

To; Vita Products, Inc.

From; Jeanie Smith

Date; March 13, 1995

Dear Bill and Kay,

This past Christmas we anticipated needing poinsettia blossoms for a wedding. As is nearly always the case, when our plants arrived some if the stems were broken. I immediately plunged them in a solution of warm Vita Flora, cut the stems and put them in a vase of water. Within minutes they were standing straight and tall. The bracts were perfectly parallel. The color stayed bright and pretty for 5 to 7 days. I noticed that the actual blossom itself did not advance any more than it would have if it had been on the plant. As we all know when the ole' blossom goes, so goes the whole thing. I must say here that they did not fare as well in floral foam. They wilted the next day after having been placed in it. However, I am convinced that with your new pre-treatment solution they will have much better staying power in the floral foam. Unfortunately, it looks like we'll have to wait until next Christmas to confirm that theory.

I guess this letter just confirms tests we did a few years ago on this same subjects. But, I am hoping that you may want to pass this information on to other florists as well as maybe to the growers of poinsettias.

The need to burn the ends of the poinsettias is a method that need no longer be employed. Once in a while new methods and products come along that really work.

Having been an avid user of Vita Products practically since the onset, I would like to thank you for an ever growing line of products that actually do what you say they will.

Best of luck to you both and keep up the good work.

Yours Truly

Jeanie Smith