

# Bushy seaside oxeye

(*Borrichia frutescens*)

For definitions of botanical terms, visit [en.wikipedia.org/wiki/Glossary\\_of\\_botanical\\_terms](https://en.wikipedia.org/wiki/Glossary_of_botanical_terms).

Bushy seaside oxeye is a perennial shrub with attractive daisy-like blooms. It is known by many common names, including Sea-oxeye daisy, Sea marigold, Beach carnation, Seaside tansy, and Silver sea-oxeye. It occurs naturally in coastal strands, mangroves, beach dunes, salt marshes, and tidal flats. The flowers are attractive to a variety of pollinators, including Gulf fritillary, Southern white, and Orange sulphur butterflies. The seeds provide food for birds and other small wildlife.



Photo by Mary Keim

Each flower is comprised of 15–30 yellow ray florets surrounding many stiff yellow-orange disk florets with conspicuous black anthers. Flowers are approximately 1 inch in diameter. Leaves are oval to lanceolate, grayish green, and pubescent, giving the foliage a silvery sheen. Margins are entire but may be toothed toward the base. The fruit is a dark-colored cypsela and contains a single seed.

The genus name *Borrichia* is named for the Danish scientist Ole Borch (1626–1690). The species epithet *frutescens* is Latin for “to become bushy” and refers to the plant’s shrublike growth habit.

**Family:** Asteraceae (Aster, composite or daisy family)

**Native range:** All peninsular coastal counties from Duval to Taylor, as well as Wakulla, Franklin, Bay and Santa Rosa

To see where natural populations of Bushy seaside oxeye have been vouchered, visit [www.florida.plantatlas.usf.edu](http://www.florida.plantatlas.usf.edu).

**Lifespan:** Perennial

**Soil:** Moist to wet soils, can tolerate occasional inundation

**Exposure:** Full sun to minimal shade

**Growth habit:** 2–4'+ tall

**Propagation:** Seeds, division

**Florida regions of landscape suitability:** North, Central, South (Coastal)

**Garden tips:** Bushy seaside oxeye is highly salt tolerant. It can tolerate drought for short periods and can withstand occasional saltwater inundation. It is excellent for coastal restorations and landscapes. It works well as a border planting, in a mixed wildflower garden, and along retention pond edges. The plant is rhizomatous and can form colonies that may persist for many years.

Bushy seaside oxeye plants are often available from nurseries that specialize in Florida native plants. Visit [www.PlantRealFlorida.org](http://www.PlantRealFlorida.org) to find a nursery in your area.

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