

## **NEWS RELEASE**

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For Immediate Release

### **Daphne Eternal Fragrance**

**Santa Barbara, California, July 2011** – Daphne Eternal Fragrance ('Blafra') is a truly new and unique selection of Daphne. It forms a neat round open-branched semi-evergreen shrub with mid-green, semi-glossy leaves, and intensely fragrant white flowers. When night temperatures become cool the flowers blush pink-purple. Eternal Fragrance offers an extended flowering period with the main flush in spring and continuous spot flowering throughout the year, particularly in the warmer months. Eternal Fragrance exhibits an ability to bear flowers on its new summer growth, unusual for the species. It also offers the advantage of being frost hardy, and both heat and drought tolerant and performs in sunny sites without scorching. It is semi-evergreen to Zone 7 and deciduous and hardy to Zone 5. It is also tolerant of both alkaline and acidic soils, unlike other Daphne varieties which are traditionally pH sensitive. It is the perfect shrub for small gardens, patios and courtyards or as a feature specimen around rockeries or water features.

For more information, please contact PlantHaven®, Inc. at (805) 569-9179, or email: [new.plants@planthaven.com](mailto:new.plants@planthaven.com). Visit our website at: <http://www.planthaven.com/>



Daphne 'Eternal Fragrance'