



Photo: Sylvan Gardens Landscape Contractors

**Common Names:**

Beautyberry

**Plant Type:** Shrub

**Light**

**Requirements:** Full Sun

**Height:** 3-6 ft.

**Bloom Time:** Spring; fruits appear in late summer-fall

**Hardiness Zone:** 5-8

## Callicarpa (Beautyberry)

Callicarpa is a genus of woody shrubs in the Lamiaceae (mint) family. The genus of Callicarpa includes a few species of commonly grown shrubs including *Callicarpa americana*, *Callicarpa japonica*, and *Callicarpa dichotoma*. *Callicarpa americana* is native to the Southeastern United States, while *Callicarpa japonica* and *dichotoma* are native to Japan and China, respectively. The native *Callicarpa americana* is generally considered hardy in zones 7-11, while *Callicarpa japonica* and *dichotoma* can be found in zones 5-8. The species growing in our Ithaca, NY gardens is most likely to be *Callicarpa japonica*.

Beautyberry grows best in full sun to light shade. It can grow anywhere from 3-6 feet tall and wide. It blooms on new wood in late spring to early summer, with small pink flowers along its arching stems. Bright purple berries emerge in late summer and often persist into winter, when they can be enjoyed by birds. Beautyberry prefers well-drained soil but is relatively adaptable to many conditions, including occasional periods of drought. Since the shrub blooms on new wood, it is a good candidate for rejuvenation pruning, and can be cut down to within 6 inches of the ground without sacrificing flower or fruit production the following season. Regular pruning will keep the shrub form more attractive.

### References:

<https://plants.ces.ncsu.edu/plants/callicarpa-japonica/>

<https://woodyplants.cals.cornell.edu/plant/38>