

Phylica pubescens

COMMON NAMES

Featherhead, flannel bush

BIOSTATUS

Exotic

CONSERVATION STATUS

Not applicable

CATEGORY

Vascular

STRUCTURAL CLASS

Trees & Shrubs - Dicotyledons

SIMPLIFIED DESCRIPTION

Small erect shrub with densely hairy leaves crowded towards the stem tips. First confirmed record of seedlings in NZ is 2016, but reported earlier.

FLOWER COLOURS

Green, White, Cream

SIMILAR TAXA

Phylica plumosa

GENUS

Phylica

FAMILY

Rhamnaceae

AUTHORITY

Phylica pubescens Ait.

ENDEMIC FAMILY

No

YEAR NATURALISED

2016 (but see note above)

ORIGIN

South Africa

REASON FOR INTRODUCTION

Ornamental

LIFE CYCLE AND DISPERSAL

Seeds long-lasting in soil - seedlings emerge with soil disturbance years later

ATTRIBUTION

Fact sheet prepared by Colin C Ogle, Oct 2016

MORE INFORMATION

<https://www.nzpcn.org.nz/flora/species/phylica-pubescens/>

PDF DATE

25 May 2026



One of 4 seedlings in gravel driveway edge, Whanganui. Photographer: Colin C. Ogle, Date taken: 20/09/2016, Licence: CC BY-NC.



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