



Vita Products and Floriculture

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- **Vita One-Step** is the only hydration and nutrient solution combined for fresh cut flowers
 - Eliminates a two-step or three-step floral processing
- Floral departments can easily train employees to use Vita One-Step
- A One-Step floral processing saves time, labor, and money.

Market:

Entire Cut Flower Industry focusing on, Mass Merchants, Grocery Store Chains and Bouquet Makers



**Vita One-Step –
the Only Organic
Preservative in the World**

**For Care and Handling of Cut
Flowers**

Ready to Use

Available in Convenient Pak

SEE NEXT SLIDE



Vita Flora™

Fresh Flower Nutrient

GOCA - USDA National Organic Program Certified



Makes 2 Quarts
Net Contents .11 fl. oz. (3ml)

Vita is Life to Flowers

Directions:

1. Mix Vita Flora Nutrient Packet with 2 liters or 2 quarts of water.
2. Recut flowers and place in solution.
3. Set flowers in cool location out of direct sunlight.
4. Recut flower stems and add or change Vita Flora Nutrient as needed.

Common Sense Caution
Keep Out of Reach of Children
Non-Toxic to Pets

Direcciones:

1. Paquete nutriente de la flora de Vita de la mezcla con 2 litros o 2 cuartos de galón de agua.
2. Flores y lugar de Recut en la solución.
3. Fije las flores en la localización fresca de luz del sol directa.
4. Los vástagos de la flor de Recut y agregan o cambian el alimento de la flora de Vita según lo necesitado.

Precaución Del Sentido Común
Subsistencia fuera del alcance de los niños
No tóxicos a los animales domésticos

Mfd. by Vita Products, Inc.
1-800-874-1452
www.vitaproducts.com

Made in U.S.A.



Vita Flora™

Fresh Flower Nutrient



USDA
National Organic Program Compliant

Makes 2 Quarts
Net Contents .11 fl. oz. (3ml)

Vita Products Proprietary Formulations Also Include **Vita Flora** – the Only Commercial Cut-Flower Preservative in the World

- Misted on flowers and arrangements **ensures the longest floral vase life** to the Consumer
 - Replenishes necessary floral nutrients for **increased vibrancy**
 - Reduces shrink by 50% **to increase profits**
- Misting results leave no slime, odor, foam or sticky residue **eliminating time-intensive, unpleasant clean-up**
- Without the use of silver, the Vita Flora™ formulation **decreases floral shattering and ethylene damage**
- Its Automatic Temperature Compensation (ATC) feature adjusts pH to water temperature **so buffers are not required**
 - Its use in underwater cutters **will not clog Professional Injector Systems**
 - **Ready to Use**

**PRE-TREATMENT HYDRATION SOLUTION
VITA FLORA CUT FLOWER NUTRIENT SOLUTION**

Purpose:

- **Pre-treatment Hydration Solution cleans vascular bundles of flower stems to allow uptake of nutrient solution**
 - **Lowers pH of water and prevents bent neck**
- **Vita Flora Cut Flower Nutrient Solution feeds the cut flower nutrients to reduce stress, sustain quality and extend vase life**
- **Care & Handling of Cut Flowers-Extends life of flowers-Reduces shrink**
 - **Concentrated proprietary formulas for In-House Use**
 - **Ready to Use**

Market:

- **Small Wholesalers**
- **In-House Use**
- **Hardgoods for Wholesalers
to sell to retail**
- **Florists**
- **Mass Merchandisers (Target, Walmart)**
- **Mass Market Retail Departments
(Grocery Store Chains)**
- **Consumers who purchase fresh flowers**
- **Gardeners**



VITA HYDRA 2000
VITA FLORA 2000

**For Care & Handling of Cut
Flowers to Extend Life of
Flowers and Reduce Shrink**

Ready to Use

ORGANIC

Purpose:

- **Mist on flowers for longer life and fragrance**
- **Vita Flora 2000 Fragrance Mist is absorbed through petals**
- **Enhances natural fragrance and freshness of cut flowers. Many flowers have been so hybridized that they no longer have a fragrance**

Consumers want to buy flowers and enjoy their fragrance

VITA FLORA 2000 FRAGRANCE MIST

**For Care and Handling of Cut
Flowers**

Ready to Use

ORGANIC

**Can you imagine the impact
Vita Products can have on
Food Production worldwide?**



PROBLEMS WITH PROVEN SOLUTIONS in
Varying Geographies, Climates & Soils

**Examples of problems that can be resolved with the application of
Vita Products™ organic formulations.**

Pine Bark Beetle Stone Fruit Borer Beetle
Nematodes Tomato Spotted Wilt Virus
Chinese Stink Bug Texas Phoenix Palm Decline (TPPD)
Dutch Elm Disease Blue Stain Fungus
Sudden Oak Wilt Disease Citrus Canker and Greening Disease

Vita Product's™ Target Markets

Specialty Cut Flower Growers

Distributors

Floral Brokers

Wholesale Floral Industry

Bouquet Makers/Pre-made Arrangements

Mass Market Floral Retail (Grocery Store Chains)

Cash & Carry Florists

Christmas Tree Growers

Choose & Cut Farms

Retail Tree Lots

Catalog Sales to Retail Tree Lots

Wholesale Wreath Makers

Plug & Plant Growers

Bedding Plant Growers

Live Plant Wholesalers

Nurseries

Mass Merchandisers

Landscape Industry

Hydro-seeding and Reclamation

State Roadside Development

City Parks & Landscapes

Schools, Athletic Fields

Agriculture

Golf Courses

Retail Floral Industry

The Global Flower Industry has the total value of more than \$104.8 billion each year. Over \$26 billion is spent in the United States on floral products annually. Source: BrandonGaille Small Business & Marketing Advice May 2019

The total value of cut flowers is roughly \$7.5 billion annually. Source: BrandonGaille Small Business & Marketing Advice May 2019

45% of all flowers which are grown for sale are discarded before they ever generate revenues.

Source: BrandonGaille Small Business & Marketing Advice May 2019

Although fresh flowers are typically the product most associated with the flower industry, outdoor bedding and garden plants represent 46% of the revenues earned each year.

Source: BrandonGaille Small Business & Marketing Advice May 2019

The flower industry will maintain a revenue level of \$100 billion globally each year through 2024.

Source: BrandonGaille Small Business & Marketing Advice May 2019

Floriculture Market Trends

A close-up photograph of a red flower bud, showing numerous stamens with reddish-pink anthers. The background is dark, making the vibrant red of the flower stand out.

Use and Apply the Benefits Vita Product's™ Innovative Formulations
Provide the Consumer and Commercial Enterprises in the
Floriculture Industry to Capture Greater Market share!



Vita Products™ Proprietary Technology owned by William L. Ruth is for Sale

USDA NATIONAL ORGANIC PROGRAM COMPLIANT

The innovative proprietary technology behind its products are proven to promote water conservation, and increase plant growth and food production worldwide.

Many of the particulars related to Vita Products'™ involvement in the **Floriculture, Horticulture and Christmas Tree Industries** have been presented here.

Contact **Carl N. Tichenor, M.Ed.** to discuss the next steps to purchase Vita Product's™ Intellectual Property **at a fraction of what it would cost to bring this innovative product and its active ingredients to market.**

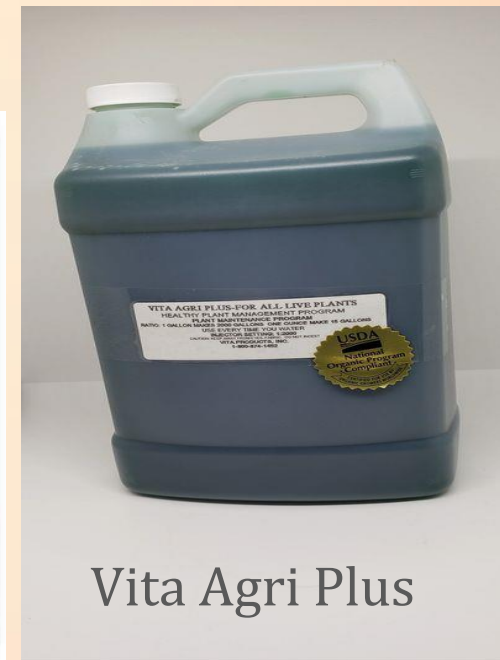
Email: carl.Tichenor@global-regeneration.com Phone: 602.722.9006

Vita Products Serving the Floriculture, Horticulture & Christmas Tree Industries

All are USDA National Organic Program Compliant

Go to: www.vitaproducts.com

Consumer Use



Vita Agri Plus

Commercial Use