Purple-headed Sneezeweed

Helenium flexuosum



Purple-headed Sneezeweed flowers
Photo courtesy of NetPS Plant Finder

Height: 3 feet

Spread: 24 inches

Spacing: 18 inches

Sunlight:

Hardiness Zone: 3

Other Names: Helen's Flower, Helenium nudiflorum

Description:

A late summer and fall bloomer that brightens the garden with vibrant yellow flowers with spherical, brownish-purple center disks; begins to flower when everything else starts to fade; adapts to most soils; regular watering needed

Ornamental Features

Purple-headed Sneezeweed has masses of beautiful yellow daisy flowers with deep purple eyes at the ends of the stems from late summer to mid fall, which are most effective when planted in groupings. The flowers are excellent for cutting. Its narrow leaves remain dark green in color throughout the season.



Purple-headed Sneezeweed in bloom
Photo courtesy of NetPS Plant Finder

Landscape Attributes

Purple-headed Sneezeweed is an herbaceous perennial with an upright spreading habit of growth. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.

This plant will require occasional maintenance and upkeep, and should be cut back in late fall in preparation for winter. It is a good choice for attracting butterflies to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. Gardeners should be aware of the following characteristic(s) that may warrant special consideration;

- Disease

Purple-headed Sneezeweed is recommended for the following landscape applications;

- Mass Planting
- General Garden Use
- Container Planting

Planting & Growing

Purple-headed Sneezeweed will grow to be about 30 inches tall at maturity, with a spread of 24 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 18 inches apart. The flower stalks can be weak and so it may require staking in exposed sites or excessively rich soils. It grows at a fast rate, and under ideal conditions can be expected to live for approximately 10 years. As an herbaceous perennial, this plant will usually die back to the crown each winter, and will regrow from the base each spring. Be careful not to disturb the crown in late winter when it may not be readily seen!

This plant should only be grown in full sunlight. It prefers to grow in moist to wet soil, and will even tolerate some standing water. It may require supplemental watering during periods of drought or extended heat. It is not particular as to soil type or pH. It is somewhat tolerant of urban pollution. This species is native to parts of North America. It can be propagated by division.

Purple-headed Sneezeweed is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. With its upright habit of growth, it is best suited for use as a 'thriller' in the 'spiller-thriller-filler' container combination; plant it near the center of the pot, surrounded by smaller plants and those that spill over the edges. It is even sizeable enough that it can be grown alone in a suitable container. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.