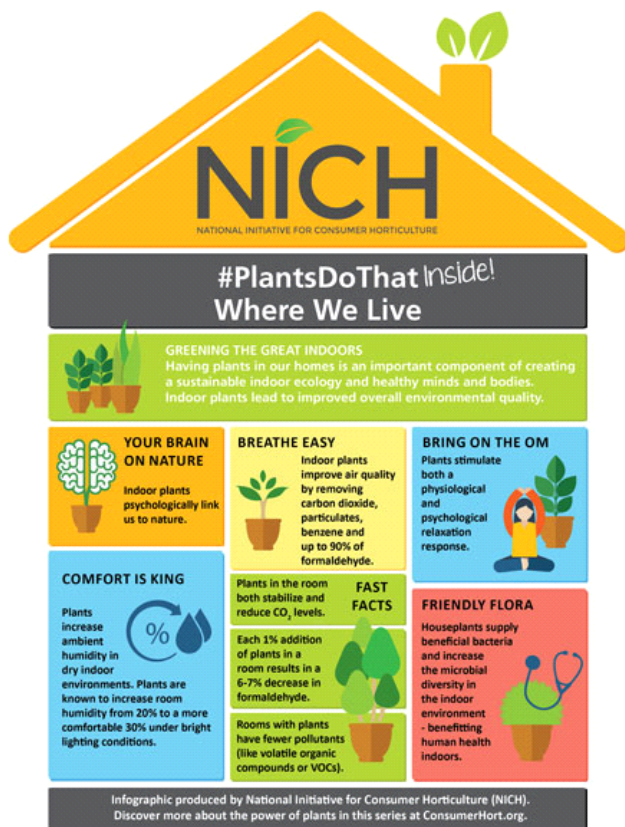


Features

4/1/2018

Promoting Their Power

Ellen C. Wells



If houseplants had their own movie, crassulas would be wearing capes, ficus would fly and spider plants would take the leading role as Spider-Man. Houseplants are superheroes, after all. They remove volatile organic compounds from the air, increase humidity and stabilize carbon dioxide levels. Houseplants even help humans in distress by triggering physiological and psychological relaxation responses. Pow! Take that, stress! Granted, houseplants are viewed more as Clark Kents than as Men of Steel. But the National Initiative for Consumer Horticulture (NICH) wants to expose these undercover crusaders for what they are: living things that can create healthy environments indoors.

The Foliar Four

NICH created a series of infographics called #PlantsDoThat Inside to communicate how indoor plants impact four interior arenas of human activity: where we live, work, heal and learn. The 4-part series was developed from a scientific literature review by Texas A&M professor Dr. Charlie Hall of and his

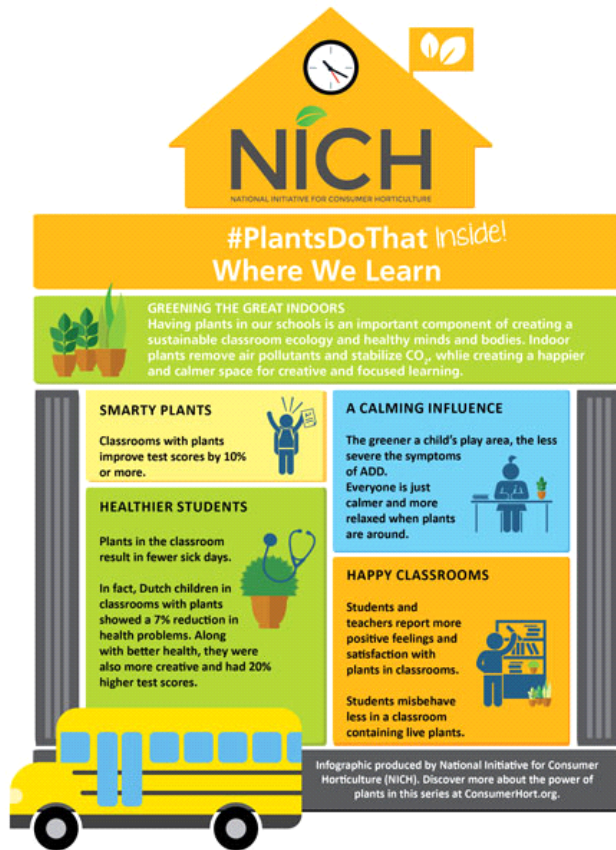
students, and the infographics themselves were designed by Jennifer Gray, AmericanHort and the Horticultural Research Institute (HRI). "We envision this series of infographics as tools to promote the power of indoor plants," says Debbie Hamrick, NICH Economic Committee chair. "We want to raise awareness of the positive benefits of plants in our everyday lives."

Here are the four infographics with a few benefits of each:

Where We Live

- Rooms with plants have fewer pollutants
- Plants in homes increase humidity by 10%

- Plants link us to nature



Where We Learn

- Plants help improve test scores
- Plants lessen symptoms of ADD
- Kids take fewer sick days

Where We Heal

- Patients go home sooner
- Patients are less fatigued
- Plants lowered patient blood pressure

Where We Work

- Office workers feel more creative and productive
- Plants put workers in better moods
- Office plants reduce eye strain

Download each of the four infographic images from www.consumerhort.org/plantsdothat and display on your website, social media accounts or as posters within your houseplant department. **GP**





#PlantsDoThat Inside! Where We Work



GREENING THE GREAT INDOORS

Having plants in workplace is an important component of creating a sustainable indoor ecology and healthy minds and bodies. Indoor plants remove air pollutants and stabilize CO₂, while decreasing our stress and helping us heal faster.

RELAX AND REFOCUS

Hard task ahead on your computer? Add a plant nearby: it will help to lower your blood pressure and reduce stress and tension all while increasing your focus on the task at hand.



GET IN THE GROOVE

98% of respondents to a survey believe the presence of plants enhances work motivation.

LOVE YOUR JOB

People in offices with plants and windows have increased job satisfaction and report a higher quality of life.



PLANT APPEAL

Offices with plants are simply more appealing! More attractive spaces reduce stress.

PRODUCTIVITY BREAKTHROUGH

The more plants in view, the greater workplace productivity.

MODIFY YOUR MOOD

People say they're just in a better mood when they're around plants.



CREATIVITY IS KING

Workers in the office with plants felt more comfortable, productive, healthier and creative.

BE HEALTHIER

Plants at work—on your desk, in the office, out the window—reduce sick leave and reduce eye strain.



ENERGY BOOST

Offices containing plants have workers that are 30% less fatigued. Workers also coughed less and showed fewer signs of physical discomfort.



PLANTS MAKE PROS

Healthy plants inside the office/workplace promote professionalism and feelings of warmth and caring, thus fostering a more favorable business image.



ACCELERATE OUTPUT

Placing plants in windowless rooms resulted in 12% faster reaction times to the computer tasks at hand.

Infographic produced by National Initiative for Consumer Horticulture (NICH).
Discover more about the power of plants in this series at ConsumerHort.org.