

Botanical Name: Catharanthus roseus (Vinca rosea)

Common Name: Madagascar periwinkle

Type of Plant: dicot: tender perennial Character evergreen

Habit of Growth:

Overall Shape dense, upright, shrub-like, with reddish stems; branch
tips usually covered with white, light pink, or rosy pink flowers

Height to 12" Spread to 18" Growth Rate moderate

Environment:

Exposure outdoors full sun to partial shade

Soil tolerates most any soil

Hardiness tender to frost

Morphology:

Leaves elliptical, oppositely arranged, to 2" long, glossy green,
usually with pronounced mid-vein

Flowers in terminal cymes of 2 or 3 - 5 petaled, flat, in pink or
white - to 1" across

Fruit small capsule (pair of follicles)

Propagation: seed (self sows readily)

Usage: good source of summer color in hot, inland areas, desert
climates; very reliable color - late spring through fall

Landscape Care:

Watering average water - tolerates drought

Fertilizing likes regular feeding for best appearance - feed monthly

Pruning pinch frequently to remove dead flowers and encourage
bushiness

Pests/Diseases

Special Conditions several dwarf cultivars available

Origin: Madagascar Family: Apocynaceae