



August 2009

GIVING FLOWERS STRONGLY INFLUENCES THE CHARACTER OF THE RECIPIENT

Amsterdam (DPA) .- Humans feel better, less stressed and happier when they receive flowers, Dutch scientists at Wageningen University have concluded .

The team, from Wageningen University to the east of the country, has demonstrated with unquestionable data something which had been long suspected: a bunch of flowers, depending on the circumstances, exerts a definite influence on the character and behavior of human beings.

According to the research, "it has been demonstrated that the presence of a bunch of flowers makes people feel much better, less stressed, and happier" according to the conclusion of the report, conducted at the University which is renowned for the achievements of its Agronomy and Life Sciences Faculty.

"Giving a bunch of flowers to an arrogant or proud individual can change their attitude and make it softer" is one of the findings of the report. An important detail to note, according to the authors, is that "the flowers must not have a strong fragrance. If so, it can produce an opposite reaction on the person who receives them". "When the atmosphere is overly sweet, the human body reacts in the opposite way, rejecting the situation"

For three months Scientists subjected 40 individuals to the study. They were subjected to selective experiments on smell sensations, coming from several kinds of flowers. These "guinea pigs", an equal number of both men and women, received plenty of different flowers in different circumstances, after which they recorded their sensations.

HOW TO KNOW WHICH IS THE CORRECT FLOWER?

Because of this study, experts from the Wageningen University have come to a conclusion about what kind of flowers produce the different reactions in human beings, and which of them is the most suitable for each specific situation.

To decorate a bedroom, the most adequate flowers are chrysanthemums, or tulips, that produce a great relaxing and warm sensation. To decorate Churches' altars, lilacs or white roses are the best, whereas in hospital rooms, geraniums are the best option, whereas for those who like design and moving in sophisticated atmospheres, try decorating the main room of the home with amaryllis.

In some countries like Holland, where one of their national symbols is the tulip, it is common that even between men people give flowers to each other as a friendship symbol or to mark a special date such as an anniversary or a special celebration. The Netherlands is the biggest worldwide flowers producer, followed closely by Colombia

In Holland, one of the important places to visit is the Flower Market (Bloemenmarkt) in Amsterdam located at the historical center where, apart from a great variety of species, you can also find bulbs and seeds.