

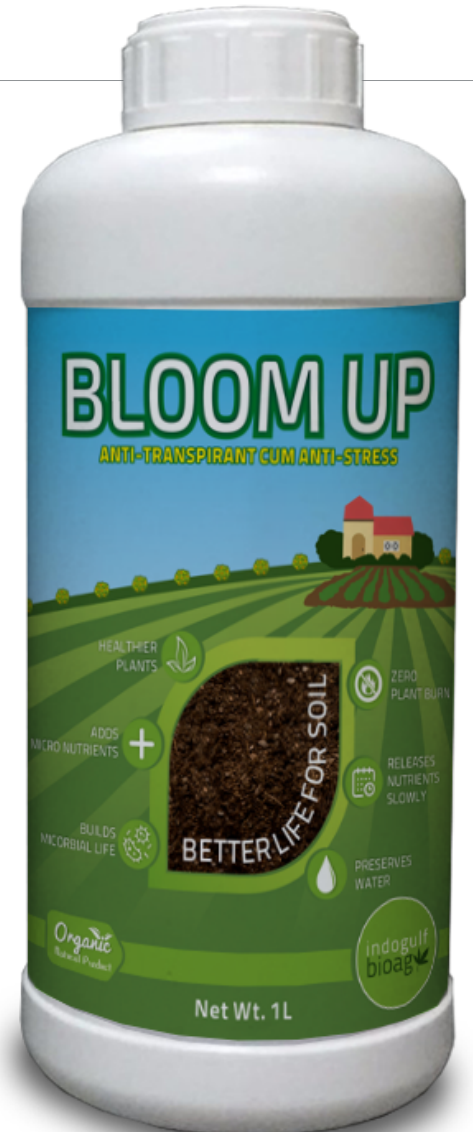
# BLOOM UP

**BLOOM UP** is a new-generation, reflective form of anti-transpirant cum anti-stress product. It is based on long chain fatty alcohol derived from non-edible vegetable oil. It Imparts drought tolerance to crops by preventing excessive water loss from plants. Does not interfere in the normal automatic activities and photosynthetic.

Overall, it Improves the crop health and postharvest keeps quality of the soil intact. Enhances photosynthetic activity and partitioning of assimilates to the Non-toxic, bio-degradable and environmentally.

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- It's non-toxic, bio-degradable and environmentally
- Effectively reduces water loss from the plant surface through reflecting greater amount of incident light than normal
- Helps plants to recover from thermic and / or cold stress and improves resistance to drought
- Helps to maintain the relative water content and turgor of the plant
- Maintains the cell turgidity even after harvest; hence improves post-harvest keeping quality of the crop
- Improves the post harvest keeping quality and vase life

BLOOM UP functions primarily on the principle of reflecting the sun's rays. Applied as a foliar spray, it forms a thin glassy film-coat, which reflects incident light more than it would occur under normal conditions. This prevents the thermic effect of light on plant tissues.



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