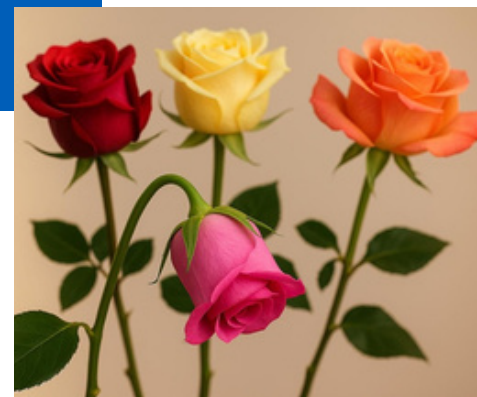


# Why Do *Roses Bend?*

## The Truth About Bent-Neck and How to Stop It From the Very First Cut



You've probably seen it: a gorgeous rose that suddenly starts to droop, its head bending right under the bloom like it's given up. Whether you're a grower, wholesaler, or florist, that dreaded Bent-Neck is more than an eyesore, it's lost product, lost sales, and lost trust.

But here's the good news: Bent-Neck isn't a mystery... and it's definitely not inevitable.

Let's talk about why it happens, how to stop it in its tracks, and what products can make all the difference, starting from that very first cut.



## So, What Actually Causes Bent-Neck?

At its core, Bent-Neck is a hydration failure. The flower is thirsty, and something is keeping it from drinking.

The most common culprits:

- Blockages in the stem from bacteria, air bubbles, or unclean cuts
- Delays in hydration right after harvest
- High temperatures that speed up dehydration
- Untreated water lacks essential nutrients
- Rough handling during harvest or shipping

Think of it like this: a freshly cut flower is like a marathon runner in need of electrolytes. If it doesn't get fluids fast, it wilts. Bent-Neck is your flower's way of saying, "I need water and help now."

## The Best Part? You Can Prevent It.

With the right post-harvest care and hydration protocol, you can practically eliminate Bent-Neck. Here's how to set your roses up for long-lasting success:

## STEP 1: FIRST HYDRATION – CHRYSL PROFESSIONAL 1

Immediately after cutting, roses are in survival mode. They need water, but not just any water. They need hydration that reaches deep into their stems and gets them absorbing again.

That's where Chrysal Professional 1 comes in. All about hydration, and acts like an IV drip for your flowers.

"Chrysal Professional 1 works like a hydrating serum with electrolytes, reactivating the flower's ability to take up water after the shock of being cut."

It clears air bubbles, opens the stem's vascular system, and gives your roses the strength to stand tall. Use it at the farm, in the processing area, or at the first point of water contact — this step matters most.

## Working with Roses? Use Chrysal RosePro

This formula was designed just for roses — and it shows. It helps maintain hydration, reduces the risk of Bent-Neck, and enhances the overall appearance. If you work with roses, this is your secret weapon.

### Chrysal RosePro Hydration

Right after dry transport or when roses arrive thirsty, RosePro Hydration delivers fast recovery. It stimulates water uptake, keeps stems firm, prevents Bent-Neck, and maintains freshness during storage and processing.

It lowers the pH for better hydration, mixes clearly, and is ideal for wholesalers and bouquet makers handling roses after transport.

### Chrysal RosePro Vase

Once roses are ready for display or sale, RosePro Vase provides long-lasting nutrition that supports full flower opening and extends vase life by up to 60% compared to water alone.

It keeps color vibrant, stems hydrated, and foliage green — ensuring outstanding performance at retail and in the consumer's home.

Together, RosePro Hydration + RosePro Vase create a complete rose-care system from rehydration after transport to the final vase experience.

## STEP 2: TRANSPORT & STORAGE – CHRYSL PROFESSIONAL 2

Once your flowers are hydrated, you want to keep them stable without pushing them to open too soon. Chrysal Professional 2 provides balanced hydration and nutrients while keeping bacteria out of the water.

Whether they're headed across town or across the globe, this solution helps roses stay strong, protected, and bent-neck-free throughout the journey.

## STEP 3: AT THE STORE – CHRYSL PROFESSIONAL 3

Now it's showtime. In shops or supermarkets, roses need to look fresh, vibrant, and open — but not too open. Chrysal Professional 3 keeps stems upright, blooms opening at just the right pace, and colors rich and bright. Plus, it extends vase life for your customers at home.

## The Finishing Touch – Chrysal Glory

Events, weddings, or high-heat environments call for extra protection. Chrysal Glory is a finishing spray that creates a transparent shield on petals, reducing moisture loss. It keeps arrangements looking fresh even under pressure.

## The Science Backs It Up

According to research by the American Floral Industry Federation (AFIF), 89% of Bent-Neck cases in roses are caused by poor hydration in the first 2 hours after cutting.

“Proper hydration right after harvest reduces the risk of Bent-Neck by over 80%, and can add up to 4 extra days of vase life.”

— AFIF Study, 2020

That first cut matters. What you do next is everything.

## Real Benefits for Your Business

When you use a hydration-first approach and integrate the right post-harvest products, here's what you gain:

- ✓ Less product loss
- ✓ Happier, more loyal customers
- ✓ Roses that last longer and look amazing
- ✓ More control over your quality
- ✓ A strong reputation in the market

*Bent-Neck isn't a death sentence for your roses — it's a cry for help. And now you know how to answer.*

*From the moment they're cut to the moment they reach the customer's vase, you have the power to protect your roses. With the right tools — especially hydration solutions like Chrysal Professional 1 — you don't just preserve the beauty of your flowers.*



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