Aromagica® Purple Heliotrope

Heliotropium arborescens 'INHELAROPU'

Height: 30 inches

Spread: 20 inches

Spacing: 18 inches

Sunlight: ○ ◐

Hardiness Zone: 9



Aromagica Purple Heliotrope flowers
Photo courtesy of NetPS Plant Finder

Description:

Long blooming and easy to grow, this upright-mounded variety features beautifully scented clusters of deep purple flowers, atop deep green foliage; superb performance in containers, borders and beds; achieves brighter flower color in high light conditions



Aromagica Purple Heliotrope flowers
Photo courtesy of NetPS Plant Finder

Ornamental Features

Aromagica Purple Heliotrope has masses of beautiful clusters of fragrant deep purple flowers at the ends of the stems from late spring to early fall, which are most effective when planted in groupings. Its textured pointy leaves remain dark green in color throughout the season.

Landscape Attributes

Aromagica Purple Heliotrope 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. Trim off the flower heads after they fade and die to encourage more blooms late into the season. It is a good choice for attracting bees and butterflies to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. It has no significant negative characteristics.

Aromagica Purple Heliotrope is recommended for the following landscape applications;

- Mass Planting
- Border Edging
- General Garden Use
- Container Planting
- Hanging Baskets

Planting & Growing

Aromagica Purple Heliotrope will grow to be about 24 inches tall at maturity, with a spread of 20 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 18 inches apart. Its foliage tends to remain dense right to the ground, not requiring facer plants in front. It grows at a medium rate, and under ideal conditions can be expected to live for approximately 5 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 does best in full sun to partial shade. It does best in average to evenly moist conditions, but will not tolerate standing water. It may require supplemental watering during periods of drought or extended heat. This plant should not require much in the way of fertilizing once established, although it may appreciate a shot of general-purpose fertilizer from time to time early in the growing season. It is not particular as to soil type or pH. It is somewhat tolerant of urban pollution. Consider applying a thick mulch around the root zone in winter to protect it in exposed locations or colder microclimates. This is a selected variety of a species not originally from North America, and parts of it are known to be toxic to humans and animals, so care should be exercised in planting it around children and pets. It can be propagated by division; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Aromagica Purple Heliotrope is a fine choice for the garden, but it is also a good selection for planting in outdoor containers and hanging baskets. 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.