



PRESS RELEASE

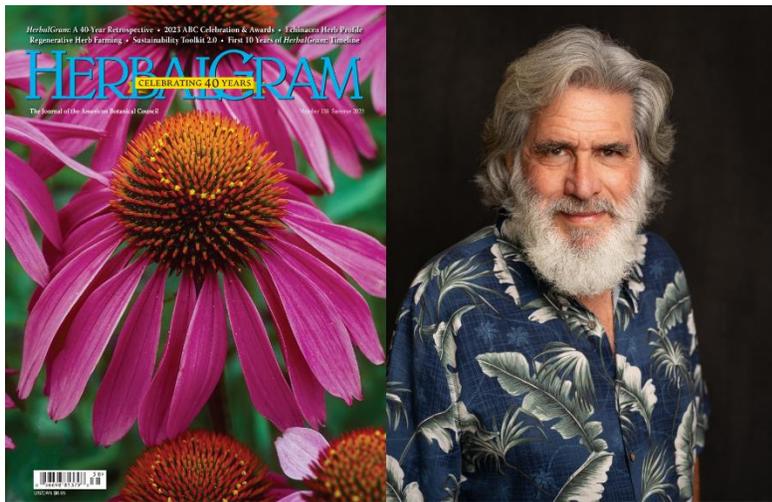
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March 8, 2024

How Flowers Support Our Health: A Conversation on Medical Flowers and Their 40-year Role in *HerbalGram* with Mark Blumenthal



Wednesday, April 3

7 p.m. - 8 p.m.

In-Person Program at the Lloyd
Library & Museum

Reservations Required

Doors open at 6 p.m.

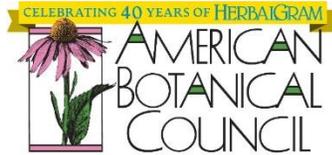
Light refreshments.

Flowers are the most beautiful aspects of plants, long appreciated for their shapes, colors, and fragrances. An often-overlooked aspect of flowers is their traditional medicinal uses, many of which are being confirmed by modern scientific research. From the lowly chamomile to treat Peter Rabbit's upset stomach to more sophisticated medicinal applications, flowers can be good medicine. Mark Blumenthal will review medicinal flowers and discuss the history of *HerbalGram* and the growth of the modern herbal medicine movement. We'll kick the evening off with a celebration of the anniversaries of the American Botanical Council and *HerbalGram*.

Mark Blumenthal is the founder and Executive Director of the American Botanical Council. He is the Editor-in-Chief and Publisher of *HerbalGram*, an award-winning international, peer-reviewed quarterly journal. Blumenthal has appeared on over 600 radio and television shows and has written over 700 articles, reviews, and book chapters for many major publications. He has been a leader in the concern for more rational regulations of herbal and natural product manufacturing, and education on plant-based medicines for over 40 years.

Established in 1988, the American Botanical Council (ABC) is the leading independent, nonprofit, international member-based organization providing education using science-based and traditional information to promote the responsible use of herbal medicine. Located in Austin, Texas, the ABC achieves its mission through the publication of its journal *HerbalGram*; its

literature review service, HerbClip™; publication of books and literature; providing continuing education materials to healthcare professionals; offering internships; providing safety information for use on product labels; conducting seminars, presentations and workshops across the globe; and serving as an information source to global print and electronic media.



The Lloyd Library and Museum is thrilled to host Mark Blumenthal for this exclusive program on medicinal plants and the American Botanical Council. Join us as we celebrate ABC's 35th anniversary and the 40th anniversary of its quarterly publication, HerbalGram. For one night only!

The Lloyd Library and Museum is located at 917 Plum St., Cincinnati, Ohio. For more information or to schedule a visit, contact the Lloyd Library at (513) 721-3707, email contact@lloydlibrary.org or visit LloydLibrary.org

