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"Implementing Traditional Knowledge into Phytomedicines - An Indian Perspective"

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India is one of the most biodiverse areas in the world harboring 10% of the world's total flora. These rich (yet fragile) indigenous knowledge systems present unique opportunities, both for basic and applied research in the commercialization of herbal products. Several indigenous plants have been developed into commercial commodities, each with its own intricate history of success and challenges. The following examples will illustrate the complex process in transforming ancient knowledge into modern medicines:

- 1. Caralluma (Himalayan plant): It is a plant, which is included in the family of cactus and it is considered as natural appetite suppressant. It is considered as the **best weight loss medicine in India for men and women**.
- **2.** Convolvulus pluricaulisis: It is an indigenous plant commonly mentioned in Ayurveda, as a rasayana for use in mental stimulation and rejuvenation therapy. The drug is used as antiepileptic, brain tonic, dysentery, prominent memory improving drug, psychostimulant and tranquilizer.
- **3.** Rhodiolarosea: For centuries used in the traditional medicine. It issued as tonic and adaptogen. Studies in cell cultures, animals, and humans has been revealed antifatigue, anti-stress, antihypoxic, anticancer, antioxidant, immune enhancing and sexual stimulating effects.
- **4. Salaciareticulata:** It is an indigenous plant of genus Salacia grown in dry zone forests in India and Sri Lanka. It's a herbal plant used for the treatment of diabetes in ayurvedic medicine. It has an inhibitory action of SRCD on adipocyte differentiation, and not the promotion of lipolysis, which is involved in the suppression of fat accumulation which is indirect cause of diabetes.