

Herbals & Ayurvedics

India LAC International Pharma Meet

June 28th, 2007

Brijesh Kapil



1822 Medical text perspective

.....it rises from the exposure of putrid animal and vegetable substances on the public wharfs...it always begins in the lowest part of a populous mercantile town near the water, and continues here without much affecting the higher parts. It rages most where large quantities of new ground have been made by banking out the rivers for the purpose of constructing wharfs....the is generated by the impure air or vapour which issues from the new-made earth or ground raised on the muddy and filthy bottom of rivers.....

Excerpts from Medical text in 1822

Yellow fever :2006 Medical text perspective

Yellow fever occurs in two forms.

Urban yellow fever:

Virus is transmitted by the bite of an *Aedes aegypti* mosquito infected 2 wk previously by feeding on a viremic patient.

Sylvatic yellow fever:

Virus is transmitted by *Haemagogus* and other forest canopy mosquitoes that acquire the virus from wild primates. Yellow fever is endemic in Central Africa and areas of South and Central America.

Source: *Oxford handbook of Tropical medicine*



The wharfs...new dug up land ?

Distribution of yellow fever

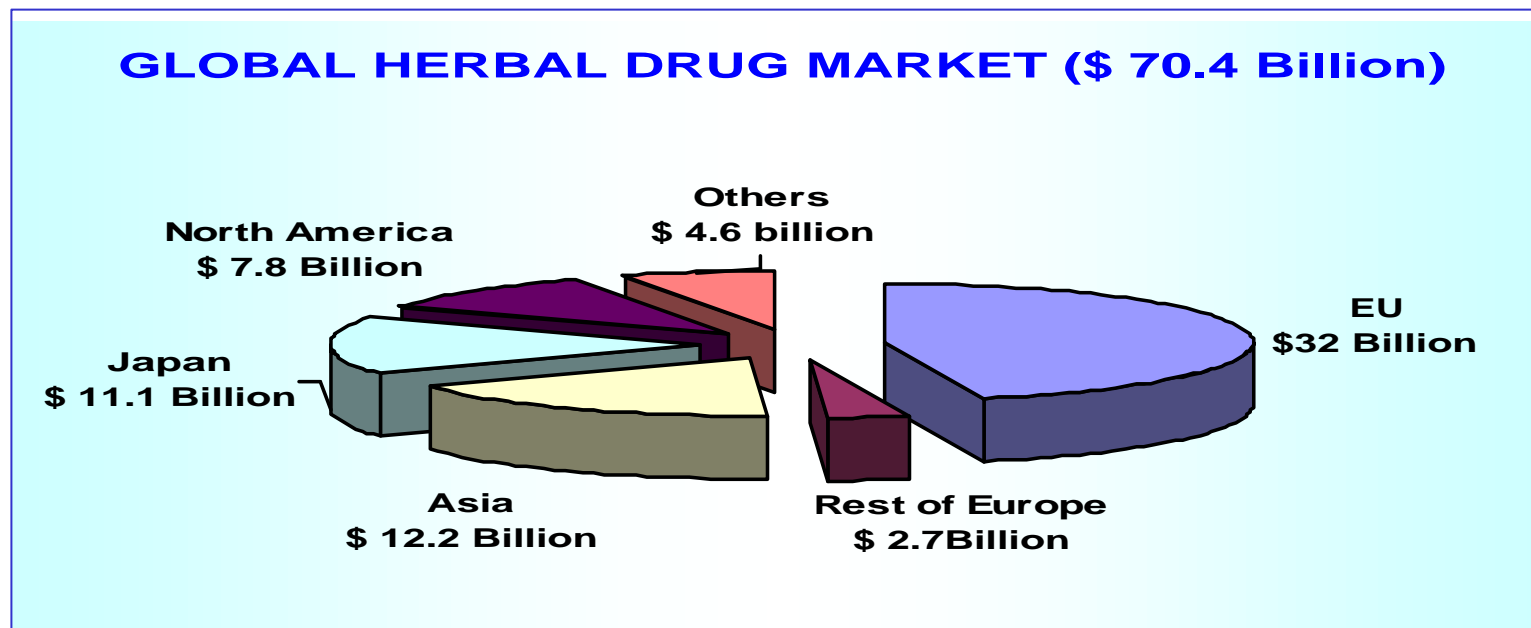


**Every man is a creature of his age in which he lives;
Very few are able to raise themselves above the ideas of time**

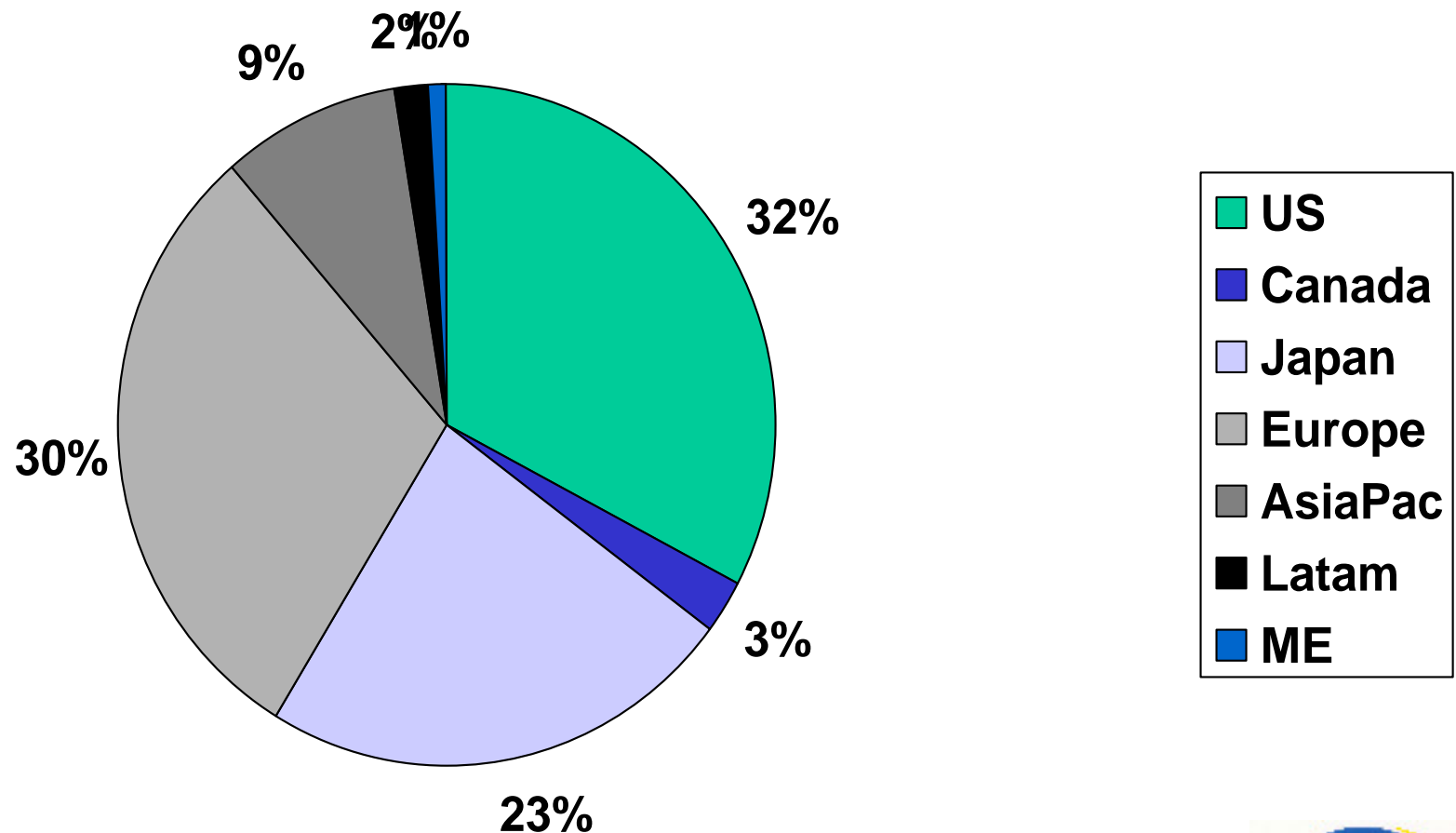
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Herbal Medicinal Preparations: Business Opportunity

- The World Bank estimate of world trade in medicinal plants and related products \cong \$ 5 trillion by 2050 A.D.
- 80% of population in the world uses traditional medicines majorly comprising herbal range. WHO estimates
- Global Herbal market estimated at 70.4 Bn US\$.
- Nutraceuticals estimated at 133 Bn \$ reaching 200 Bn \$ by 2010



Nutraceuticals : Global market 2010 - 200Bn\$

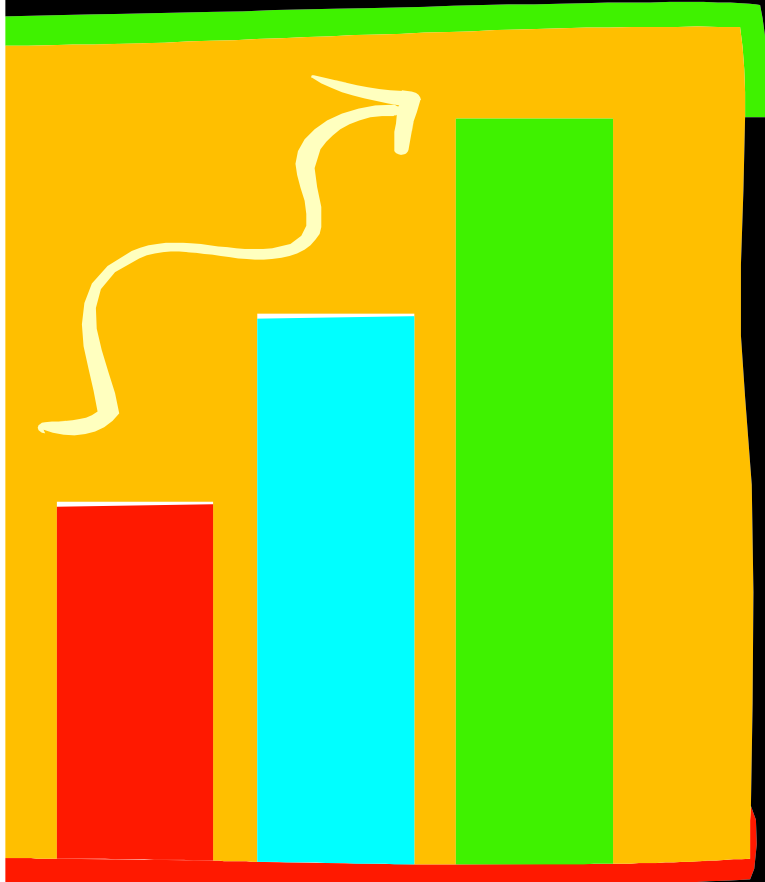


US, Japan and Europe would account 85% market

Nutrition Industry

SEGMENT	USA	GLOBAL
Supplements	21,310	66,550
Natural & Organic Food	20,840	47,730
Natural & Organic Personal Care and Household Products	6,560	18,210
Functional Food	26,660	77,890
Total Nutrition Industry	75,370	210,380

Thank you !!!!!



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