Cole's
Florist - Garden - Decor - Ponds

Plant Finder

Profusion Beautyberry

Callicarpa bodinieri 'Profusion'

Height: 8 feet

Spread: 8 feet

Sunlight: ○ ◐

Hardiness Zone: 6b

Other Names: C.bodinieri var. giraldii

Description:

Grown primarily for its unusual and highly attractive shiny violet fruit; adding to its beauty is pretty lavender-pink flowers in summer; bushy and arching habit of growth, can be pruned back to the ground in spring as it blooms on new wood

Ornamental Features

Profusion Beautyberry is primarily grown for its highly ornamental fruit. It features an abundance of magnificent violet berries from mid to late fall. It has lavender trumpet-shaped flowers with pink overtones along the branches in mid summer, which are interesting on close inspection. It has bluish-green deciduous foliage. The fuzzy pointy leaves do not develop any appreciable fall colour.

Landscape Attributes

Profusion Beautyberry is a multi-stemmed deciduous shrub with a shapely form and gracefully arching branches. Its average texture blends into the landscape, but can be balanced by one or two finer or coarser trees or shrubs for an effective composition.

This shrub will require occasional maintenance and upkeep, and is best pruned in late winter once the threat of extreme cold has passed. It has no significant negative characteristics.



Profusion Beautyberry fruit
Photo courtesy of NetPS Plant Finder



Profusion Beautyberry fruit
Photo courtesy of NetPS Plant Finder

147 Main St. E.
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Profusion Beautyberry is recommended for the following landscape applications;

- Accent
- Mass Planting
- Hedges/Screening
- General Garden Use

Planting & Growing

Profusion Beautyberry will grow to be about 8 feet tall at maturity, with a spread of 8 feet. It tends to fill out right to the ground and therefore doesn't necessarily require facer plants in front, and is suitable for planting under power lines. It grows at a fast rate, and under ideal conditions can be expected to live for approximately 20 years.



Profusion Beautyberry flowers
Photo courtesy of NetPS Plant Finder

This shrub does best in full sun to partial shade. It is very adaptable to both dry and moist locations, and should do just fine under average home landscape conditions. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. This is a selected variety of a species not originally from North America.

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