

Botanic name: *Callicarpa floribanda*/*C. macrophylla* Vahl.

Common name: Purple Pride Beautyberry

Family: Lamiaceae

Habitat: Terrestrial

Distribution: Native to Eastern Himalayas, Korea, Japan, East China to SE Asia

Description: Erect shrub or small-tree evergreen; leaves are simple, opposite, and 5–25 cm long. The flowers are in clusters, white to pinkish; fruit berry, 2–5 mm diameter and pink to red-purple with a highly distinctive metallic lustre, are very conspicuous in clusters on the bare branches after the leaves fall.

Phytochemicals: Flavonoids, terpenoids, steroids, carbohydrates, proteins, amino acids, glycosides and saponins.

Medicinal/Economic uses: Anthelmintic; A decoction of the leaves is used in the treatment of diarrhea, dysentery and gastro-intestinal bleeding. The leaves are heated and applied as a poultice to ease the pain of rheumatic joints. A juice made from the leaves mixed with equal portions of *Drymaria diandra* and *Oxalis corniculata* is used in the treatment of gastric troubles. The root is chewed to relieve rashes on the tongue. The inner bark of the plant is used to apply on cuts and wounds. The fruit berry is edible and consumed when ripened fully.

