

Callicarpa americana

American Beauty-berry

Tried and True
Native Plant Selections
for the Mid-Atlantic



Lavender flower clusters appear on new growth on this shrub from June to August, followed by clusters of fruit in show-stopping magenta in autumn. In the Mid-Atlantic Region, American Beauty-berry is reported to be [native](#) only in Virginia's south and central Coastal Plain.

Shrub	Flowers, Fall Fruit and Shrub	
Height: 3–6 feet		
Spread: 6–8 feet		
Bloom Color: Lavender-pink		
Characteristics		
Fast-growing, deciduous shrub with slightly vase-shaped, open habit; branches facing outward		
Opposite , simple, pinnate , saw-toothed, coarse-textured, green leaves up to 8 inches in length		
Clusters of tiny lavender cymes emerge from leaf axils on new pubescent stems June–August		
Magenta drupes Aug–Oct may persist thru winter		
Attributes		
Tolerates clay soil , dry/rocky sites, and salt; no serious pests or diseases; deer occasionally severely damage		
Ethnobotanic and therapeutic uses		
Attracts bees and butterflies to the flowers and deer, small mammals, and over 40 species of songbirds to the fruit		
Growing and Maintenance Tips		Excellent Replacement for
Soil Requirements : Well-drained, fertile		Ampelopsis brevipedunculata - Porcelain-berry
Light Requirements : Sun, Partial Shade	Berberis thunbergii - Japanese Barberry	
Water Requirements : Moist	Elaeagnus umbellata - Autumn Olive	
Plants growing in sun or in groups bear more fruit	Lonicera maackii - Bush Honeysuckle	
In late winter or early spring (before new growth appears), cut out 1/3 of the oldest stems or prune the entire plant to within 6 inches of the ground	Nandina domestica - Heavenly Bamboo	
Use in container or rain gardens or en masse in shrub borders or naturalized landscapes	Viburnum species - Asian Viburnums	
Hardiness : USDA Zones 6–10		

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Images by Mary Free (top left) and Elaine Mills, Glencarlyn Garden and National Garden, US Botanic Garden