

# *Browallia speciosa*: Browallia, Amethyst Flower<sup>1</sup>

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<https://ffl.ifas.ufl.edu/>

This Florida-Friendly Landscaping™ publication is part of a series originally written by Edward F. Gilman. Visit <https://ffl.ifas.ufl.edu/> to learn more about creating and maintaining attractive landscapes that protect Florida's water resources and environment.

## Introduction

*Browallia* (*Browallia speciosa*) is a warm season perennial that is generally grown as an annual. It has a rounded growth form and reaches a height and spread up to 2 feet (Figure 1). It is notable for its showy purplish-blue flowers (certain cultivars display white flowers), which bloom from spring through fall (Figure 2). The leaves are ovate and are between 2 and 4 inches long (Figure 3). *Browallia* is well suited for containers, planted en masse, or may be used as cut flowers. Cultivars with a variety of growth habits and flower coloration are available in the horticultural trade.



Figure 1. Full form—*Browallia speciosa*: amethyst flower.

Credit: © dmehلمان, some rights reserved (CC BY-NC) via iNaturalist



Figure 2. Flower—*Browallia speciosa* 'Endless™ Flirtation': amethyst flower hybrid.

Credit: Proven Winners



Figure 3. Leaf—*Browallia speciosa*: amethyst flower.

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## General Information

**Scientific name:** *Browallia speciosa*

**Pronunciation:** bro-WAL-ee-uh spee-see-O-suh

**Common name(s):** Browallia, amethyst flower, bush violet

**Family:** *Solanaceae*

**Plant type:** tender perennial; annual

**USDA hardiness zones:** all zones (Figures 5 and 6)

USDA Hardiness Zones 3B-11A

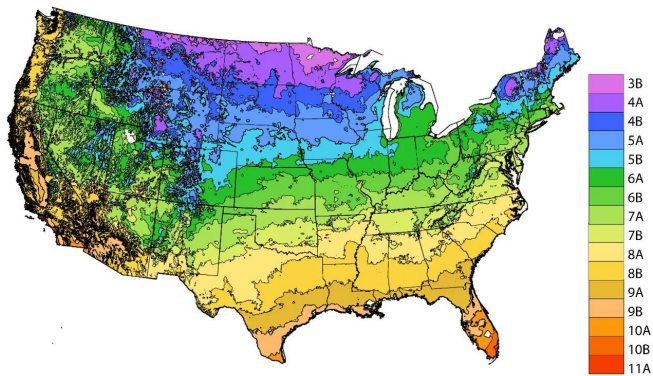


Figure 5. Shaded area represents potential planting zone—USDA Hardiness Zones 3B–11A; 11B within planting zone but not pictured on map. Credit: This map is based on the 2023 USDA Plant Hardiness Zone Map. Visit <https://planthardiness.ars.usda.gov/> for specific zone information.

USDA Hardiness Zones 7B-11A

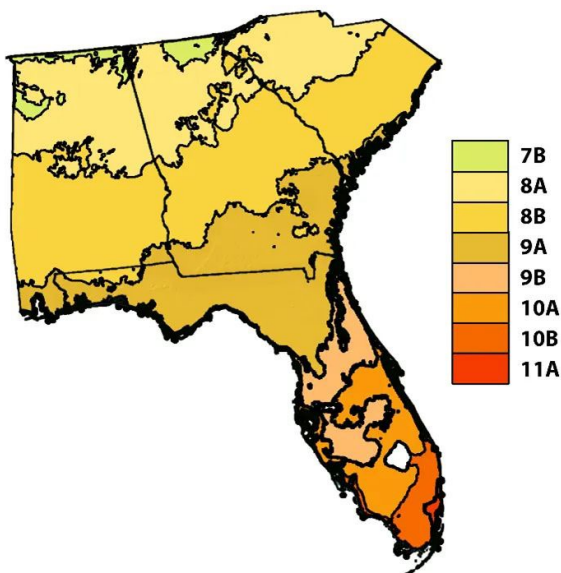


Figure 6. Shaded area represents potential planting zone in the SE Region—USDA Hardiness Zones 7B–11A; 11B within planting zone but not pictured on map. Credit: This map is based on the 2023 USDA Plant Hardiness Zone Map. Visit <https://planthardiness.ars.usda.gov/> for specific zone information.

**Planting month for zone 7:** Jun

**Planting month for zone 8:** May

**Planting month for zone 9:** Apr

**Planting month for zones 10 and 11:** Mar; Sep; Oct; Nov

**Origin:** not native to North America

**Invasive potential:** not known to be invasive

**Uses:** mass planting; container or above-ground planter; hanging basket; cut flowers; cascading down a wall; border; houseplant

**Availability:** grown in small quantities by a small number of nurseries

## Description

**Height:** 1 to 2 feet

**Spread:** 1 to 2 feet

**Plant habit:** round

**Plant density:** moderate

**Growth rate:** moderate

**Texture:** medium

## Foliage

**Leaf arrangement:** opposite/subopposite

**Leaf type:** simple

**Leaf margin:** entire

**Leaf shape:** ovate

**Leaf venation:** pinnate

**Leaf type and persistence:** not applicable

**Leaf blade length:** 2 to 4 inches

**Leaf color:** green

**Fall color:** not applicable

**Fall characteristic:** not applicable

## Flower

**Flower color:** blue; purple; white (certain cultivars)

**Flower characteristic:** showy

## Fruit

**Fruit shape:** no fruit

**Fruit length:** no fruit

**Fruit cover:** no fruit

**Fruit color:** not applicable

**Fruit characteristic:** inconspicuous and not showy

## Trunk and Branches

**Trunk/bark/branches:** not applicable

**Current year stem/twig color:** green

**Current year stem/twig thickness:** medium

## Culture

**Light requirement:** plant grows in partial shade

**Soil tolerances:** acidic; neutral; clay; sand; loam

**Drought tolerance:** low

**Soil salt tolerances:** unknown

**Plant spacing:** 6 to 12 inches

## Other

**Roots:** not applicable

**Winter interest:** not applicable

**Pest resistance:** long-term health usually not affected by pests

**Toxicity:** this plant displays toxic characteristics if ingested; causes gastroenteric and other issues

## Use and Management

Browallia does best when planted in partial shade locations. The plant may tolerate more sun in northern

planting zones but may experience leaf burn when planted in too much sun in southern zones. It is highly adaptable to a variety of soil conditions, but soil should be well drained. It is important to not overwater or fertilize this plant more than necessary, as this will decrease blooming.

This plant generally has a rounded growth form, and light pruning of the new growth helps maintain this plant's bushy appearance. This plant is a short-lived perennial in frost-free areas but will act as an annual in all other planting zones. This plant is suited for a variety of uses in the landscape including in containers and hanging baskets and as a border or mass planting in landscape beds; attracts pollinators and hummingbirds with its tubular-shaped flowers.

Cultivars and hybrids are available that have trailing growth habits, white flowers, compact growth forms, and more. Care should be taken when using this plant in the landscape as it is toxic if ingested.

Propagation is by seed.

## Design Considerations

Browallia's mounding or slightly trailing habit makes it a versatile plant in the landscape. Use it as a mass planting in a shady bed to create a sea of blue or white. It also works beautifully as a "spiller" element in container gardens and hanging baskets, cascading over the edges. As a border plant, it can define the edge of a shaded walkway or garden bed.

The flowers are typically a rich amethyst-blue, violet, or pure white. These cool colors can make a shaded garden space feel more serene and visually recede, giving a sense of depth. Use the white variety to brighten up very dark corners. Pair it with other plants that thrive in similar shade and moist, well-drained soil conditions. For foliage contrast, plant it alongside the bold, colorful leaves of Caladiums or the coarse texture of holly ferns.

## Pests and Diseases

No pest or disease issues of major concern.

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