

Helenium 'Moerheim Beauty' Moerheim Beauty Sneezeweed

Helenium 'Moerheim Beauty' (Moerheim Beauty Sneezeweed) is a true fall beauty seeming to burst into flame with bright red-orange blooms from August through October. The flowers float up from slightly branching, upright stems in clusters, reaching 2-3' from the ground. Large blooms (1.5-2" wide) feature rich orange-red petals that contrast beautifully against the chocolate brown center disk. A variety of short-tongued bees, butterflies and other pollinators seek mostly nectar but also pollen from the profuse flowers over a long blooming season. The seed heads ripen to a tan brown color and provide considerable winter interest, as well as a food source for birds. Plants are deer and heat tolerant and largely pest and disease resistant. Moerheim Beauty Sneezeweed thrives in many soil types, but prefers well-drained, medium to wet conditions in full sun. This plant does not tolerate drought well, so place it in a naturally moist or irrigated location. Good companion plants include other late daisy flowers such as sweet coneflower, false sunflower, and supportive grasses like Karl Foerster Feather Reed Grass and Golden Dew Tufted Hair Grass.

Botanical Name: Helenium 'Moerheim Beauty'

Common Name: Moerheim Beauty Sneezeweed

Family: Asteraceae

Nativity: US Native

USDA Zone: 3 to 8

Light Type: Full Sun

Soil Type: Loam, Sand, Clay

Soil Preferences: Prefers average, medium to wet, well-drained soil. Intolerant of dry soils.

Soil Moisture: Medium to Wet

Typical height (ft): 2'-3'

Typical width (ft): 1'-2'

Foliage: Bright green

Bloom Time: August to October

Bloom: Red-orange petals with brown/gold centers

Ecological features: Attractive to bees, birds and butterflies

Tolerance of: Heat, moderately salt tolerant, deer

Additional notes: Remove spent flowers to encourage additional bloom. Divide clumps every three years to maintain vigor. Avoid overfertilization which may cause plants to grow too tall

Companion plants: Late daisy flowers such as sweet coneflower (*Rudbeckia* spp.), False sunflower (*Heliopsis* spp.), coneflowers (*Echinacea* spp.), Black Adder Giant Hyssop (*Agastache* 'Black Adder'), Walker's Low Catmint (*Nepeta racemosa* 'Walker's Low'), Lucifer Montbretia (*Crocospia* 'Lucifer'), Goldenrod (*Solidago* spp.), Karl Foerster Feather Reed Grass (*Calamagrostis* 'Karl Foerster'), and Golden Dew Tufted Hair Grass (*Deschampsia cespitosa* 'Goldtau').

For more information see:

<http://www.newmoonnursery.com/plant/Helenium-autumnale-Moerheim-Beauty>

<http://www.missouribotanicalgarden.org/PlantFinder/PlantFinderDetails.aspx?taxonid=248711&isprofile=0&>

<https://www.gardenia.net/plant/helenium-moerheim-beauty>

<https://www.gardenersworld.com/plants/helenium-moerheim-beauty/#:~:text=The%20crimson%20red%20of%20Helenium,Japanese%20anemones%20and%20Michaelmas%20daisies.>

Images of Helenium 'Moerheim Beauty'



1599px-Asteraceae_spec_002.jpg

Erect flowering stems in clusters 2-3' tall



Asteraceae_spec_001.jpg

Notched coppery-red rays surround domed center disk



<https://www.gardenista.com/products/moerheim-beauty-helenium/>

Combined with different color and texture



<https://puririlane.co.nz/products/helenium-moerheim-beauty-1>

With black-eyed susan



https://www.havlis.cz/karta_en.php?kytkaid=2010

Seedling in pot



<https://davisla.wordpress.com/2011/07/01/plant-of-the-week-helenium-moerheim-beauty/>

Winter Seedheads

Image choices for narrative:

Asteraceae_spec_001.jpg

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1599px-Asteraceae_spec_002.jpg

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