# Pure White Butterfly™ Marguerite Daisy

***Argyranthemum frutescens 'G14420'***

Height: 18 inches

Spread: 18 inches

Sunlight: ○ ◐

Hardiness Zone: (annual)

**Description:**

This outstanding variety produces large bright white daisy blooms with golden centers, that cover the plant all summer; no deadheading needed; does best with cool night temperatures

**Ornamental Features**

Pure White Butterfly Marguerite Daisy has masses of beautiful white daisy flowers with gold eyes at the ends of the stems from late spring to mid fall, which are most effective when planted in groupings. The flowers are excellent for cutting. Its tiny deeply cut ferny leaves remain dark green in color throughout the season.

**Landscape Attributes**

Pure White Butterfly Marguerite Daisy is an herbaceous annual with an upright spreading habit of growth. Its relatively fine texture sets it apart from other garden plants with less refined foliage.

This plant will require occasional maintenance and upkeep, and should not require much pruning, except when necessary, such as to remove dieback. It is a good choice for attracting butterflies to your yard. It has no significant negative characteristics.

Pure White Butterfly Marguerite Daisy is recommended for the following landscape applications;



*Pure White Butterfly Marguerite Daisy flowers*
*Photo courtesy of NetPS Plant Finder*



*Pure White Butterfly Marguerite Daisy in bloom*
*Photo courtesy of NetPS Plant Finder*

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

**Planting & Growing**

Pure White Butterfly Marguerite Daisy will grow to be about 18 inches tall at maturity, with a spread of 18 inches. This fast-growing annual will normally live for one full growing season, needing replacement the following year.



*Pure White Butterfly Marguerite Daisy in bloom*
*Photo courtesy of NetPS Plant Finder*

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 is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. This is a selected variety of a species not originally from North America. It can be propagated by cuttings; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Pure White Butterfly Marguerite Daisy is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. It is often used as a 'filler' in the 'spiller-thriller-filler' container combination, providing a mass of flowers against which the larger thriller plants stand out. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.