DEVELOPMENT OF *Phyla betulifolia* (Kunth) Greene CUTTINGS ON TIME INFLUENCES, TYPES OF CUTTINGS AND SUBSTRATES

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Introduction: *Phyla betulifolia* (Kunth) Greene (Verbenaceae), commonly known by Amazon communities as “capim doce” is used for medicinal purposes, but until the moment there are no data on the process of propagation, being necessary to establish propagation techniques in order to prevent its disappearance. **Objective:** The purpose was to evaluate the vegetative propagation using different types of *P. betulifolia* cuttings and substrates, during 30 days. **Materials and Methods:** The cuttings were divided into apical, middle and basal segments, which were placed to root on polystyrene trays, in commercial substrate (Rohrbacher) and sand in greenhouse conditions under mist. The experimental design was completely randomized (CRD) in 6x3x2 factorial schemes, using six days to multiplication of cuttings (5, 10,15, 20, 25 and 30 days), three types of cuttings and two substrate with two replications and three cuttings per replication**. Results and Discussion:** All cuttings presented roots and aerial parts from the 15th day, independent of the substrate used. The cuttings taken from different parts of the plant and on different substrates did not differ on the number of root ando on the aerial parts development. **Conclusion:** *P. betulifolia* has a efficient rooting percentage, independent of the cuttings used or substrate and has a quick root development, meaning that in a short time we can get seedlings of this species.

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