Water primrose is a perennial wetland shrub that varies in height from 0.5 - 3m and grows above the water, thriving in wet soils or open water in marshy areas and ditches. It has a woody taproot and dark green stems, branched and with long hairs when young. The oval to lance-shaped leaves are covered on both sides by minute, soft hairs. The plant has conspicuous yellow flowers with 4 - 5 petals, found in all seasons except winter and only lasting a day. The fruit is an erect capsule and the seed is light brown and pepper-like.

Ducks, human activity and water movement disperse seed and the plant also may reproduce by suckers and broken stems.

**Water primrose is not known to occur in New Zealand. This is an invasive weed, that could do serious damage to New Zealand's waterways. Any sightings should be reported immediately to your Regional Council.**