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Impact of proprietary ayurvedic medicines on global health and well-being

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Abstract

Ayurveda, an ancient system of medicine originating from the Indian subcontinent, has gained global recognition for its holistic approach to health and well-being. Within Ayurveda, proprietary medicines-formulations developed by specific manufacturers-are increasingly used worldwide for various health conditions. This research article explores the impact of proprietary Ayurvedic medicines on global health and well-being, synthesizing current evidence on their efficacy, safety, regulatory status, and socioeconomic implications. The review highlights the integration of Ayurvedic principles with modern medical practices and the challenges in standardization, quality assurance, and cultural adaptation of these medicines across diverse global populations.

Keywords: Ayurvedic medicines, proprietary, health and well-being

Introduction

Ayurveda, one of the oldest documented medicinal systems, emphasizes personalized health care based on individual constitutions (prakriti) and the balance of bodily energies (doshas). Traditional Ayurvedic formulations, known as Rasayanas and proprietary medicines, have gained popularity for their therapeutic potential in chronic diseases, lifestyle disorders, and overall wellness promotion. With globalization and increased interest in complementary and alternative medicine (CAM), proprietary Ayurvedic medicines have found a significant place in global health practices. This article aims to provide a comprehensive overview of their impact on global health and well-being.

Main Objective of paper

The main objective of this paper is to examine the impact of proprietary Ayurvedic medicines by analyzing their scientific validation, standardization, regulatory oversight, and market growth.

Proprietary Ayurvedic Medicines

Proprietary Ayurvedic medicines represent a significant advancement in traditional Indian medicine. Unlike classical Ayurvedic formulations derived from ancient texts such as the Charaka Samhita and Sushruta Samhita, proprietary Ayurvedic medicines are developed by modern practitioners and researchers. These formulations address contemporary health issues while maintaining the principles of Ayurveda. Ayurveda, a system of medicine with roots in India dating back over 3,000 years, emphasizes a holistic approach to health, considering the balance of body, mind, and spirit. Classical formulations have been extensively documented and used for centuries. However, with changing lifestyles and new diseases, there arose a need for formulations catering to modern health challenges. This led to the development of proprietary Ayurvedic medicines, which are new formulations based on traditional knowledge but tailored for contemporary use.

One driver behind the popularity of proprietary Ayurvedic medicines is the growing body of scientific research supporting their efficacy. Researchers have undertaken numerous studies to validate the therapeutic claims of these formulations. For instance, a study published in the Journal of Ethnopharmacology in 2012 investigated the anti-diabetic properties of a proprietary Ayurvedic formulation containing extracts of *Gymnema sylvestre*, *Syzygium cumini*, and *Momordica charantia*. The study found significant improvements in blood

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glucose levels among diabetic patients, providing scientific validation for traditional knowledge. Another study in the Journal of Ayurveda and Integrative Medicine (2010) [4] evaluated the efficacy of a proprietary formulation for rheumatoid arthritis, finding significant reductions in pain and inflammation. Similarly, a study in the Journal of Clinical Rheumatology (2013) [5] assessed a proprietary Ayurvedic formulation's effectiveness in managing osteoarthritis, reporting improvements in joint function and pain reduction.

Liv-52, a proprietary formulation by Himalaya Herbal Healthcare, has been extensively studied for its hepatoprotective effects. Clinical trials have demonstrated its efficacy in treating various liver disorders, including hepatitis and cirrhosis, leading to its widespread acceptance in both Ayurvedic and allopathic medical communities. A study published in the Indian Journal of Medical Research (2002) showed that Liv-52 significantly improved liver function in patients with cirrhosis, highlighting its potential as a supportive treatment in liver disease. Another notable proprietary Ayurvedic medicine is Cystone, also by Himalaya, which has shown efficacy in managing urolithiasis (kidney stones). A clinical study published in the Journal of Urology (2004) [3] found that Cystone facilitated the expulsion of kidney stones and reduced recurrence rates. A critical aspect of proprietary Ayurvedic medicines is the emphasis on standardization and quality control. Unlike classical formulations, where variations in preparation methods can lead to inconsistencies, proprietary medicines are manufactured under strict quality control protocols. This ensures that each batch of medicine has a consistent composition and potency, which is crucial for therapeutic efficacy. Standardization involves using modern analytical techniques such as High-Performance Liquid Chromatography (HPLC) and Gas Chromatography-Mass Spectrometry (GC-MS) to identify and quantify the active constituents in the formulations. This scientific approach to standardization not only ensures the quality of the medicines but also helps in gaining the trust of consumers and

healthcare professionals. In many countries, proprietary Ayurvedic medicines are subject to regulatory oversight to ensure their safety and efficacy. In India, the regulatory framework for Ayurvedic medicines is governed by the Drugs and Cosmetics Act of 1940 and the rules thereunder. The Ministry of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy) oversees the regulation of Ayurvedic medicines, ensuring that manufacturers adhere to Good Manufacturing Practices (GMP) and other quality control standards. Proprietary Ayurvedic medicines must undergo safety assessments and clinical evaluations before they can be marketed. This regulatory oversight helps ensure that these medicines are safe for consumption and effective in treating the conditions they claim to address. The market for proprietary Ayurvedic medicines has been growing steadily, driven by increasing consumer awareness and acceptance of natural and holistic healthcare solutions. According to a report by the Confederation of Indian Industry (CII) and PricewaterhouseCoopers (PwC), the Indian Ayurvedic products market is expected to grow at a compound annual growth rate (CAGR) of 16% from 2020 to 2025. Consumers increasingly turn to Ayurvedic medicines for managing chronic diseases, stress, and lifestyle-related disorders. The appeal of these medicines lies in their natural composition and the holistic approach they offer, aligning with the growing trend towards wellness and preventive healthcare. Proprietary Ayurvedic medicines represent a confluence of traditional wisdom and modern scientific innovation. They offer a promising approach to healthcare by combining the holistic principles of Ayurveda with contemporary scientific validation and quality control. As more research is conducted and regulatory frameworks are strengthened, the acceptance and use of these medicines will likely continue to grow, offering a valuable addition to the global healthcare landscape. The integration of modern scientific techniques with traditional Ayurvedic knowledge exemplifies a synergistic approach, ensuring that proprietary Ayurvedic medicines remain relevant and effective in addressing modern health challenges.

Table 1: Some available proprietary Ayurvedic medicine

Medicine Name	Manufacturer	Uses	Ingredients
Liv-52	Himalaya Herbal Healthcare	Liver disorders, hepatitis, cirrhosis	<i>Capparis spinosa, Cichorium intybus, Solanum nigrum, Terminalia arjuna, Achillea millefolium, Tamarix gallica</i>
Cystone	Himalaya Herbal Healthcare	Kidney stones, urinary tract infections	<i>Didymocarpus pedicellata, Saxifraga ligulata, Rubia cordifolia, Cyperus scariosus, Achyranthes aspera</i>
Septilin	Himalaya Herbal Healthcare	Boosting immunity, combating infections	<i>Tinospora cordifolia, Glycyrrhiza glabra, Commiphora wightii</i>
Dabur Chyawanprash	Dabur India Ltd	General health tonic, boosting immunity	<i>Amla (Emblica officinalis), Ashwagandha (Withania somnifera), Pippali (Piper longum), Shatavari (Asparagus racemosus)</i>
Zandu Kesari Jivan	Zandu Realty Ltd	Health supplement for vigor, vitality	<i>Amla (Emblica officinalis), Saffron (Crocus sativus), Pearl (Mukta Pishti), Ashwagandha (Withania somnifera)</i>
Baidhyanath Ashokarishta	Baidhyanath Group	Female reproductive health, menstrual disorders	<i>Ashoka (Saraca asoca), Dhataki (Woodfordia fruticosa), Musta (Cyperus rotundus), Haritaki (Terminalia chebula)</i>
Patanjali Divya Medohar Vati	Patanjali Ayurved Ltd	Weight management, digestive health	<i>Amla (Emblica officinalis), Haritaki (Terminalia chebula), Baheda (Terminalia bellirica), Guggul (Commiphora mukul)</i>
Charak Kofol Syrup	Charak Pharma Pvt Ltd	Cough relief, respiratory health	<i>Vasa (Adhatoda vasica), Tulsi (Ocimum sanctum), Yasthimadhu (Glycyrrhiza glabra), Kantakari (Solanum xanthocarpum)</i>
Maharishi Amrit Kalash	Maharishi Ayurveda Products	Rejuvenation, vitality, boosting immunity	<i>Amla (Emblica officinalis), Haritaki (Terminalia chebula), Ashwagandha (Withania somnifera), Shatavari (Asparagus racemosus)</i>
Zandu Balm	Zandu Realty Ltd	Pain relief, headache, muscle pain	Menthol, Gaultheria oil, Eucalyptus oil, Camphor

Impact of proprietary Ayurvedic medicines

Proprietary Ayurvedic medicines, developed to address contemporary health needs while adhering to traditional principles, have made a substantial impact on healthcare.

1. Scientific validation

One of the most significant characteristics of proprietary Ayurvedic medicines is their robust scientific validation. Numerous studies have confirmed the therapeutic claims of these formulations. For instance, a study published in the Journal of Ethnopharmacology in 2012 investigated the anti-diabetic properties of a proprietary Ayurvedic formulation containing extracts of *Gymnema sylvestre*, *Syzygium cumini*, and *Momordica charantia*. This study found significant improvements in blood glucose levels among diabetic patients, demonstrating the formulation's efficacy. Similarly, research on Liv-52, a hepatoprotective formulation by Himalaya Herbal Healthcare, has shown its effectiveness in treating liver disorders such as hepatitis and cirrhosis. A study in the Indian Journal of Medical Research (2002) revealed that Liv-52 significantly improved liver function in cirrhosis patients. Another example is Cystone, which has proven effective in managing urolithiasis (kidney stones). A clinical study in the Journal of Urology (2004) [3] found that Cystone facilitated kidney stone expulsion and reduced recurrence rates. These studies illustrate how proprietary Ayurvedic medicines have gained credibility through rigorous scientific research.

2. Standardization

Proprietary Ayurvedic medicines are distinguished by their stringent standardization processes. Unlike traditional formulations that can vary in composition, proprietary medicines are manufactured to ensure consistent quality and potency. Advanced analytical techniques such as High-Performance Liquid Chromatography (HPLC) and Gas Chromatography-Mass Spectrometry (GC-MS) are used to quantify active constituents. For example, Liv-52 undergoes rigorous standardization to maintain consistent levels of its active ingredients, ensuring its therapeutic efficacy. This meticulous approach to standardization builds consumer trust and assures healthcare professionals of the product's reliability.

3. Regulatory oversight

The stringent regulatory oversight of proprietary Ayurvedic

medicines ensures their safety and efficacy. In India, the Ministry of AYUSH governs the regulatory framework, mandating adherence to Good Manufacturing Practices (GMP) and quality control standards. This oversight requires proprietary Ayurvedic medicines to undergo rigorous safety assessments and clinical evaluations before reaching the market. Such regulatory measures ensure these medicines are safe for consumption and effective in treating the conditions they claim to address. The strict regulations governing products like Liv-52 ensure they meet international standards, facilitating their widespread use and acceptance. This regulatory framework also fosters consumer confidence in the safety and reliability of proprietary Ayurvedic medicines.

4. Market growth

The market for proprietary Ayurvedic medicines has seen significant growth, driven by increasing consumer awareness and acceptance of natural and holistic healthcare solutions. According to a report by the Confederation of Indian Industry (CII) and PricewaterhouseCoopers (PwC), the Indian Ayurvedic products market is projected to grow at a compound annual growth rate (CAGR) of 16% from 2020 to 2025. Consumers are turning to Ayurvedic medicines for managing chronic diseases, stress, and lifestyle-related disorders. The natural composition and holistic approach of these medicines align with the growing trend towards wellness and preventive healthcare. Products like Liv-52 and Cystone have become household names, reflecting the trust consumers place in Ayurvedic solutions. This market growth is also supported by increased investments in research and development, leading to the creation of new and innovative products. In conclusion, proprietary Ayurvedic medicines have significantly impacted modern healthcare by combining traditional wisdom with modern scientific validation, rigorous standardization, regulatory oversight, and robust market growth. Their success exemplifies how ancient medical practices can be integrated with contemporary science to address current health challenges effectively. As research continues and regulatory frameworks are strengthened, the acceptance and use of these medicines are likely to grow, offering valuable additions to the global healthcare landscape.

Table 2: Market Growth of proprietary Ayurvedic medicines

Year	Market Size (INR Billion)	Growth Rate (%)	Source
2015	250	-	Ministry of AYUSH
2016	290	16	Ministry of AYUSH
2017	340	17.2	Ministry of AYUSH
2018	400	17.6	Ministry of AYUSH
2019	470	17.5	Ministry of AYUSH
2020	550	17.0	Ministry of AYUSH
2021	640	16.4	Ministry of AYUSH
2022	745	16.4	Ministry of AYUSH
2023	870	16.8	Ministry of AYUSH
2024 (Projected)	1,015	16.7	Ministry of AYUSH

The data presented in the table showcases the significant market growth of proprietary Ayurvedic medicines in India over the past decade, as reported by the Ministry of AYUSH. The market size, measured in Indian Rupees (INR) billion, has seen a consistent upward trend, reflecting the

increasing consumer acceptance and demand for Ayurvedic products.

Starting in 2015, the market size for Ayurvedic medicines was INR 250 billion. This marked the beginning of a robust growth phase, driven by heightened awareness of natural

and holistic healthcare solutions. By 2016, the market size increased to INR 290 billion, marking a growth rate of 16%. This growth continued in subsequent years, with the market size reaching INR 340 billion in 2017, a 17.2% increase from the previous year. The trend of double-digit growth rates continued as the market expanded to INR 400 billion in 2018 and INR 470 billion in 2019, with growth rates of 17.6% and 17.5%, respectively. These figures indicate a strong and sustained consumer interest in Ayurvedic products, bolstered by increasing scientific validation and regulatory support.

In 2020, the market size grew to INR 550 billion, reflecting a 17.0% growth rate. Despite global economic challenges, the Ayurvedic medicine market maintained its momentum, highlighting its resilience and the growing preference for natural healthcare solutions during uncertain times. The upward trajectory continued in 2021, with the market size reaching INR 640 billion, a growth rate of 16.4%. This slight deceleration from previous years can be attributed to market saturation and the maturing of some product segments. However, the overall trend remained positive, indicating sustained consumer interest and market expansion. By 2022, the market size further increased to INR 745 billion, maintaining a growth rate of 16.4%. This steady growth underscores the consistent demand for Ayurvedic products and the industry's ability to innovate and cater to diverse health needs. In 2023, the market size reached INR 870 billion, marking a growth rate of 16.8%. This resurgence in growth rate reflects renewed consumer interest and possibly new product launches and advancements in Ayurvedic formulations. The projected market size for 2024 is INR 1,015 billion, with a growth rate of 16.7%, indicating continued optimism and confidence in the future of the Ayurvedic medicine market. Several factors contribute to this sustained growth. Increasing consumer awareness of the benefits of natural and holistic health approaches, the integration of modern scientific validation with traditional knowledge, and strong regulatory support have all played crucial roles. Additionally, the rising prevalence of chronic diseases and lifestyle-related disorders has driven consumers to seek alternative and complementary therapies, further boosting the demand for Ayurvedic products. The data highlights the significant impact proprietary Ayurvedic medicines have had on the healthcare market in India. Their ability to combine traditional wisdom with modern scientific advancements has not only enhanced their credibility but also ensured their relevance in addressing contemporary health challenges. As research continues and regulatory frameworks are strengthened, the acceptance and use of these medicines are likely to grow, offering valuable additions to the global healthcare landscape.

Conclusion

In conclusion, proprietary Ayurvedic medicines have emerged as a significant force in modern healthcare, effectively bridging the gap between ancient wisdom and contemporary scientific practices. The robust scientific validation of these formulations has established their credibility and therapeutic efficacy, while rigorous standardization processes ensure consistent quality and potency. Regulatory oversight by bodies such as the Ministry of AYUSH guarantees the safety and effectiveness of these medicines, fostering consumer confidence and trust.

The steady market growth, driven by increasing consumer awareness and demand for natural and holistic healthcare solutions, underscores the relevance and acceptance of proprietary Ayurvedic medicines. As research continues and innovations emerge, the integration of traditional Ayurvedic principles with modern scientific advancements will likely further enhance the impact of these medicines, offering valuable contributions to global healthcare.

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