



*Russell's*  
**BROMELIADS**

*Sharing Nature's Beauty With The Urban World*



# Air Plant Care Guide:

## Essential Tips for Thriving Tillandsias

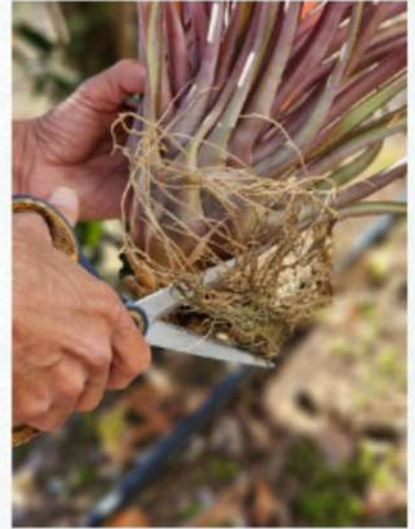




**To ensure that your customers enjoy healthy and vibrant air plants, please share the following essential care guidelines with them:**

- 1. Lighting:** Air plants thrive in bright, indirect light. We recommend placing them in an area where they will receive continuous fluorescent lighting or near a window where they can receive ample natural light without being exposed to direct sunlight, which can cause leaf burn.
- 2. Watering:** Air plants absorb moisture and nutrients through their leaves, unlike traditional plants. Instruct your customers to moisten the plants thoroughly 1-2 times a week using a spray bottle. They should ensure that the water reaches all parts of the plant, including the leaves base and underside. During drier climates or hotter seasons, more frequent misting may be necessary.
- 3. Air Circulation:** Air plants require good air circulation to prevent rot. Encourage your customers to place their air plants in well-ventilated areas to make sure they will dry out completely within hours after watering or misting.

**4. Temperature and Humidity:** Air plants thrive in temperatures between 70°F and 80°F (21°C to 27°C). They prefer moderate to high humidity levels. We recommend misting the plants more frequently in dry or arid climates.



**5. Fertilization:** While air plants can gather nutrients from the air, occasional fertilization can enhance their growth. Recommend using a gentle, water-soluble orchid or bromeliad fertilizer at 1/4 to 1/2 strength once a month during the growing season (spring and summer). Caution against over-fertilization, as it can be detrimental to the plants.

**6. Display and Care:** Air plants can be creatively displayed in various ways. Suggest placing them in terrariums, mounting them on driftwood or cork bark, or simply setting them in decorative holders or bowls. Emphasize the importance of securely attaching the plants to their display to prevent accidental falls. It is perfectly fine to glue the base of the plants with a non-toxic glue like **E6000 adhesive** to your display or to an interim material that attaches to your display or desired placement area.



Each air plant is unique, and its care requirements may vary slightly. Encourage your customers to observe their plants closely and make adjustments as needed. Regular maintenance, such as removing dead leaves or blooms, will help maintain their overall health and appearance.

Feel free to share this **air plant care guide** with your customers to assist them in providing the best possible care. Air plants offer a delightful and low-maintenance option for those seeking a touch of greenery in their homes or offices.

If you have any questions or require further information, please don't hesitate to reach out to us. We value our partnership with you and are always here to support your business.

**CALL US TOLL-FREE AT 1-800-832-5632 OR 407-656-5541  
OR EMAIL US AT [CONTACT@RUSSELLSAIRPLANTS.COM](mailto:CONTACT@RUSSELLSAIRPLANTS.COM)**