

## THE HOUSEPLANT MANIFESTO

1. Indoor air quality is an increasing health concern with indoor air being 12 times more polluted than outside air and 90 percent of time being spent indoors in developing countries. **Get some plants.**
2. Don't be frightened—get some plants! Research has shown that common houseplant can improve health conditions by removing air pollutants in the home. Houseplants have the ability to remove chemicals from the air through plants' unique natural biological processes of metabolic and absorption. **Get some plants.**
3. Beyond health well being, studies have shown that plants can have positive affects on cognitive, psychological, social, and physical realms. **Get some plants.**
4. The presences of houseplants in the home have shown to have psychological benefits of increased self-esteem, feelings of calm, relaxation, optimism, stability and control. **Get some plants.**
5. Houseplants research has also shown mental benefits—keeping plants indoors can make you smart! The presence of houseplants have been improved concentration, enhanced memory, better goal achievement, heightened attention span and a boost in creativity. **Get some plants.**
6. Besides mind and body health, houseplants add certain aesthetics to your home. Houseplants can bring the “green-thumb” look to your home in any room! **Get some plants.**
7. Houseplants can additionally add a new *organic* food source to your home. Bringing food-baring houseplants into your household can create new ways to make eating healthy fun and exciting, as the plants' products grow right in front of you! **Get some plants.**
8. **Get some plants.**