

flower talk

let it snow! let it snow! let it snow! let it snow! let it snow! let it snow!

shop talk

Happy to Help

Festival of Trees, Armour Heights School, Breast Cancer, Community Care, Peterborough Youth Choir.

Enjoyment Guarantee

We sell only top quality flowers. We treat each order with personal consideration. Please enjoy your flowers to the fullest. If they do not meet your expectations within 96 hours, please return them to us (with the card) for full replacement. We want you to enjoy the many benefits our blooms can bring.

Flowers After Hours

Need to order flowers after hours? No problem! Our 24-hour answering service is operated by real human beings who will be pleased to assist you at any time of night or day. Just call 742-1617.

Dates to Remember

Human Rights Day	Dec. 10 th
Hanukkah	Dec. 16 th
Peterborough Symphony	Dec. 16 th
Christmas	Dec. 25 th
Kwanzaa Begins	Dec. 26 th
Nat'l Pharmacist's Day	Jan. 4 th
Secret Pal Day	Jan. 9 th
Hugging Day	Jan. 21 st

ftd makes giving easier

The FTD Holiday Celebrations Bouquet is a beautifully elegant tablecentre which features white alstromeria and red roses. This is the perfect answer for someone who has everything, for your parents in Florida, or your sister-in-law who is hosting Christmas this year.



Everyone at East City Flower Shop has declared this design to be our favourite this year, and it is easy to see why. Call us today,

we can deliver the Holiday Celebrations Bouquet around the corner, or around the world. Or visit us on line at eastcityflowershop.com. Holiday shopping has never been easier.



Read about the Gerbera Daisy on page 2.

Flowers of the Month

*and their symbolic meanings

November

Chrysanthemum Optimism and
Cheerfulness

December

Narcissus Conceit and
Self-love

January

Dianthus Capriciousness

By the numbers:

Ontario produced the highest number of potted plants of all time last year.

The top five potted plants produced in Ontario:

Chrysanthemums	13.4
African Violet	11.6
Miniature Roses	11.1
Geraniums	10.8
Poinsettias	5.7

*Production, millions
Compliments Toronto Star*

Top Five Flower Export Countries

The Netherlands	2,911,253	58%
Columbia	699,427	1%
Ecuador	340,810	7%
Kenya	231,370	5%
Israel	83,624	2%

*All numbers in millions
Compliments Flowers Canada*



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essential oils are essential

Many of today's "aromatherapy" candles and other home fragrance products may not be all that therapeutic. It is helpful if you understand the 4,000 year old Egyptian art and science of aromatherapy.

For true aromatherapy, pure essential oils are the key. They are highly concentrated, aromatic, volatile essences of plants, flowers, leaves, fruit, bark, and roots. They have antiseptic, antibiotic, antiviral, and anti-inflammatory properties, that restore physical, mental, emotional, and spiritual health. The body feels rejuvenated, calm, purified and balanced.

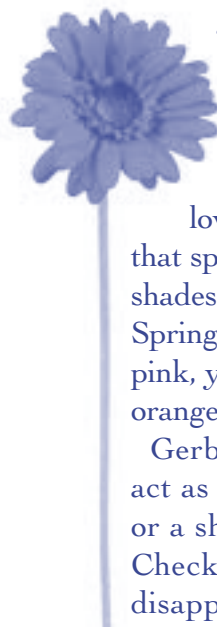
Essential oils are very expensive, and they are rarely used in candles and home fragrance products. As an example, six pounds of lavender, or 300 pounds of roses are needed for one ounce of essential oil. Many synthetic fragrance oils are produced from coal tar (nice thought!) and only duplicate the fragrance. Many people are allergic to synthetic fragrance oils.

Synthetic fragrance products do a disservice to the art of aromatherapy because they leave customers disillusioned, as they receive no therapeutic results, only the enjoyment of a pleasant combination of scents.



gerbera daisy in the wild

One of the most amazing aspects of the gerbera is the color palette; which contains a wide array of pinks, reds, oranges, yellows, and whites. Gerbera daisies with dusky oranges, reds with an orange undertone, and intense yellows create a cornucopia of fall colors. As the Christmas season approaches its snowy whites and deep reds give a sense of long ago traditions.



During the cold and blustery winter months, lovely rose and salmon colored gerberas give a hint that spring is just around the corner. The multitudes of red shades make a wonderful selection for Valentine's Day. Spring is renewed with a celebration of vibrant orange, pink, yellow and red gerbera daisies. Sizzling yellows, oranges, and hot pinks jump right into the summer season.

Gerbera are stunning on their own in a clear vase, or act as a vibrant compliment in a basket arrangement or a sharp contrast in a grandma's heirloom pitcher. Check out the gerbera flower today, you will never be disappointed.

Please let us know if you are receiving duplicates of this newsletter