

# The bHLH transcription factor BIS1 controls the iridoid branch of the monoterpenoid indole alkaloid pathway in *Catharanthus roseus*

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Plants make specialized bioactive metabolites to defend themselves against attackers. The conserved control mechanisms are based on transcriptional activation of the respective plant species-specific biosynthetic pathways by the phytohormone jasmonate. Knowledge of the transcription factors involved, particularly in terpenoid biosynthesis, remains fragmentary. By transcriptome analysis and functional screens in the medicinal plant *Catharanthus roseus* (Madagascar periwinkle), the unique source of the monoterpenoid indole alkaloid (MIA)-type anticancer drugs vincristine and vinblastine, we identified a jasmonate-regulated basic helix–loop–helix (bHLH) transcription factor from clade IVa inducing the monoterpenoid branch of the MIA pathway. The bHLH iridoid synthesis 1 (BIS1) transcription factor transactivated the expression of all of the genes encoding the enzymes that catalyze the sequential conversion of the ubiquitous terpenoid precursor geranyl diphosphate to the iridoid loganic acid. BIS1 acted in a complementary manner to the previously characterized ethylene response factor Octadecanoid derivative-Responsive *Catharanthus* APETALA2-domain 3 (ORCA3) that transactivates the expression of several genes encoding the enzymes catalyzing the conversion of loganic acid to the downstream MIAs. In contrast to ORCA3, overexpression of BIS1 was sufficient to boost production of high-value iridoids and MIAs in *C. roseus* suspension cell cultures. Hence, BIS1 might be a metabolic engineering tool to produce sustainably high-value MIAs in *C. roseus* plants or cultures.

basic helix loop helix | *Catharanthus roseus* | jasmonate | Madagascar periwinkle | iridoids

Plants produce a vast amount of natural products, also called specialized metabolites, by which they can interact with their environment to ensure survival and reproductive success. These compounds often have bioactive properties that make them valuable for various pharmaceutical applications. The phytohormone jasmonate (JA) acts as an elicitor of the production of these bioactive metabolites and triggers a transcriptional reprogramming of plant metabolism, resulting in a concerted up-regulation of the expression of genes encoding enzymes involved in specific specialized metabolic pathways (1). The specialized defense metabolites are generally produced from primary metabolites, leading to precursor competition with cellular processes implicated in growth and development. For instance, terpenoid biosynthesis depends on the precursor isopentenyl diphosphate (IPP), which is produced either via the plastidial 2-C-methyl-D-erythritol 4-phosphate (MEP) or the cytosolic mevalonate (MVA) pathways (Fig. 1A). In the medicinal plant *Catharanthus roseus* (Madagascar periwinkle), the MEP pathway-derived IPP is one of the precursors of the monoterpenoid indole alkaloid (MIA) pathway that leads to the valuable anticancer molecules vincristine and vinblastine, of which *C. roseus* is the sole source (2–4), whereas the MVA-derived IPP is the

precursor of the pentacyclic triterpenoid pathway (5, 6) (Fig. 1A). As IPP is also the precursor for the synthesis of gibberellins, brassinosteroids, phytosterols, carotenoids, and phytol, among others, the tight regulation of both IPP supply and consumption is crucial.

In *C. roseus*, the MEP-derived production of the monoterpenoid, more specifically seco-iridoid, compound secologanin involves 10 enzymatic conversions starting from IPP, of which the eight genes upstream of *loganic acid methyltransferase* (LAMT) are tightly coexpressed (Fig. 1) (2, 3, 7). Secologanin is subsequently coupled to the indole compound tryptamine, forming the common alkaloid precursor strictosidine, from which all MIAs are derived (Fig. 1A). In contrast to the triterpenoid genes in *C. roseus*, genes involved in MIA production are JA inducible, clearly pointing to distinct regulatory circuits governing these two terpenoid pathways (Fig. 1) (8).

The concerted regulation of JA-induced genes is mediated by transcription factors (TFs) that are usually encoded by JA-inducible genes themselves (1). A combinatorial role for several TFs seems a plausible strategy for the control of biosynthetic

## Significance

Terpenoids are the largest group of plant-specialized metabolites and include many valuable bioactive compounds, such as the blockbuster anticancer drugs vincristine and vinblastine, that are monoterpenoid indole alkaloids from the medicinal plant *Catharanthus roseus* (Madagascar periwinkle). A master regulator was discovered that activates the biosynthesis of the iridoids, the monoterpenoid precursors of vinblastine and vincristine, and the rate-limiting branch in their biosynthetic pathway. This master regulator can be used to boost production of iridoids and monoterpenoid indole alkaloids in *C. roseus* cell cultures and thus represents an interesting tool for the metabolic engineering of the sustainable production of these high-value compounds in cultures of the endogenous plant species.

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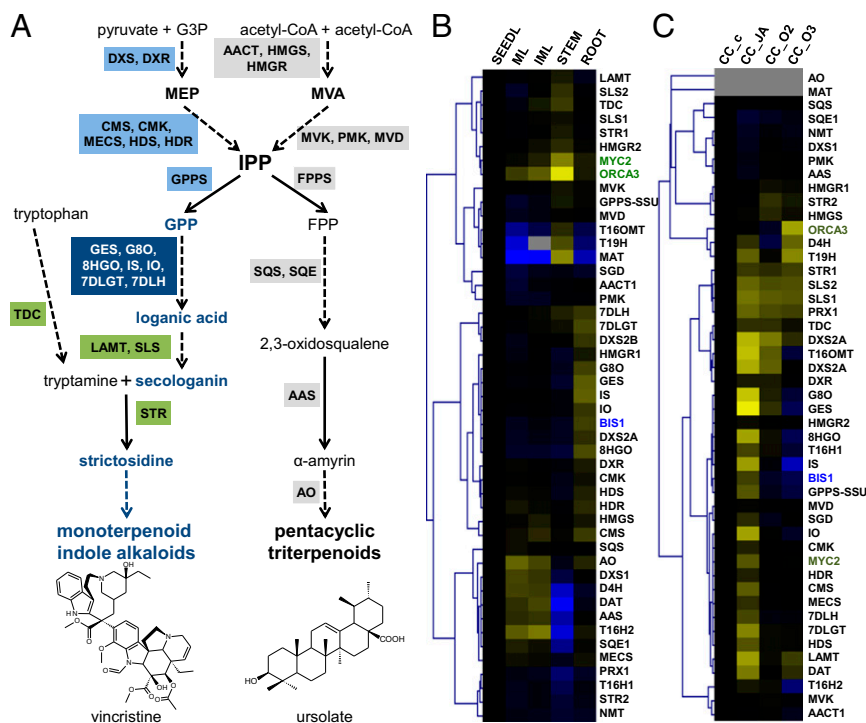
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Data deposition: The sequences reported in this paper have been deposited in the National Center for Biotechnology Information Short Read Archive (BioProject accession no. PRJNA276552) and the GenBank database [accession nos. KM409646 (BIS1), KP963953 (pGES), KP963954 (p8HGO), KP963955 (pLO), KP963956 (pIS), KP963957 (p7DLH), KP963958 (p7DLGT), and KP963959 (pLAMT)].

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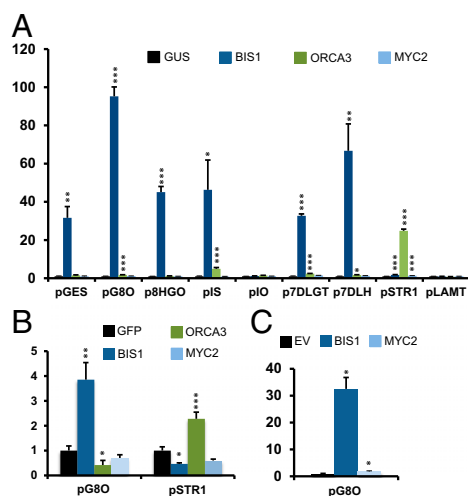
**Fig. 1.** *BIS1* is coexpressed with the iridoid pathway genes in *C. roseus*. (A) Pathways leading to the production of MIAs and triterpenoids in *C. roseus*. Genes activated by *BIS1* and *ORCA3* overexpression are boxed in blue and green, respectively. *7DLGT*, 7-deoxyloganic acid glucosyl transferase; *7DLH*, 7-deoxyloganic acid hydroxylase; *8HGO*, 8-hydroxygeraniol oxidoreductase; *AAS*, α-amyrin synthase; *AO*, amyrin oxidase; *DXR*, 1-deoxy-5-xylulose-5-phosphate reductase; *FPP*, farnesyl pyrophosphate; *G3P*, glyceraldehyde 3-phosphate; *G8O*, geraniol-8-oxidase; *GES*, geraniol synthase; *GPP*, geranyl diphosphate; *HDS*, (E)-4-hydroxy-3-methyl-but-2-enyl pyrophosphate synthase; *HMGR*, 3-hydroxy-3-methylglutaryl-CoA reductase; *IPP*, isopentenyl diphosphate; *IO*, iridoid oxidase; *IS*, iridoid synthase; *LAMT*, loganic acid O-methyltransferase; *MECS*, 4-diphosphocytidyl-2-C-methyl-D-erythritol 2-phosphate synthase; *MEP*, 2-C-methyl-D-erythritol 4-phosphate; *MVA*, mevalonate; *SLS*, secologanin synthase; *STR*, strictosidine synthase; *TDC*, tryptophan decarboxylase. (B and C) Coexpression analysis of *BIS1*, *ORCA3*, *MYC2*, and the known MIA and triterpenoid pathway genes. The average linkage hierarchical clustering with Pearson correlation was used. FPKM values along with Caros and gene ID can be found in *SI Appendix, Tables S1 and S2*. Blue and yellow denote relative down-regulation and up-regulation, respectively. (B) Selected RNA-Seq data from the Medicinal Plant Genomics Resource ([medicinalplantgenomics.msu.edu](http://medicinalplantgenomics.msu.edu)). Values were normalized to the seedling reads. IM, immature leaf; ML, mature leaf. (C) RNA-Seq from the Online Resource for Community Annotation of Eukaryotes (ORCAE) database from the SmartCell consortium ([bioinformatics.psb.ugent.be/orcae/overview/Catro](http://bioinformatics.psb.ugent.be/orcae/overview/Catro)). Values were normalized to the control cell culture (CC\_c). CC\_JA, JA-treated cell culture; CC\_O2 and CC\_O3, cell culture overexpressing *ORCA2* and *ORCA3*. Genes indicated in gray were not expressed in the cell culture.

pathways by JAs, but the identity of such TF arrays has so far remained elusive for most terpenoid pathways (1). The basic helix-loop-helix (bHLH) TF MYC2 has emerged as a central regulator in JA signaling cascades, including those leading to the biosynthesis of several classes of specialized metabolites (9). MYC2-type TFs have been shown to be involved in the regulation of terpene biosynthesis genes in *Arabidopsis thaliana*, *Artemisia annua* (sweet wormwood), and *Solanum lycopersicum* (tomato) (10–12). In *C. roseus*, MYC2 regulates the expression of the ethylene response factor (ERF) Octadecanoid derivative-Responsive *Catharanthus* APETALA2-domain 3 (*ORCA3*) (13), the JA-inducible regulatory TF that modulates the JA-induced expression of the genes of the indole branch of the pathway, *strictosidine synthase* (*STR*), and several steps downstream of strictosidine, thereby controlling part of the JA-responsive production of MIAs (14, 15). However, the iridoid genes upstream of *LAMT*, such as *geraniol-8-oxidase* (*G8O*), are not under the control of *ORCA3* (Fig. 1) (14) but are clearly responsive to JA, as illustrated by transcriptome (8, 14) and *G8O* promoter (16) analysis, suggesting that several regulatory circuits might exist that drive divergent gene expression in the MIA pathway. These circuits probably involve both repressors and activators, such as the previously studied *C. roseus* G-box binding factors (GBFs), WRKY1, AT-hook, and zinc finger TFs (17–20), or TFs that interact with MYC2, for instance, as reported in *Arabidopsis* (21, 22).

As the accumulation of MIAs is low, leading to scarcity and high market prices, there is a general interest to boost the production of these compounds *in planta*. The use of TFs can be a powerful tool in such metabolic engineering programs. *ORCA3* has been overexpressed in cell suspensions, hairy roots, and plants in attempts to increase MIA production (14, 23–25). However, because *ORCA3* does not activate iridoid genes, MIA accumulation in these lines required either coexpression with *G8O* or feeding with iridoid precursors. Given the rate-limiting nature of the iridoid pathway in *C. roseus* cultures, we launched a screen, based on transcriptome analysis, to discover iridoid-regulating TFs.

## Results

**Identification of a pG8O-Transactivating TF.** To identify regulators of the iridoid pathway branch, we set up a screen for transactivators of the *G8O* promoter (pG8O), the sequence of which had been determined previously (16). Candidate TFs were selected by mining recently generated RNA-Seq data (7, 8, 26) for TFs that showed coexpression with the iridoid genes upstream of *LAMT*. Essentially, TF encoding genes that showed expression patterns similar to *G8O* in the RNA-Seq data generated by the SmartCell consortium ([bioinformatics.psb.ugent.be/orcae/overview/Catro](http://bioinformatics.psb.ugent.be/orcae/overview/Catro)), i.e., JA induced in both cell suspensions and seedlings but not induced by *ORCA* overexpression in cell suspensions, were selected for further analysis. Among them,



**Fig. 2.** BIS1 transactivates iridoid genes in transient assays. (A) Transactivation in transfected *N. tabacum* protoplasts of iridoid and MIA promoters driving firefly luciferase (*FLUC*) expression by effector plasmids expressing *BIS1*, *ORCA3*, or *MYC2*. Values in the y axis are normalized fold-changes relative to protoplasts cotransfected with the reporter constructs and a pCaMV35S:*GUS* (*GUS*) control plasmid. For the normalization procedure, see *SI Appendix, SI Materials and Methods*. The error bars designate SE of the mean ( $n = 8$ ). (B) Transactivation in agroinfiltrated *N. benthamiana* leaves of pG8O and pSTR1 driving *FLUC* expression by effector plasmids expressing *BIS1*, *ORCA3*, and *MYC2*. Values are normalized fold-changes relative to leaves coinfiltrated with the reporter constructs and a pCaMV35S:*GFP* (*GFP*) control plasmid. The error bars designate SE of the mean ( $n = 8$ ). (C) Transactivation in bombarded *C. roseus* MP183L cells of pG8O driving *GUS* expression by effector plasmids expressing *BIS1* and *MYC2*. Values are fold-changes relative to cells cotransfected with the reporter construct and a pCaMV35S:*GFP* (*GFP*) control plasmid. The error bars designate SE of the mean ( $n = 3$ ). In all cases, statistical significance was determined by the Student's *t* test (\* $P < 0.05$ , \*\* $P < 0.005$ , \*\*\* $P < 0.0005$ ).

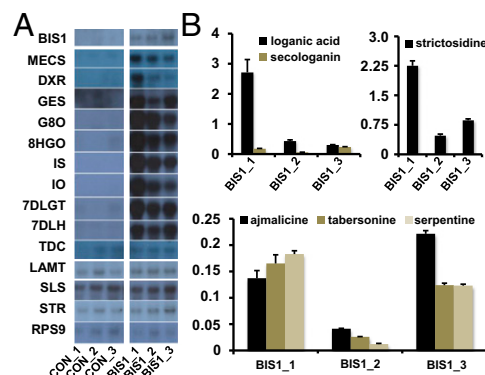
a bHLH TF belonging to clade IVa of the family (27) (Fig. 1 *B* and *C* and *SI Appendix, Fig. S1*) was capable of transactivating pG8O 95.3-fold in a *Nicotiana tabacum* (tobacco) protoplast-based screen (Fig. 2*A*). The gene encoding this bHLH TF, designated “bHLH Iridoid Synthesis 1” (*BIS1*; Caros001862), responded to JA similarly to the genes encoding the enzymes involved in the iridoid and MIA pathways and those encoding known regulators, such as *ORCA3* and *MYC2* (Fig. 1*C*). Contrary to *BIS1*, the latter two transactivated pG8O only by 1.7-fold and 1.1-fold, respectively (Fig. 2*A*). Leaf disk assays with agroinfiltrated *Nicotiana benthamiana* plants confirmed the effect of *BIS1* on pG8O (Fig. 2*B*). Finally, these results were corroborated by transient transactivation assays in bombarded *C. roseus* cells (Fig. 2*C*).

**BIS1 Specifically Transactivates the Iridoid Pathway Branch Upstream of *LAMT*.** Iridoid genes upstream of *LAMT* in *C. roseus* are highly coexpressed with *G8O* and thus might potentially be under a similar regulatory control. To test this hypothesis, we isolated the gene promoters of geraniol synthase (*GES*), 8-hydroxygeraniol oxidase (*8HGO*), iridoid synthase (*IS*), iridoid oxidase (*IO*), 7-deoxyloganic acid glucosyltransferase (*7DLGT*), 7-deoxyloganic acid hydroxylase (*7DLH*), and *LAMT* from the recently revealed *C. roseus* genome sequence (28), as well as of the *ORCA3*-dependent gene *STR1*, and assessed them for transactivation by *BIS1*, *MYC2*, and *ORCA3* (Fig. 2). In tobacco protoplasts, *BIS1* was able to induce all iridoid promoters 31- to 95-fold, except for p*IO* (Fig. 2*A*). In contrast, *ORCA3* only marginally transactivated the iridoid promoters, usually by less than twofold, except for p*IS*, which was induced 4.9-fold (Fig. 2*A*). No significant transactivation with *MYC2* was observed for any of the

iridoid promoters. As the minor effect of *ORCA3* on these promoters did not correlate with increased expression of the corresponding genes in the *ORCA3*-overexpressing cell line (as determined by RNA-Seq analysis; Fig. 1*C* and *SI Appendix, Table S2*) (7), we did not further consider it. Conversely, the promoter of the known *ORCA3* target gene *STR1* was induced 24.7-fold by *ORCA3* and only 1.3-fold by either *BIS1* or *MYC2* in tobacco protoplasts (Fig. 2*A*). The effect of *ORCA3* on p*STR1* was validated in the *N. benthamiana* leaf assay, in which *BIS1* or *MYC2* slightly repressed the p*STR1*-driven reporter expression (Fig. 2*B*). The *LAMT* promoter derivative used here could not be transactivated by any TF (Fig. 2*B*). Hence, the action range of *BIS1* is limited to the iridoid branch of the MIA pathway (up to loganic acid synthesis) and is clearly distinct from that of *ORCA3*.

**BIS1 Boosts MIA Production in *C. roseus* Cell Cultures.** In contrast to differentiated *C. roseus* plant tissues, the *C. roseus* cell suspension line MP183L accumulates only trace amounts of secologanin, strictosidine, or MIAs without exogenous supply of JA or loganin. In addition and in contrast to the *ORCA3*-dependent genes, *G8O* transcripts could not be detected in wild-type cells, illustrating the limiting nature of the seco-iridoid pathway in this cell line (14). The RNA-Seq data analysis confirmed the low transcript accumulation of all MEP and iridoid genes in nonelicited cells compared with that of the *ORCA3*-regulated genes, such as *LAMT*, *SLS1*, and *STR1* (*SI Appendix, Table S2*). Overexpression of *ORCA3* in this cell line increased the expression of *LAMT*, *STR*, and *SLS*, among other genes, but not of the iridoid genes upstream of *LAMT* (Fig. 1*C*) (7, 14). Accordingly, an increase in MIA accumulation in the *ORCA3*-overexpressing cells could only be achieved after addition of loganin to the cell culture medium (14).

To evaluate the effect of *BIS1* on MIA production and assess its value as a metabolic engineering tool, we generated three stable transgenic MP183L suspension cell lines constitutively overexpressing *BIS1* (Fig. 3). Compared with control lines expressing the gene encoding the green fluorescent protein (*GFP*), *BIS1* overexpression resulted in a high up-regulation of MEP genes and the iridoid genes upstream of *LAMT* in three independent *BIS1* lines, whereas transcript accumulation of *ORCA3*-dependent genes remained unaltered (Fig. 3*A*). This up-regulation was accompanied by a strong effect on the metabolite level (Fig. 3*B*). In contrast to



**Fig. 3.** *BIS1* overexpression boosts MIA production in stably transformed *C. roseus* suspension cultures. (A) Expression analysis in transformed cells by RNA-blot hybridization analysis showing the effect of constitutive overexpression of *BIS1* on selected biosynthetic genes in three independent cell suspension cultures of *C. roseus*. *RPS9* was used as a reference gene. (B) Accumulation of (seco-)iridoid and MIA compounds in the *BIS1*-overexpressing cell lines. Metabolite levels are indicated in  $\text{mg} \cdot \text{g}^{-1}$  dry weight. The error bars designate SE of the mean ( $n = 3$ ). In control cell lines, no detectable levels of these compounds accumulated.





leaves, from which we dissected the central vein as well as nearly veinless tissue, whereas the second set was derived from stems, from which we separated the epidermis from the rest of the stem tissue. qPCR analysis evidenced that the *GES* and *G8O* transcripts were enriched in the leaf central vein and peeled stem and absent from the stem epidermis (SI Appendix, Fig. S5), which is in agreement with their reported internal phloem-associated parenchyma (IPAP) localization (7, 30, 31). Conversely, *SGD* transcripts were enriched in the stem epidermis and veinless leaf and markedly less abundant in peeled stem and the leaf central vein (SI Appendix, Fig. S5), which is in agreement with its reported epidermal localization (32). *BIS1* expression was enriched in the leaf central vein and peeled stem and largely absent from the stem epidermis (SI Appendix, Fig. S5), hence correlating with the expression of the IPAP-specific iridoid pathway genes. Furthermore, *BIS1* expression was clearly distinct from that of the *ORCA3* gene, which was also strongly expressed in the stem epidermis (SI Appendix, Fig. S5), thus further supporting its specificity.

## Discussion

**Identification of a bHLH-Type Transcriptional Regulator of MIA Production.** MIA production in the medicinal plant *C. roseus* requires tryptophan and IPP precursors that are shared with the primary metabolism as well as numerous other specialized metabolite pathways, such as of triterpenoids and sesquiterpenoids (5, 33). Therefore, biosynthesis of (seco)-iridoids and MIAs requires a tight transcriptional coordination of genes. Our understanding of this regulatory circuit remains limited to date, because, in general, only a few transcriptional regulators of the MEP (or MVA) as well as of the downstream terpenoid pathways have been identified (1, 34). Furthermore, MIA production in *C. roseus* involves a complex spatial organization, distributed in at least four cell types, and a marked and concerted elicitation of the pathway genes by JA treatment (2, 3). This complexity undoubtedly requires an array of TFs (1), many of which remain to be discovered.

The expression of several of these TFs may be JA inducible as part of the JA signaling cascade, as previously shown for *ORCA3* and *MYC2* (13, 15). This feature has turned out to be a powerful tool in the past to find pathway-regulating TFs in different plant species (1, 4, 35) and has been also successfully exploited here to identify the TF *BIS1* as a regulator of the iridoid pathway. *BIS1* belongs to clade IVa of the bHLH family (27), which is fundamentally different from the much larger MYC2-type TFs, because its members do not contain a known JAZ-interacting domain and thus seemingly lack a direct molecular connection to the currently known primary JA signaling module (1, 36). Therefore, determination of the exact hierarchical position of *BIS1* in the JA signaling cascade will need further study.

***BIS1* and *ORCA3* Are Distinct Elements of the MIA Regulatory Circuit.** *BIS1* specifically transactivates the promoters of iridoid genes up to *7DLH* and induces their expression in transformed hairy root and cell suspension cultures. In addition, the MEP genes are also up-regulated in *BIS1*-overexpressing cultures, resulting in a co-ordinated activation of the iridoid and its precursor pathways. Such coordination of the expression of MEP precursor and terpenoid pathway genes has been reported previously and ensures the coupling of primary with secondary metabolism at the appropriate time and place (37) and is in agreement with the spatial coexpression of the MEP and iridoid genes in the IPAP cells (31).

To date, only one plant bHLH TF, phytochrome-interacting factor 5 (PIF5) from *Arabidopsis*, has been linked with the transcriptional activation of MEP pathway genes (38). Conversely, only one member of the bHLH clade IVa, NAI1 from *Arabidopsis*, has been characterized to some extent and has been reported to be involved in the formation of ER bodies, ER-derived organelles that have only been described in the plant order

of Brassicales, where they are ubiquitous in roots and seedlings (39). However, NAI1 has not been linked with activation of MEP, terpenoid, or any (specialized) metabolite biosynthesis pathway yet. Because of the limited knowledge on TFs belonging to clade IVa and/or regulating MEP-dependent terpenoid biosynthesis (34), it is too early to speculate on the evolutionary specificity of *BIS1*.

The regulatory circuit of *BIS1* differs markedly from that controlling the biosynthesis of the indole moiety and subsequent MIA pathway branches that are under control of *ORCA3*, which in turn is controlled by *MYC2* (13, 14). Overall, the distinct *BIS1* and *ORCA3* circuits correlate well with the reported cell type-specific delineation of the pathway, with *BIS1* targeting IPAP-specific genes. A 533-bp promoter sequence of the *G8O* gene had been isolated and shown to be sufficient for responsiveness to JA in *C. roseus* hairy roots (16). This promoter fragment contains several putative TF-binding sites that differ from those of the *ORCA3*-dependent gene promoters and was therefore postulated to be regulated by a different transcriptional cascade, as corroborated by our study. How and whether the different circuits interact remains to be resolved. *BIS1*, *MYC2*, *ORCA3*, and probably other, yet unknown, MIA-regulating TFs are coinduced by JA elicitation, possibly a prerequisite to guarantee optimal pathway functioning. Indeed, *ORCA3*-regulated genes are not up-regulated by *BIS1*, and some of them are even down-regulated. Conversely, in *ORCA3*-overexpressing cell cultures, *BIS1* and several iridoid genes are down-regulated (Fig. 1C) (7). Likewise, the effect of *ORCA3* overexpression on, for instance, *SGD* expression in cell suspension cultures (up) was found to be opposite to that in hairy root cultures (down) (23). The integration of the different circuits will need to be taken into account when engineering the production of MIA compounds in *C. roseus* cells.

***BIS1* Boosts MIA Production Without Precursor Feeding.** Due to the low *in planta* abundance of the valuable MIAs and their precursors, several metabolic engineering and synthetic biology programs were launched with the aim to create sustainable MIA resources. In this regard, the recent reconstitutions of the pathway up to strictosidine in both tobacco (7) and yeast (40) represent important milestones. However, the use of transcriptional regulators to activate multiple steps is considered most promising to engineer MIA synthesis in the endogenous plant source. This belief has been fostered by the discovery of *ORCA3* (14), the overexpression of which, however, was not sufficient to boost MIA production in *C. roseus* cultures.

In contrast to *ORCA3*, *BIS1* overexpression boosted MIA production in *C. roseus* suspension cell cultures in the absence of exogenous precursors or JA elicitation. Although *BIS1* “only” activated the pathway branch leading to loganic acid, its overexpression resulted in a dramatic increase, not only of loganic acid but also of downstream (seco)-iridoid and MIA products, such as secologanin, strictosidine, ajmalicine, serpentine, and tabersonine.

The biosynthetic route from strictosidine to tabersonine is largely unknown, but the seven-step biosynthesis pathway from tabersonine to vindoline has recently been fully elucidated and reassembled in yeast (41). Until now, production of vindoline in *C. roseus* suspension cultures seemed problematic, based on its complex cell-specific regulation. However, considering that the tabersonine-to-vindoline pathway can be assembled in a single yeast cell (41) and that the *BIS1*-overexpressing cells constitutively accumulate tabersonine, the latter cells may serve as a promising *C. roseus*-based platform for further metabolic engineering toward sustainable production of vindoline and, ultimately, vinblastine and vincristine. Successful engineering may depend not only on the full elucidation and reconstitution of the pathway at the enzyme level but also on the identification of additional regulatory TFs of the MIA or its precursor pathways.

Availability of these TFs may enable the overexpression of a TF network that resembles the one activated by the plant under stress conditions and that may lead to high levels of the desired bioactive MIAs.

## Materials and Methods

**Plant Material.** *C. roseus* suspension cell line MP183L and cv. Würzburg hairy roots were used for overexpression and silencing experiments. *C. roseus* cv. Little Bright Eyes was used for the VIGS experiments and seedlings, treated with 1 mM of methyl JA (MeJA) for 24 h, for genomic DNA and RNA isolation.

**Generation of DNA Constructs.** Constructs were made with the Gateway Technology (Invitrogen) or restriction enzyme digestion (*SI Appendix*). Primers used for cloning are listed in *SI Appendix, Table S4*.

**Transient Transactivation Assays in *Nicotiana* spp.** Transactivation of *C. roseus* gene promoters by *C. roseus* TFs was assessed in transient expression assays in *N. tabacum* protoplasts, *N. benthamiana* leaves, and *C. roseus* cells (SI Appendix).

### Generation and Profiling of Transformed *C. roseus* Cultures and Plants.

*C. roseus* suspension cells, hairy roots, and seedlings were stably and transiently transformed, and the subsequent metabolite and transcript profiling of the transformed tissues was carried out as described (SI Appendix).

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