

Ayurvedic Proprietary Medicines: Need vs. Challenges

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Abstract: Ayurveda is one of the oldest medical science in the world. It originated in India more than 3500 years ago. There is a famous saying that “Innovation is moving at a scarily fast pace”. Therefore to keep Ayurveda up to mark of modernization of world, it has to be innovated in all aspects with time. It is the need of the hour but certain challenges are hindering the path in this perspective. In the paper these issues that is, what are the need and challenges in prescribing ayurvedic proprietary medicines are suffered will be discussed in detail.

Keywords: Ayurveda, Innovation, medicines, proprietary, need, challenges.

1. Introduction

Ayurveda means the science of life. It is one of the oldest medical science. With the advent of time, it is harbored in various aspects. Ayurveda also explains the concept of Bhavana (addition of other ayurvedic ingredient) and sanskara (Temperature, pressure, etc.).¹ With the pace of globalization and time, few drugs got extinct and to meet the demands of people proprietary medicines emerged. These are the need of hour but challenges are also faced in this step.

A. Definition

Drug or formulation made by manufacturing company based on reasoning and expertise after conducting clinical trials about its efficacy. For e.g. Liv-52 of Himalaya company

2. Drug and cosmetic act

- The Drug and Cosmetic act 1940, describes criteria for marketing Ayurvedic proprietary medicines (APM).
- That Act includes Section 3A is for the drugs/formulations mentioned in authoritative that is text books of Ayurveda, e.g. Chyavanaprasa.
- The Section 3H is for those formulations containing few ingredients which are mentioned in the formulae described in the authoritative books and decisions are made by companies. For e.g. liv-522.

A. Need

- Full detail of ingredient, Quantity, Uses and Method of preparation.

- Number of ingredients are more of which some are extinct or not readily available.
- Authentication of raw drugs and their standardization
- Not easy to use due to,
 - Palatability and
 - Quality aspect.
- Promoting herbal extracts based medicine for better efficacy
- Drugs based on newly researched herbal phytochemicals not part of conventional ayurvedic pharmacopoeia
- Incorporating new drug delivery mechanism viz. enteric coated tablets.
- Cultivation - weather---atmosphere-- potency
- Use of yukti w.s.r. scientific research, clinical trials and pharmacological evaluation of prepared drugs to meet the growing needs of the era.

B. Challenges

- Research plans should be according as per validating ayurvedic shastriya parameters and laws.
- Dose formulae's: The formula of the drug prepared needs to be clearly evaluated.
- Drug storage: Drug prepared as well as raw ingredients need to be stored at proper condition of the room, temperature, etc.
- Ayurvedic pharmacies: These should have proper sanitary condition as well as continuous supply.
- Emergency drugs: This is the need of the hour to combat emergency condition.
- Government support: Government play a highly negligent role in promoting ayurveda.
- Awareness in children's
- Mass communication ----media role
- People faith on Ayurveda.
- Cost effectiveness
- To formulate Ayurvedic proprietary medicine (APM), drug which is going to act through either drug receptor interaction or altering doshas it should be formulated

considering ayurvedic principles of formulation.

- In case if the drug approval requires addition of other ingredients such as additives, then these must be evaluated as per Ayurveda to understand the Ayurvedic properties of the final formulation.
- For instance, an approach discussed by Nanal et al. can be useful. They have studied the ayurvedic properties of non-Ayurvedic substances such as custard (not covered in the any ayurvedic book) and explain its use along with its properties as per ayurvedic philosophy.³
- In addition to this, a dosing selection investigator and/or researcher may perform clinical trials to optimize the dose.
- Source and manufacturing of shastriya bhasma and kupipakwa compound their dosing and molecular size are of concern as many companies procurement procedure is not transparent viz if there is swarna-prashan drops manufactured by pharmacy what are the basis that swarn bhasma is prepared by that pharmacy or not or from some other source and of what particle size

C. Few examples

1) Charak pharmaceuticals

- Its new product Evanova, a preparation containing 33 herbs and minerals and non-hormonal active ingredients used as a menopause treatment alternative to HRT.
- Soya is one of the main ingredients in this product.
- The product also contains Ayurvedic herbs that act like selective estrogen receptor modulators as well as asparagus root (shatavari), which reduces the frequency and intensity of hot flashes.

2) Aimil pharmaceuticals

- Its wide range of Ayurvedic herbal formulations,

covering most therapeutic segments, was honored by the Indian government's National Award for Quality Herbal Preparations and National Award for R & D in the year 2002.

- It is known for its proprietary formulas for hepatitis, diabetes, menstrual disorders, digestive disorders, and urinary diseases.

3. Discussion

A. Global opportunities

- India is called “Botanical Garden of the world” as it is the largest producer of medicinal herbs. Out of more than 25000 plants of medicinal value, only 10 % are used for their medicinal value. Around 1800 species are systematically documented in the codified Indian systems of medicine.
- The opportunities are enormous in India the only constraint is this system is not recognized in most parts of the world legally as a system of medicine /health care, allowing qualified doctors to practice the profession, advise & prescribe Ayurvedic & Herbal medicines & nutraceutical's.

4. Conclusion

Branded classical and rational patent and proprietary ayurvedic formulations are futuristic medicines for holistic health hegemony.

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