITS
THE ONLY ONE WE'LL EVER USE.

SINCERLY,

Jeannine Durrans
HART'S AND FLOWERS
GREEN RIVER, WY.

Brenda F. Johnson

10-5-93



Hart's & Flowers

Full Service Florist

Jeannine Durrans
Brenda Johnson
Owners

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