Seaside Oxeye  

(Borrichia frutescens)

Instant ID

• Shrub with daisy-like flowers
• Grows up to four feet tall
• Has small, tough fruit
• Leaves are fleshy and gray-green
• Flowers are yellow and bloom year-round

Native Niches

• Prefers full sun and sandy soils
• Native to the Atlantic and Gulf coasts
• Also grows in Bermuda and Spain
Seaside Oxeye *(Borrichia frutescens)*

**Plant Particulars**
- Helps control dune erosion
- Fills ditches in barrier islands
- Flowers attract butterflies
- Other names include sea-marigold, bushy seaside tansy and beach carnation
- Can tolerate flooding from ocean water

**Population Protection**
- Avoid trampling sand dune habitat
- Provides habitat for native species and supports the biodiversity of Floridian ecosystems