



Unique Blush color will leave you **Breathless™**

NEW Breathless Blush
and White Euphorbia

New Breathless™ Series Euphorbia

Blush is the first dark-foliaged Euphorbia. • White goes head-to-head with the market leader for branching and blooming. • Available as unrooted cuttings and rooted liners.

This elegant and durable new series includes the *only Euphorbia hypericifolia* with red-flushed leaves and pink-flushed flowers, plus a White with terrific branching and denser flowering. Heat-tolerant Breathless fills in fast, makes stocky and mounded plants, and displays a showy mass of self-cleaning flowers all Summer across a wide range of conditions. The long-lasting, free-flowering plants are well-suited to solo and mixed containers, in-ground plantings and holiday gift planters, with low water needs and no deadheading.

First-of-its-kind Breathless Blush displays small white bracts flushed with pink atop unique dark green leaves with red tones. White is slightly stockier and more branching than the competition, and produces small white bracts all season. Grow more of what consumers are buying – call your Ball sales rep today.

Ball **FloraPlant**®



NEW Breathless Blush



NEW Breathless White

EUPHORBIA 
Euphorbia hypericifolia

New Breathless™ Series

Height:

Blush: 8 to 12 in. (20 to 30 cm)

White: 10 to 15 in. (25 to 38 cm)

Spread:

Blush: 20 to 24 in. (50 to 60 cm)

White: 24 to 28 in. (60 to 70 cm)

A Simply Beautiful® selection.

Culture

PROPAGATION

- Stick cuttings immediately upon arrival.
- Reduce mist as soon as possible.
- A pinch in propagation will encourage early flowering.
- Rooted cuttings should be ready for transplant in 3 to 4 weeks.
- Visit ballhort.com for complete details.

GROWING ON TO FINISH

Media

- A pH of 5.8 to 6.2 is optimum.
- Breathless Euphorbia prefer a well-drained soil.

Temperature

Nights: 60 to 67° (15 to 19°C)

Days: 65 to 75°F (18 to 24°C)

Light

- Breathless Euphorbia should be grown under high light levels; 6,000 to 9,000 f.c. (60,000 to 90,000 Lux) is the ideal range.
- Foliage colors will be more pronounced under high light levels.

Watering

The medium should be allowed to dry between waterings. However, periods of sustained wilting should be avoided. Excess water will result in unwanted stretch and leaf loss.

Fertilizer

- Breathless Euphorbia have a moderate feed requirement.

- Use a constant liquid feed program of 150 to 200 ppm.
- Regular leaching with clear water will help to reduce buildup of excess salts in media.

Pinching

- If no pinch was performed in propagation, Breathless Euphorbia should be pinched at transplant to encourage basal branching. Additional pinching is optional.
- A 4-in. (10-cm) crop can be produced without a pinch in finish production provided it received a pinch in propagation or at transplant.
- Plants in 10-in. (25-cm) or larger pots may require a shearing to shape.

Controlling Growth

- Maintain recommended temperatures and light levels to avoid stretch.
- Excessive moisture in media will encourage unwanted stretch. Water management is an excellent tool to use to produce high-quality Breathless Euphorbia.
- Chemical plant growth regulators are generally not needed.
- Use a B-Nine (spray) 2,500 ppm, Cycocel (spray) 750 ppm tank mix 7 to 10 days after transplant.
- Do not use Florel.
- These recommendations for plant growth regulators should be used only as general guidelines. Growers must trial all chemicals under their particular conditions.

Common Problems

Insects: Whitefly, spider mites. Additional details are listed at ballhort.com.

All Breathless Euphorbia cuttings are derived from culture and virus-indexed stock from the **Ball Certified Plants®** program.

Note: Growers should use the information presented here as a starting point. Crop times will vary depending on the climate, location, time of year and greenhouse environmental conditions. Chemical and PGR recommendations are only guidelines. It is the responsibility of the applicator to read and follow all the current label directions for the specific chemical being used in accordance with all regulations.



NEW Breathless White & Cabaret® Purple Glow Calibrachoa

Breathless Euphorbia Crop Schedule & Uses

	4-In. (10-Cm) Pot 1 PP*	6 to 8-In. (15 to 20-Cm) Pots 2 to 3 PP*	10 to 12-In. (25 to 30-Cm) Pots 3 to 5 PP*
Unrooted cuttings	8-11 weeks	9-13 weeks	12-15 weeks
Rooted cuttings	5-7 weeks	6-9 weeks	9-11 weeks

*PP: Plants per pot or basket

Order at 800 879-BALL or ballhort.com