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## The chemical basis of pharmacological activity in medicinal plants

**Benjamin Gilbert**

Institute of Pharmaceutical Technology-Farmanguinhos, Brazil

The scientific literature often refers to the active principal of a medicinal plant. However, a number of workers have found that this active principal does not reproduce the activity of the original extract in terms of the dose present. In several cases, it has been shown that two or more active substances can be identified and that there are also substances present that facilitate passage through membranes, resistance to metabolism by cytochromes and other defensive substances in the host organism or in the pathogenic parasite or microorganism responsible for disease. Multidrug resistance inhibitors have also been identified which distinguish the integral natural medicine, valid indefinitely from its isolated active component which often suffers a progressive decline in activity over time. Examples, mainly from medicinal plants used in South America include *Bauhinia* (diabetes type 2) and *Passiflora* species (anxiety and mental dysfunctions), *Cordia verbenacea* (inflammation), *Bidens pilosa* (malaria and hepatitis). Standardization of a plant extract by analysis of a single substance has proven to be inadequate in several cases as a result of this dependence of pharmacological action on multiple components.

[benjamin Gilbert1@gmail.com](mailto:benjamin Gilbert1@gmail.com)

## KeenMind®: A clinically proven natural medicine for brain health

**Dilip Ghosh**

SFI Pty Ltd., Australia

The brain is a complex organ that neuroscientists are still attempting to understand. As people live longer, dysfunction of the brain is becoming a predominant issue for the healthcare system. Cognitive decline, particularly in elderly people, often derives from the interaction between age-related changes and age-related diseases and covers a wide spectrum of clinical manifestations. Epidemiological evidence supports the hypothesis that modifiable lifestyle-related factors are associated with cognitive decline, opening new avenues. Due to the multifactorial nature, the role of nutrition in cognitive neuroscience is complex. The concern is not simply with the impact of a single chemical on the brain but with multiple nutrients, metabolites and interacting factors. Numerous nutraceutical combinations have entered the international market through exploration of ethno-pharmacological claims made by different traditional practices without robust quality, safety and efficacy proof. The role of clinically proven natural products in brain health is urgently needed and few products have addressed this need. KeenMind™, a standardized extract (CDRI08) made from an Indian Ayurvedic herb, *Bacopa monnieri* with numerous randomized, double-blind, placebo-controlled studies demonstrates benefits for enhancing memory retention and recall, improving mental clarity and focus as well as assisting learning, concentration and attention. KeenMind™ is very useful to facilitate learning and concentration, particularly in children and students. This can be used for mature and elderly individuals to aid memory and reduce decline in mental performance. KeenMind™ supplementation can be an ideal choice for those with intellectually demanding jobs or those who are under pressure.

[Dilip.Ghosh@sfihealth.com](mailto:Dilip.Ghosh@sfihealth.com)

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