Plants and the green-collar industry that thrives on them are powering our lives in innovative and sometimes unexpected ways.

**Fact:** Plant-based cosmetics are one of the fastest-growing segments of the beauty industry.

**Beauty**
60% of what you put on your skin is absorbed into the bloodstream.

**Environment**
1 Tree can scrub 48 lbs. of CO₂ from the air each year.

**Art & Design**
Simply looking at flowers and nature can improve your mood.

**Science**
Spinach is being used to replicate human organs.

**Sports**
Athletes are 20% more likely to sustain injuries on artificial turf vs. natural grass.

**Food**
People only eat 2.5% of the edible plants in the world.

**Fashion**
If we cultivated the others, maybe we could solve world hunger.

**Economy**
Horticulture contributes $196 billion to the U.S. economy (annually).

**Health & Wellness**
Goodbye drought, starvation and cancer!

**Jobs**
39% of the annual horticulture job openings are unfilled due to lack of qualified applicants.

**Technology**
We use drones & robots to help us grow plants more efficiently.

**Environment**
More trees = less pollution.

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