



CURRENT MARKET STATUS OF AYURVEDIC AND PROPRIETARY AYURVEDIC MEDICINES FOR WOMEN'S HEALTH: A STRATIFIED SURVEY STUDY

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ABSTRACT

Introduction: Although many of the issues around women's health are related to reproductive system, "Health of women" is a broader, holistic and important arena with regards to public health. For thousands of years, Ayurveda, is enabling women to combat these issues effectively, safely. **Aim:** Survey was conducted to assess current market status of Ayurvedic and proprietary Ayurvedic medicines, Nutraceuticals enriched with Ayurveda drugs, Ayurveda *Ahara*, traditional Ayurveda medicines for Women's health. **Methods:** Stratified survey including online survey of GMP approved Ayurvedic pharmaceutical units, Ayurvedic medications and above-mentioned products in market was done using search engines like Google, government websites, websites of selected Ayurveda pharmaceutical companies, online marketing websites, online medicines vendors, through predetermined search terms, phrases. Physical market survey was also done from local Ayurvedic medical stores, Ayurveda raw drug suppliers in Jamnagar vicinity, Gujarat, India. Products were scrutinised on aspects such as preventive and curative, classical and proprietary medications along with OTC and prescription drugs, dosage forms etc. **Results and Discussion:** With atleast 10 top most GMP certified companies producing classical and more than 150 proprietary Ayurvedic products in the market, it can be claimed that women's health is providing a strong base for the Ayurvedic market to grow with the current trends. Patient compliance affects market size hence must be taken care of. Being a fast-moving area, focus is need to be given over stringent rules and regulations for formulations to confirm safety for certain medicines and other consumables. **Conclusion:** Ayurvedic and proprietary Ayurvedic medicines have significant Indian market share and scope in Woman health sector.

KEYWORDS: Women's Health, Menopause, Phytoestrogens, Galactagogue, Peripartum, Stri Roga.

INTRODUCTION:

Although many of the issues around women's health are related to reproductive system, "Health of women" is a broader, holistic and important arena with regards to public health. When a mother dies, it impacts negatively on the health, education, nutrition, and economic status of her orphaned children and the community, and it also leads to a welfare loss that may take generations to overcome. Women health is critical issue not only in view of physical medical reason of either herself, or family but also psychological health of both and its impact extends to several sectors from economics of the country to public health as in country like India they are backbone of family health and shoulder major household responsibilities along with earning shares and work outside domestic arena. As per classical texts, all 4 major aspects for proper conception and better progeny like *Rutu* (proper age for conception, menarche etc, regular menstruation), *Kshetra* (state of reproductive organs), *Ambu* (menstrual cycles, *Rasadhatu*, nourishment for foetus) and *Beeja* (ovulation, Genetic health (devoid of hereditary health issues leading to disorders of conception/ poor health of fetus) etc.) are dependent on Reproductive Health of women. Ayurveda, in the journey towards better health for women, offers many guidelines related to healthy food and lifestyle to be adopted during different important stages of her life. For thousands of years, Ayurveda, is enabling women to combat these issues effectively, safely. **Aim:** Survey was conducted to assess current market status of Ayurvedic and proprietary Ayurvedic medicines, Nutraceuticals enriched with Ayurveda drugs, Ayurveda *Ahara*, traditional Ayurveda medicines for Women's health.

MATERIAL AND METHOD:

Stratified survey including online survey of top 36 GMP approved Ayurvedic pharmaceutical units and other most commonly prescribed and well-known Ayurvedic pharmaceutical companies, Ayurvedic medications and Ayurvedic products available in market related to women's health was done using search engines like Google, Government websites, websites of selected Ayurvedic pharmaceutical units, online marketing websites, online medicine vendors through predetermined search terms, phrases. Search was done for formulations for women health mentioned in Ayurvedic formulary of India, and classical literature (Laghutrayee and Bhrihatrayee). Search was also done for medicinal classical Ayurvedic or Ayurvedic patent and proprietary formulations available in the market on the basis of certain women health conditions (included in table). Physical market survey was also done from local Ayurvedic medical stores located within 100-meter distance around location of institute and Ayurvedic raw drug suppliers in Jamnagar vicinity, Gujarat, India. Products were scrutinized on aspects such as preventive and curative, classical and proprietary along with OTC and prescribed drugs, dosage form etc.

Formulations were searched from classical texts for survey which are from chapters mentioned in *Chikistasthana* or from chapters specifically dedicated for women's health namely-*Strirora*, *Sutikaroga*, *Yonivyapad*, *Stanaroga*, *Pradara* and formulations from Sharangdhara Samhita with specific indications for women's health. **Inclusion criteria:** Only those formulations which are specifically

used for women health conditions and as mentioned above. **Exclusion criteria:** Formulations merely for cosmetic purpose. Those formulations which may be used nonspecifically for women health conditions and indicated in general, irrespective of gender, *Shodhana* protocols, formulations for *Basti* etc.

RESULTS:

Total 62 Ayurvedic formulary of India, and 78 number of classical Ayurvedic formulations from Laghutrayee, Bhrihatrayee and Bhaisjya Ratnavali mentioned for women health were identified for search in view of their availability in commercial market.

Survey of 34 top most selling, popular GMP certified companies preparing Ayurvedic medicines, Ayurvedic proprietary medicines revealed that, they prepare and made available total 29 and 121 number of classical and Ayurvedic proprietary medicines for Women's health in the market. Search for women health terms for classical Ayurvedic formulations in pilot survey exhibited disappointing results hence only proprietary Ayurvedic formulations for specified women health conditions were searched for present study. Upon Women health condition wise search of proprietary Ayurvedic medicines available in the market, it is found that, number of proprietary medicines are available as mentioned ahead- Menstrual disorders (78), Antenatal care-during pregnancy (15), Postnatal care (6), lactating mothers (11), Infertility (5), leucorrhea (17), Uterine tonic (17), Dysfunctional uterine bleeding (3), Endometriosis (2), Uterine fibroid (1), Menopause (35), Thyroid disorders (3), Bust enhancement (3), Women well-being (33).

It is noted that many (7) medicines are for pregnancy and lactation which suggest their safety in either condition.

Physical survey of best-selling 3 local Ayurvedic shops revealed market availability of medicines of total 34 number of GMP certified Ayurvedic manufacturing companies with total 25 and 36 numbers of classical and Ayurvedic proprietary medicines out of which there were Tablets (53), Capsules (6), Syrups (10), *Ghrita* (5), *Taila* (2).

DISCUSSION:

Categorization of classical formulations on the basis of specific conditions related to women's health is found difficult as use of formulation for certain condition depends on *Yukti* (decision) of *Vaidya*. In many classical formulations rather than mentioning single specific indication, a set of several indications are also mentioned like *striroga*, *yonivyapada* and *sutika roga* and also it adds to complexity as same formulation has different variants as well as different indications in different classics. Hence here search was done on the basis of several criteria i.e., criteria for choosing formulation, criteria for choosing women health condition, most famous, top selling Ayurvedic manufacturing, marketing pharmaceuticals, certain classified medicines in the category for women's health under searched pharmaceutical units product catalogue and categorization as

well as women health conditions here classified according to current situations and selected women's health conditions. Further categorization was done on the basis of indications written over label of products) of available products in the market.

Survey of the available formulations related to Ayurvedic medicines in detail revealed that there are about 34 top GMP certified pharmaceuticals, marketing about 12 external medications and about 138 internal medications out of which 29 are classical while 121 are P&P products. A few formulations namely *Dashamula Taila*, *Bala Taila*, *Jatyadi Taila*, *Aarogyavardhini Rasa*, *Punarnavadi Mandura*, *Chandraprabha Vati*, *Kanchnara Guggulu*, *Gokshuradi Guggulu* etc. has been practiced successfully in various reproductive disorders in female even though they have not been specifically indicated for the same. These formulations have been excluded from the survey since it is out of our preview. Looking at the variations in dosage forms among these formulations, it has been observed that syrups (30), capsules (22), pills /tablets (45) and medicated *Ghrita* (5), medicated *Taila* (3), *Asava-Arista* (5) occupied the major portion. The popularity of these dosage forms must be due to following reasons - palatability issues are less in these dosage forms, applying for women, easy to administer, easy to carry. Analyzing the Ayurvedic medications available in market disease wise, maximum formulations both classical and P&P products has been marketed for menstrual disorders because it is the primary concern when it comes to reproductive health of the female.

It is interesting to note that majority of the herbal formulations which are classical and P&P product are available online as well as offline as over the counter (OTC) medications. This happens due to less stringent GMP guidelines as well as medicine dispensing guidelines for Ayurvedic medications. Medicine dispensing guidelines must stringent for no OTC and online availability of especially formulations containing schedule E (1) drugs or must be removed from online shopping. Due to Over the counter and online selling such formulations, ADR goes unnoticed. Thus, pharmacovigilance remains of no use and these cause serious issues and finally Ayurveda is blamed for this. Total 23 Ayurvedic patent and proprietary products were found sold in the market claimed for women's well-being, for maintaining for vitality and stamina in women.

Conditions like Female diseases (in general), Sterility in women, Diseases and disorders of the uterus, Disorders of menstrual flow comes under drug and magic remedies (objectionable advertisement) act 1954 whose advertisement is prohibited by Act, in spite of which formulations are found in market for these conditions too. There are other conditions (Improvement in size and shape of the sexual organ and in duration of sexual performance, Maintenance or improvement of the capacity of the human being for sexual pleasure) which are also proposed to be prohibited under the act as these revisions of act are under draft notification awaiting for approval but products for such claims are found being sold in the market.

Formulations with misbranded, spurious, false claims must be thoroughly checked for by drug controlling authority and must be banned since it can have negative impact on the psychology of the public regarding Ayurvedic medications.

Thus, it is evident that, Ayurveda medicine has huge share in management of women health sector. In 2017, demand of single herb *Ashoka* bark (*Saraca Asoca*) only in domestic sector which is specifically prescribed for women disorders was 200metric ton.

During survey it was observed that availability of modified dosage forms is more in market which is depended on public demand, thus public sector is moving toward modified Ayurvedic dosage forms. As well online availability of such medications opens the scope for growth of Ayurveda, and such companies also deliver products out of country which indicated global acceptance of Ayurveda.

CONCLUSION:

Ayurvedic and proprietary Ayurvedic medicines have significant Indian market share and scope in Woman health sector. Being a fast-moving area in Ayurvedic pharmaceutical market, further scope of Ayurvedic medication in women's health lies in the *Yukti* of the *Vaidhya* primarily. New dosage form development and imposing stringent rules with regard to manufacture, marketing, and dispensing of Ayurvedic formulations can definitely strengthen and propagate Ayurveda globally.

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