

Phenolic Compounds and Flavonoids as Plant Growth Regulators from Fruit and Leaf of *Vitex rotundifolia*

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Five phenolic compounds, 4-hydroxybenzoic acid methyl ester (**1**), vanillic acid methyl ester (**2**), 4-hydroxy benzaldehyde (**3**), 4-hydroxybenzoic acid (**4**) and ferulic acid (**5**), and four flavonoids, 5,5'-dihydroxy-4',6,7-trimethoxyflavanone (**6**), luteolin (**7**), vitexicarpin (**8**) and artemetin (**9**), were isolated from fruits and leaves of *Vitex rotundifolia* L. The biological activities of these nine compounds have been examined using a bioassay with lettuce seedlings.

Key words: Phenolic Compounds, Flavonoids, *Vitex rotundifolia*