Euphorbia pulcherrima, the poinsettia, is known all over the world as the flower of Christmas, blooming in Nov and Dec. Growing naturally in Mexico, the plant was named after Joel Poinsett, who introduced them to the United States in the early 1800s. Flowers consist of small golden cups, called cyathia—the red, pink, or white bracts surrounding the inflorescence are much more conspicuous. Plants need to be kept in the dark for 16 h per day to induce flowering (see website for details).