

HERE COMES THE SUN

> For most of the world's population, an entire season has come and gone with hardly any activity outside of the house — minus masked trips to the grocery store or pharmacy, or long walks or runs for those living in favorable climates — and the isolation has taken a severe psychological toll. According to a new study from researchers at San Diego State University and Florida State University, more than one in four American adults met the criteria that psychologists use to diagnose serious mental distress and illness, which represents a roughly 700 percent increase from pre-pandemic data collected in 2018. While many states have recently begun loosening social restrictions, there remain many stressors, difficulty finding childcare (due to canceled summer camps and daycare centers' reduced capacities) and unease about another wave of COVID-19 outbreaks. Flowers can't remove these burdens, but as multiple university studies have proven, they increase feelings of well-being and instill a sense of calmness.

This month, we chose to highlight bright, vibrant colors, which psychologists, interior designers, personal shoppers, makeup artists and even chefs agree have a pick-me-up effect. "When we look at certain colors,

it triggers neurological responses in the brain. Warm, bright colors release dopamine — known as the 'feel-good hormone' — which can improve our mood, heighten the attention span and even boost our sex drive," said Jules Standish, a style consultant and author of "How Not to Wear Black."

Here are a few examples of the floral world's bright, beautiful blossoms. Out of courtesy to growers and wholesalers who are working hard to make sure florists receive as much product as they need, Floral Management editors recommend ordering by color rather than variety name for the time being — and experimenting with different flower combinations. 🌸

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'QUINCY' MINI GERBERA
Green Valley Floral



'FUZZBALL' CHRYSANTHEMUM
Deliflor



'CHERRY O' ROSE
Equiflor



PINK ALSTROEMERIA
DVFlora



'PRAIANO' ORIENTAL LILY
Oregon Flowers



GIANT ALLIUM
Oregon Flowers





'MAMAMIA' GERBERA
Rosa Flora



ORANGE CARNATION
DVFlora



'KARMA VENTURA' DAHLIA
Camflor



'SELVA ROMANCE' HYPERICUM
Mayesh Wholesale



GREEN CYMBIDIUM ORCHID
Designer Cut Flowers



'YELLOW LIGHTHOUSE' ROSE
Jet Fresh Flowers



BIRD OF PARADISE
Designer Cut Flowers



'CAPTAIN CERES' CALLA
Oregon Flowers