

## Natural Remedies to Impotence

*The basic essence of all living creatures is propagation and anything hindering this process will be of very serious concern. Although epidemiologically such hindrance is equally prevalent in men and women, the psychosocial impact of reproductive disabilities is relatively of major concern among men. Although less talked about, impotence is extensively prevalent in the society. Like in most other instances, the Mother Nature has her own answers to reproductive disorders in men. Highlighting the nature's gift to mankind to overcome impotence is the extensive review by Qureshi et al., in the current issue. Considering the escalating prevalence of impotence in men, the publication of this review is very timely. Although there are several plant sources, which have been screened as therapeutics for impotence. Considering the multi-etiological nature of impotence, the approach to therapy also needs to be combination of psychological, nutritional, pharmacological and/or surgical interventions.*

*Also reported in this issue are two articles highlighting the cardiovascular (Balogun et al.,) and haematological (Yakubu et al.,) toxic effects of Daniella Oliveri leaves and Fadogia agrestis stem extract respectively. Although its a general notion that plant products are safe and are devoid of side effects and some report these adverse effects to adulterants in the plant products, at times certain plant products may per se have such deleterious effects. Hence screening of plant products/extracts for such adverse effects on the general physiological parameters is imminent.*

*Another area of Natural Product research, which is gaining increasing attention in the recent years, is the need to develop time tested and robust purification/quantification procedures. In the present issue Rai and Mishra report simple and sensitive spectrophotometric method for the simultaneous determination of asiaticoside and wedelolactone in a polyherbal formulation. The need to develop and refine such simple techniques for several phyto-constituents is envisaged to be of immense utility in the development of poly formulations of natural products. Such refinement will not only comply with the regulatory needs but will also authenticate quality and hence people's belief and acceptance of natural product based drugs.*

*I hope and trust our readers have enjoyed the contents of Phcog Mag in the previous years and we continue our efforts in meeting your expectations. We greatly appreciate as well as anticipate your contributions to the progress of Phcog Mag and wish you all very happy and prosperous New Year ahead.*

*Sincerely*

*Arun Kumar HS  
Associate Editor (Phcog Mag)*

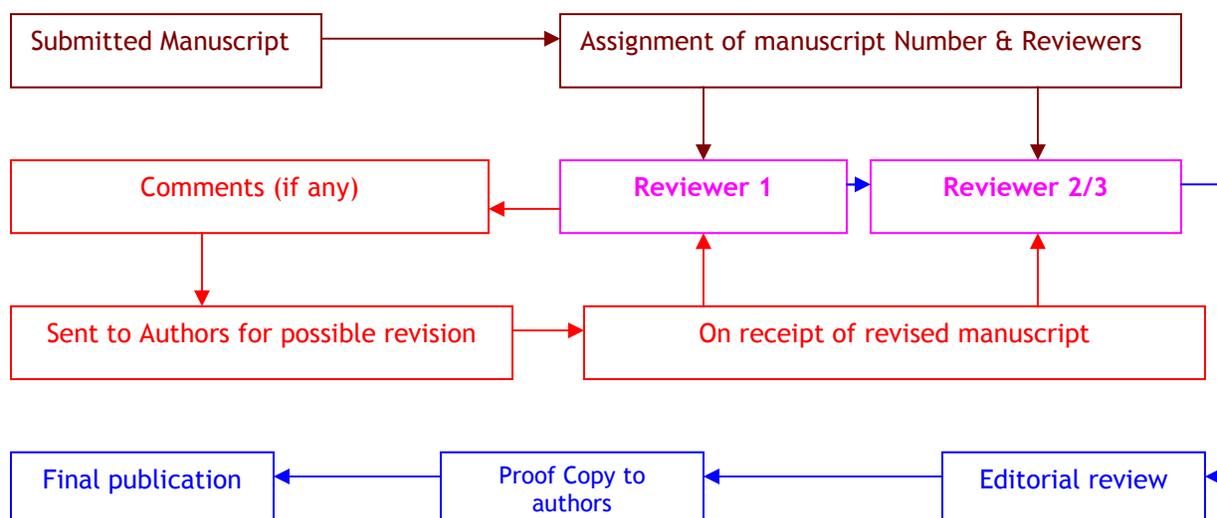
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## PHCOG MAG.: Peer review Process

Pharmacognosy Magazine - (ISSN 0973-1296: PHCOG MAG.) is a quarterly publication of Phcog.Net, the first issue was released on January 1st, 2005 (for more details: [www.phcogmag.com](http://www.phcogmag.com)). **PHCOG MAG.** (An Official Publication of Phcog.Net) is an open access publication series of Phcog.Net, which comprises of contributions to Medicinal Plant research with special reference to Phcog.Net and certain aspects of information with prior knowledge of editorial board. It publishes Special Article FOCUS (App. 5000 words), Short reviews (App. 3000 words), Clinical reports on a Plant (App. 2000 words), Recent advances in Assay methods and techniques (App. 5000 -6000 words), Plant review (App. 1000 words) and Research articles. All submitted articles are subjected to peer review. Phcog Mag being subjected to indexing in different databases, contributions and manuscripts with high quality of scientific content and language submitted exclusively to **PHCOG MAG.** would undergo possible reviewing. Manuscripts not meeting the scientific standards will not be considered for the reviewing process. Editors will be asking referees to advice on

the scientific merit as well as the likely appeal the paper will have for broad Natural Product researcher's readership. Editors usually give reviewers 21 days to complete their review process. Although editors always hope for a quick turnaround, this is not always possible. However, editors will be in contact with the referees once paper is sent to them, with weekly reminders of their due date. Once all the reviews are in-house, the Editor handling the manuscript will most likely make a decision within a day or two. The editor will then contact the corresponding author with the decision. The entire review process of the articles submitted to PHCOG MAG is done online and digitally. Reviewers invest precious time in the belief that they are making important contributions to the scientific process. Author's criticism or negative comments on reviewer's comments will be subjected to the cancellation of publication.

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