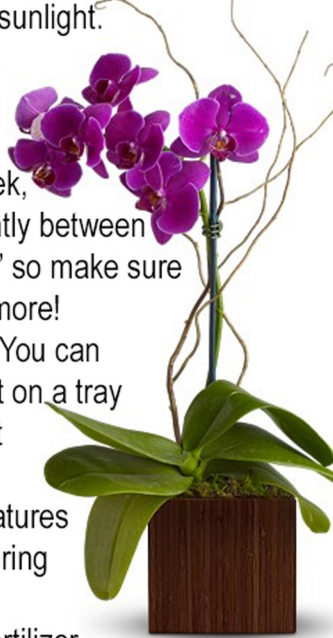


EAST CITY FLOWER SHOP FLOWER TALK MINI

July - AUGUST
2025

SEVEN TIPS TO CARE FOR YOUR ORCHID...

- 1. Light** - Orchids love bright, indirect sunlight. A north- or east-facing window is ideal. Avoid direct afternoon sun—it can scorch the leaves.
- 2. Watering** - Water about once a week, allowing the potting mix to dry out slightly between waterings. Orchids don't like "wet feet," so make sure the pot drains well. In general: less is more!
- 3. Humidity** - Orchids enjoy humidity. You can mist them occasionally or place the pot on a tray filled with water and pebbles (just don't let the pot sit directly in water).
- 4. Temperature** - They prefer temperatures between 18°C and 24°C (65–75°F) during the day and a bit cooler at night.
- 5. Feeding** - Use a balanced orchid fertilizer every 2–4 weeks while it's actively growing or blooming.
- 6. Pruning** - After the flowers fall off, you can cut the flower spike just above a node to encourage a second bloom, or trim it all the way down to the base if it turns brown.
- 7. Repotting** - Orchids like to be a bit root-bound, but you can repot every 1–2 years with fresh orchid mix (never regular



REACH OUT FOR EAST CITY FLOWER SHOP...

✉ 159 Douro Street
Peterborough, ON K9H 1H7
☎ 705-742-1617
🌐 www.eastcityflowershop.com

🏠 Monday - Friday
8:30am - 5:30pm
Saturday
9:00am - 5:00pm
Sunday
11:00am - 3:00pm



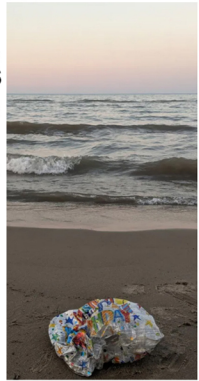
WHAT ARE FLORAL SUBSTITUTIONS...



While we do our best to match the arrangement shown in a photo, occasional substitutions may be necessary due to seasonal availability or supply changes. Rest assured, any replacements are made with equal or greater value blooms, and we always aim to maintain the overall look, feel, and quality of the design. For example, lilies not permitted in our hospital as well as many retirement communities, we will adjust accordingly. We pride ourselves on super fresh flowers, so many of the blooms may not have opened yet. We appreciate your understanding and hope the flowers brought joy, and know they were designed with love!

ANOTHER REASON TO AVOID HELIUM BALLOONS...

"The plastic balloons we use to mark some of the biggest milestones in our lives - births, graduations, homecomings, engagements, gender reveal parties - are ending up in the Great Lakes by the hundreds of thousands." Not are they just littering our landscapes and waterways, but they also affect the animal habitats and their food supply. This is just another reason why East City Flower Shop does not sell helium filled balloons. Help us protect this limited natural resource for its medical and technological uses, and instead use air filled balloons or better yet send a beautiful card with your own sentiments added.



BELEIVE IT OR NOT, SCHOOL IS COMING SOON...



know what a great student you will be this year.

Summer may have only just begun, but back to school is just around the corner. Do you need to make a great impression on the new teacher, or principal. Bring in some beautiful fresh flowers or a plant to help brighten their desk. Let them

YOUR OPINION MATTERS TO US... GUARANTEED



Let us know about your flowers – did you enjoy them? Were they beautiful? Did they lighten your spirits? Show us the love by giving us review online. Was something wrong – talk to us first. We are all people and sometimes mistakes happen – give us a call if there is a problem and let us fix it; we have a **96 Hour Guarantee**. We strive to ensure that every product we sell is of both the freshest and the very best quality we can purchase. If you are not completely satisfied with any item, even if you received it as a gift, please give us a call within 96 hours and we work to make it right. At East City Flower Shop we strive to give our customers the best flowers and service each and every day.