



Welcome:
Here at Hydrangea Bleu we believe flowers are meant to be enjoyed at any occasion as well as the special occasion. We believe flowers put a smile on the face of a friend or loved one any day of the week. It's a way of saying you're thinking of them and sending your love. When was the last time you said I LOVE YOU?

ANNE



Hydrangea Bleu would like to invite you to subscribe to our monthly newsletter

Learn More At -

HYDRANGEABLEU.COM

949.454.9041



Hydrangea Bleu

Floral & Gift Ideas as fresh as our Flowers!

VOLUME 1 ISSUE 2

APRIL, 2009

Flower of the Month: Colorful Tulips



About 400 years ago the herbalist Clusius brought tulip bulbs from Turkey to Leiden, where they first flowered in the local Hortus Botanicus (botanical gardens). Clusius was the prefect of the Hortus Botanicus responsible for both the introduction and propagation of tulips. Although tulips were discovered in the 16th century in Turkey, many varieties actually originated from North Africa, Central Asia and Europe. The latest variety to be introduced is Tulipa "Armani". It takes an average of 20 years to develop & launch a new tulip, reports the Flower Council of Holland. The "Armani" variety is bi-colored: deep red turning to

white at the margins with a subtle paler red blending the red with the white.

Tulips can be grown from bulbs available in the fall. They must be chilled first for approximately 6 weeks and then planted by Christmas. Tulip species include short low-growing plants to tall upright plants, growing from 4-27 inches tall. They can even grow in the cold and snowy winter. Plants typically have 2 to 6 leaves, with some species having up to 12 leaves.



Give this beloved bloom a place of honor in the bride's bouquet.



An abundance of ruffled parrot tulips, the elegant French tulip, or a novelty tulip (we love the fringed ones) are all appropriate bridal blooms.

Know someone who is getting married? Have them check out our Wedding Gallery; www.hydrangeableu.com/wedding

How To: Questions from our Readers!



Q) When invited to a dinner party – how early can you send flowers to your host

and still have them fresh for the dinner?

A) Generally, I'd send them no more than a couple of days ahead of the dinner so they look their best, especially if the arrangement includes relatively short

lived flowers like daffodils or tulips. However, if the flowers are fresh, they should last well past the date of the event.

Q) When changing the water in an arrangement – How often should you cut the ends off the flowers?

A) Every two to three days.

Q) When an arrangement comes with lemons or oranges (fruit) – how long can you leave the fruit in the arrangement?

A) Fruit is great in an arrange-

ment, whether it's mixed in with the flowers or sliced and put in the water. A couple of items to note when using fruit, however: Any time you introduce fruit into the water, you increase the level of bacteria and thus shorten the vase life of your arrangement. Also, fruit gives off an odorless gas called ethylene which, among other things, also shortens vase life for a number of flowers (some flowers are more sensitive than others, and some are not affected at all). Tulips, for example, show no response to ethylene.



Easter Gift Special:

Celebrate Easter Sunday, April 12th by sending a love one a bountiful bouquet of lilac, tulips, and daffodils.

Please accept \$10 off your next floral arrangement purchase .

CODE: A9PRN

Thanks a bunch for picking Hydrangea Bleu!!

Expiration Date: 4/30/09



TIPS & TRICKS WITH TULIPS !

1. Vase life is generally 3 to 7 days.
2. Tulips may grow up to 2 inches after being cut.
3. Tulips will bend & dance toward the light and will conform to the shape of the container.
4. Never slit tulip stem near the flower in an effort to avoid drooping, as this will only reduce nutrient uptake and shorten vase life.

Hydrangea Bleu Fine Flowers (949) 454-9041

Eco: Certified Sustainably Grown Flowers



We've all heard of "sustainability". But what exactly does it mean? Sustainability refers to the ability to "meet the needs of the present without compromising the ability of future generations to meet their own needs."¹ When it comes to consumer products, sustainability addresses a full range of product quality, social responsibility and environmental protection issues. As consumers, when we choose sustainable products, we are sending a strong signal that these

issues matter to us.

The VeriFlora certification program was established to provide stringent sustainability performance standards for growers and handlers of cut flowers and potted plants. It empowers each of us to stand up for sustainability standards that encompass all of the important issues, and to support the farmers and businesses who are making sustainability a reality.



How can you be sure?

Certification is conducted by SCS, a recognized neutral third party with no vested interest in the companies or products it evaluates or certifies. This independence is vital to ensure that the certification standards are enforced fully and fairly. The certification process involves detailed on-site inspections, document audits, in-depth interviews, and annual follow-up.



Look for this label on fresh cut flowers and potted plants to know you are buying products that meet America's most comprehensive sustainability standard.

If you know someone who would enjoy our newsletter, please forward this e-mail to them. Thanks!

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