



Strategic approach for development of modern herbal medicine:

The Role of Indian medicinal plants

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Why use medicinal plants?

- Potential to cure chronic diseases where allopathic medicines fail
- Huge resource of yet unused active agents
- Proven safety by use over many generations

Traditional use of medicinal plants



Panax Ginseng

Stress resistance, increases longevity, aphrodisiac, type II diabetes



Bitter melon

Digestion, inflammation, malaria, diabetes



Withania somnifera

bronchial asthma, rheumatic ailments, insomnia, cardiac diseases, aphrodisiac

Herbal Medicine

Medicinal Plant

Traditional approach
(experience-based)

For a variety of health
problems

No proof of activity

Strategic approach
(science-based)

Selective use for a
specific condition

Knowledge of structure-
function and pharmacology of
compounds

Proof of activity



Our goal!

Development of innovative herbal products to fight chronic diseases

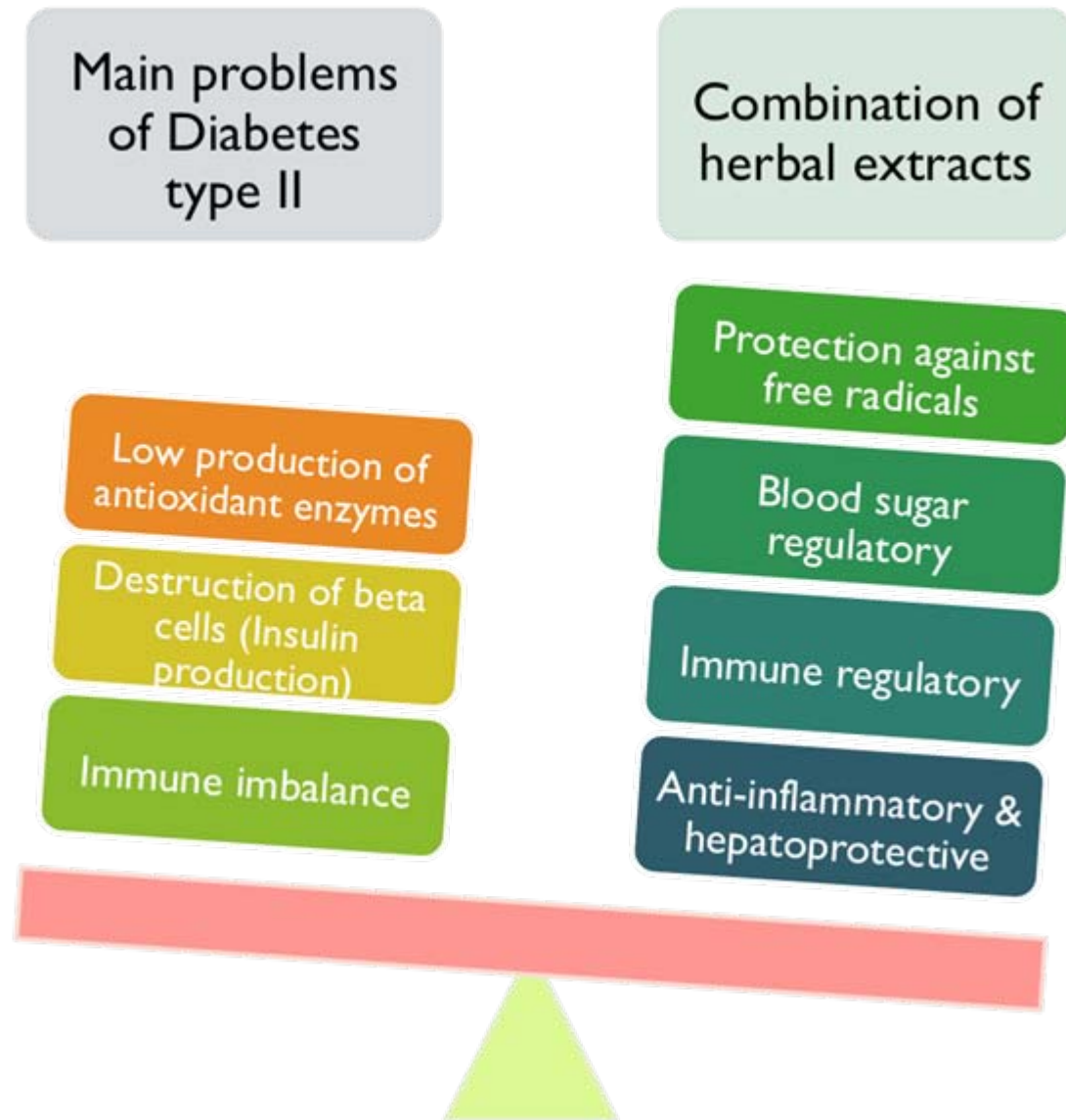
Our strategic approach!

Know the cause of disease

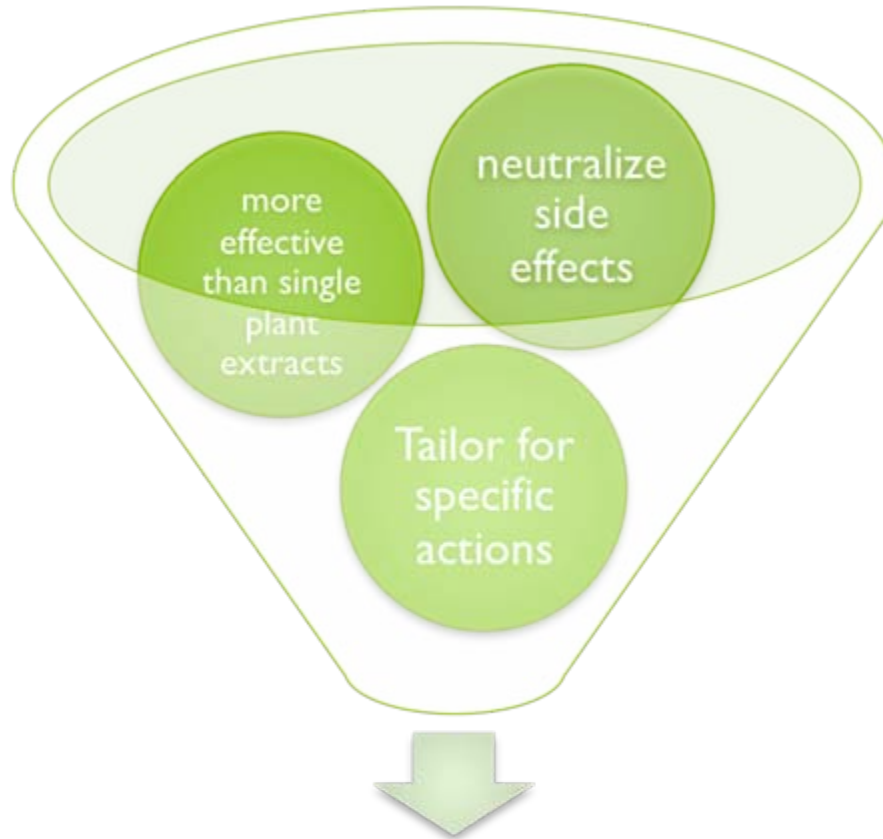
Know the chemical constituents and their pharmacology

Use right combination of plant extracts

Strategic approach for Diabetes treatment



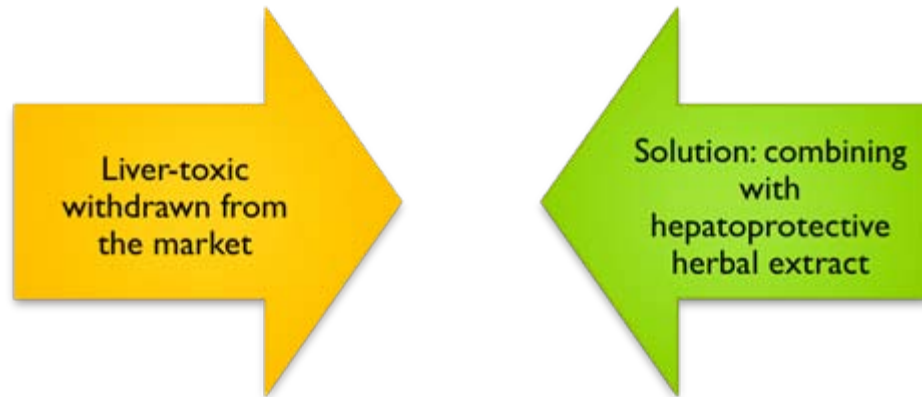
Use of combination



innovative herbal product!

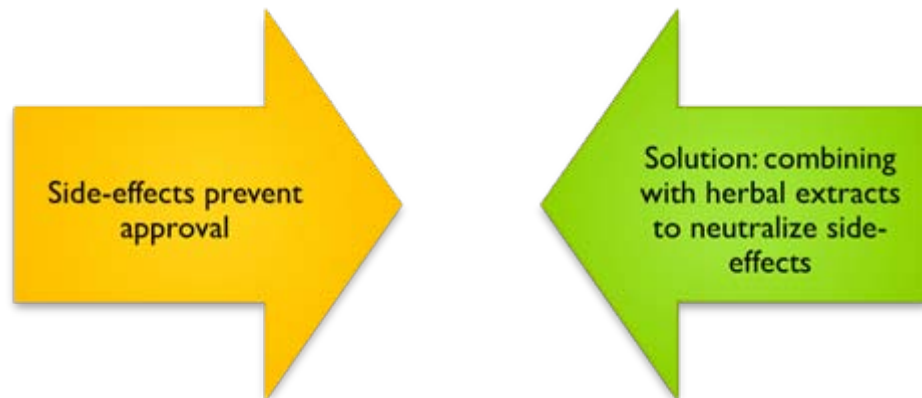
Kava-Kava (*Piper methysticum*)

Effective natural medicine for CNS disorder



Boswellia serrata

Highly effective against arthritis



Role of Indian medicinal Plants

Why Indian plants?

- Five thousand years record of safe use
- Large body of scientific knowledge
- Large number of plants and broad spectrum of activities
- Infrastructure for cultivation and industrial production of extracts

Thank you very much for your attention!

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