American Beautyberry
*(Callicarpa americana)*

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**Summary:**
- Foliage: Deciduous broadleaf
- Height: 10 feet
- Spread: 6 feet
- Shape: upright informal habit.
  - The primary and sole attribute of beautyberry, a large loosely branched shrub, is the showy display of magenta fruits in the fall.

**Plant Needs:**
- Zone: 7 (perhaps 6b) to 9
- Light: Partial shade to full sun
- Moisture: Wet to moist
- Soil Type: Sandy, loam, or clay
- pH Range: 3.7 to 6.4

**Functions:**
- Suggested uses for this plant include border, naturalizing, and massing.

**Planting Notes:**
- Transplants readily.
- Plant in well-drained soil.

**Care:**
- Since flowers occur on new growth, prune to within 4 to 6 inches of the ground each spring.
- Heavy, early spring pruning increases fruit production.

**Problems:**
- No serious problems.

**Alternatives:**
- Consult local sources, including historic or public gardens and arboreta, regarding cultivars and related species that grow well in your area.
- Varieties of *Callicarpa americana*:
  - var. lactea has white berries.
- Related species:
  - Purple beautyberry (*Callicarpa dichotoma*) is the most refined of the beautyberry species and is more cold hardy (zone 5) than American beautyberry.
  - Japanese beautyberry (*Callicarpa japonica*) has metallic purple fruit and yellow fall color.

**Comments:**
- American beautyberry is a native plant grown for its colorful berries in autumn.
- Well suited to planting in groups, and to create natural settings.

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