

Botanical Name: Helichrysum bracteatum

Common Name: Strawflower, Everlasting

Type of Plant: dicot: perennial Family Asteraceae

Habit of Growth:

Overall Shape spreading evergreen short-lived perennial or summer annual with  
spreading, rounded form; daisy-like yellow flowers held well above leaves

Height to 3 ft. Spread to 3 ft. Growth Rate moderate

Environment:

Exposure outdoors full sun preferred, gets leggy and untidy in shaded areas

Soil prefers good drainage; may suffer in waterlogged soils

Hardiness some frost; Zones 16, 17, 22-24 - summer annual in all zones

Morphology:

Leaves oblong to lanceolate, alternate, to 5" long, some varieties  
glabrous while others are covered with downy silver

Flowers bright yellow daisy flowers held above foliage; to 3" across and  
often used in dried or cut flower arrangements

Fruit small achenes

Propagation: seed, herbaceous cuttings taken any time

Usage: choice container plant or mixed border perennial; very tidy and  
heavy bloom produce throughout the warm months - best if used in drier areas,  
slopes or drought-tolerant landscapes

Landscape Care:

Watering keep relatively dry after established - may suffer from root rot  
where drainage is poor or watering is too heavy

Fertilizing slow-release at planting time; balanced liquid feed in containers

Pruning head back between waves of bloom; head lightly but frequently

Pests/Diseases root rot in heavy soils

Other \_\_\_\_\_

Origin: Australia