

## NATURAL PRODCUTS BREAKING THROUGH!!!

These recent times have seen a revolution in the use, understanding and research on natural products and botanicals. Many call this a 'green revolution'. But this turn of preferences has not come just like that. This has taken years of research and hard work to come up to the notion that is now very much proven that people consuming vegetables and herbs more than meat have a significantly higher chance of staying clean from obesity and other cardiovascular diseases such as atherosclerosis and hypertension.

The increase in publication of data on natural products in peer-reviewed journals has been instrumental in achieving this status. There has not only been an increase in the number of journals publishing research exclusively on natural products, but there also has been a change in the over all scope of the existing main-stream journals in favor of plant research. Many of the journals that rarely published data on herbs are now including papers investigating the rational and biological evaluation of different traditionally used or newly identified medicinal plants in each of their issues. Our '**Pharmacognosy Magazine**', although a new inclusion in this quest for unraveling the mysteries of plants, promises zeal, new ideas and interesting results in the field. Already, the journal has seen submissions from researchers all over the world and if this same trend continues, then there is no doubt that soon this publication will be a leading forum and platform for publishing novel data in the field of phytotherapy. Another parameter to prove the growing scientific interest in journals publishing plant data is evident from the fact that in the past 3 years, there has been a significant increase in the impact factor of some of the leading natural product journals (Table 1). This not only is encouraging for the researchers in this field of interest but also motivating us for the future of this journal.

**Table 1: Data showing the comparative impact factor values for some of the natural product journals from years 2002 to 2004**

<i>Sl. No.</i>	<i>Journals</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>
01	Fitoterapia	0.584	0.848	1.042
02	Journal of Ethnopharmacology	1.188	1.269	1.420
03	Journal of Natural Products	1.855	1.849	2.202
04	Natural Product Letters	0.527	0.586	0.676
05	Natural Product Reports	5.900	7.529	7.890
06	Phytochemistry	1.686	1.889	2.101
07	Phytomedicine	1.377	1.138	1.201
08	Phytotherapy Research	0.875	0.803	0.975

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