

## PLANT SALES AID – HELLEBORE ROSE (LENTEN ROSE)

### PLANT IDENTIFICATION

Botanical Name: Helleborus x hybridus  
Common Name: Hellebore, Lenten Rose  
Plant Type: Evergreen Perennial  
USDA Zones: 4–9 (Excellent in Zone 7)  
Mature Size: 12–24” H x 18–24” W  
Growth Rate: Moderate

### SEASONAL INTEREST

Bloom Time (Upstate SC): February–April  
Bloom Colors: White, blush, rose, burgundy, purple, speckled  
Foliage: Dark green, leathery, evergreen  
Special Feature: Blooms in late winter when little else flowers

### TOP SELLING POINTS

- Late winter blooms
- Evergreen year-round
- Deer resistant
- Long-lived perennial
- Excellent shade plant

### IDEAL LOCATION (ZONE 7)

Light: Part shade to full shade (morning sun preferred)  
Soil: Rich, well-drained  
Drainage: Critical – does not tolerate standing water  
Heat Tolerance: Good with afternoon shade  
Drought Tolerance: Moderate once established

### PLANTING INSTRUCTIONS

1. Choose morning sun/afternoon shade location.
2. Dig hole twice as wide as container.
3. Set crown level with soil surface (do not bury).
4. Backfill; amend heavy clay with compost.
5. Water deeply and apply 2–3” mulch (keep off crown).

### WATERING

At Planting: Deep soak.  
First 4–8 Weeks: Keep evenly moist.  
Long-Term: Water during extended summer dry periods.

## **FERTILIZER PROGRAM**

Landscape: Balanced slow-release fertilizer early spring and early fall.

Containers: Controlled-release fertilizer at planting; light liquid feed every 3–4 weeks.

Avoid excessive nitrogen.

## **SEASONAL CALENDAR (ZONE 7 – WESTMINSTER, SC)**

January: Remove old foliage before blooms.

Feb–April: Peak bloom and sales window.

Summer: Maintain moisture; protect from harsh sun.

September–October: Ideal planting season.

Winter: Evergreen foliage provides structure.

## **PEST & DISEASE (IPM)**

Common Pests: Aphids

Control: Water spray or insecticidal soap if needed.

Common Diseases: Leaf spot, crown rot

Prevention: Good drainage, air circulation, avoid overwatering.

## **COMPANION & ADD-ON SALES**

Companion Plants: Heuchera, ferns, hosta, spring bulbs

Add-On Sales: Mulch, slow-release fertilizer, compost, shade containers

## **IDEAL CUSTOMERS**

- Shade garden homeowners
- Customers wanting winter color
- Deer-resistant plant shoppers
- Woodland garden enthusiasts