

Review Article

DOI: <http://dx.doi.org/10.22192/ijamr.2018.05.01.004>

## Herbal Nutraceutical – An ablaze scope and opportunity in Indian health care Merchandise

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### Abstract

Neutraceuticals are bio-active materials that provide demonstrated physiological benefits or reduce the risks of chronic diseases above and beyond their basic nutritional functions. Although the concept of Neutraceuticals is gaining more popular, more recently, its root can be traced to the ancient Indian system of medicine-Siddha. It is clearly stated that should, which besides providing nutrition helps to maintain the healthy state and prevent the occurrence of disease should be consumed. The classical texts of Siddha are filled with scattered references of implication of food products in various disease entities. Selected foods can improve physical or mental performance or even decrease disease risks indeed this concept is a core principle of Siddha medicine, an ancient Indian system of medicine which emphasise “Food as Medicine and Medicine as Food”. This concept is often sidelined because of over-reliance on designed drugs. However, the current trend is to give more emphasis to nutrition which inturn throw light on the traditional system of medicine. The objective of this study is to create awareness of prevention of various diseases through Siddha intervention and to explore the richness of herbals and develop neutraceuticals from these drugs which could be used in preventing various diseases.

### Keywords

Neutraceuticals,  
Food as Medicine and  
Medicine as Food,  
Siddha,  
Nutrition.

### Introduction

The term nutraceutical was originally defined by Dr. Stephen L. DeFelice, founder and chairman of the Foundation of Innovation Medicine (FIM), Crawford, New Jersey. Since the term was coined by Dr. DeFelice, its meaning has been modified by Health Canada which defines nutraceutical as: a product isolated or purified from foods, and generally sold in medicinal forms not usually associated with food and demonstrated to have a physiological benefit or provide protection against chronic disease. In Siddha system of medicine it was called as Kayakarpan by our Siddhars. “Let Food be Your Medicine” was said

by Thirumoolar. The kayakarpan drugs have the property of anti-aging and longevity. Such by developing nutraceuticals by using kayakarpan drugs, it can be tremendously helpful in preventing aging and increasing lifespan.

### Materials and Methods

#### Kayakarpan in Siddha

Kaya means body and karpam means transformation which prevent diseases, maintains youth long by delaying the signs of aging such as graying of hair and wrinkling of skin and ensures healthy long life by,

Kayakarpa avizhtham[medicine], kayakalpa yoga. A Kalpa medicine deals with drugs possessing antioxidant properties which prevent cell death and ensure longevity. The modern medical science started exploring antioxidant theory only two decades ago. But in ancient Siddha literature, a significant number of kayakarpa drugs have been mentioned and they have now been found to possess antioxidant properties. In addition, Kayakarpa medicines are very useful for long health life, enhance memory, intelligence, freedom from illness, youthful feeling, lustre of complexion, strengthens to the physical body and sense organs [1].

### Natural products in the Management of Cancer, Diabetes and Viral infections

#### *Eclipta prostrata*[2]

- **Parts Used:** Whole Plant
- **Method of Preparation** - dried and powdered. Taken with tender coconut water 1 month & with Honey 1 month
- **Diet regimen:** Avoid tamarind & Salt. Benefaction: Body becomes lustre, Eye brightness, to acquire more knowledge.
- **Scientific view:** Has Enzymatic & Non-Enzymatic antioxidants. Has free radical scavenging activity.

#### *Aloe Barbadosis*[2]

- **Parts Used:** Fleshy leaf & Method of Preparation Dried 1-2 gms to be taken.
- **Duration:** 40 days.
- **Diet regimen:** To feel as young,
- **Benefaction:** grey hair, chronic piles, life span will increase.
- **Scientific view:** Contains Polysaccharides and flavanoids. Anti-tumour, Anti-genotoxic and chemopreventive

#### *Zingiber Officinale*[2]

- **Parts Used:** Rhizome
- **Method of preparation:** Remove the outer skin, sliced & soaked in honey 3-5 slice.
- **Duration:** 40 days.
- **Benefaction:** Prevents senility, gives good eye sighted, strengthen the body.
- **Scientific view:** Diarylheptanoid acts as Antioxidant.

#### *Citrus limon*[2]

- **Parts Used:** Juice & Fruit.
- **Method of Preparation:** Prepared in to juice as pickle.
- **Duration:** 6 Months.
- **Benefaction:** Prevents senility, grey hair, ascitis.
- **Scientific view:** Decreases lipid peroxidation & increases superoxide dismutase.

#### *Centella asiatica*[2]

- **Parts Used:** Leaf.
- **Method of Preparation:** Can be used as curry or taken with jathipathiri(Myristica fragrance)
- **Duration:** 40 days.
- **Benefaction:** Liver disorders, enhances memory and intelligence.
- **Scientific view:** Inhibitory effect on deoxyribose gradation and hydroxyl scavenging activity

#### *Azhadirachta indica*[2]

- **Parts Used:** Tender & Mature leaf.
- **Method of preparation:** Leaf is dried & grounded, omam & salt is added.
- **Duration:** 40 days
- **Diet Regimen:** Tamarind (Note); specially started on rohini nakshathra.
- **Scientific view:** Prescence of strong antioxidant activity, antitumour and chemopreventive activity

#### *Oryza sativa*[2]

- **Parts Used:** Rice.
- **Method of preparation:** To be round and mixed with cows ghee
- **Duration:** 40 days.
- **Benefaction:** Rejuvenation.
- **Scientific view:** High Phenolic content and has antioxidant action. Prevents bowel cancer.

### Scope and oppourtunity indian neutraceutical markets [3,4,5]

The Indian neutraceutical market valued at \$ 1,480 million in 2011 could grow to \$ 2,731 million in 2016, a report said today. According to the report by business research and consulting firm Frost &

Sullivan, functional foods will be the quickest growing category followed by dietary supplements until 2015. However, dietary supplements specifically herbal and dietetic supplements will form the greatest opportunity areas for nutraceutical manufacturers, it added. Nutraceutical a portmanteau of the words 'nutrition' and 'pharmaceutical', is a food or food product that reportedly provides health and medical benefits, including the prevention and treatment of diseases.

The report said that at present the dietary supplements were the largest category accounting for 64 per cent of the nutraceuticals market. This market is driven primarily by the pharmaceutical sector in the form of vitamin and mineral supplements, it added. As per the study the global nutraceutical market was estimated to be \$ 149.5 billion in 2011 with US, Europe and Japan being the largest regional markets, accounting for nearly 93 per cent of the global nutraceutical demand. As these markets are nearing maturity, with exceedingly high per capita spends on nutraceutical products nutraceutical manufacturers are looking at developing countries such as India and China as key growth regions, it added.

Apart from the current low per capita spend on these products in India, other factors that could support the growth of nutraceuticals in India are increasing obesity in the population and rising instances of diabetes and cardiovascular diseases, the report said. The government is also chipping in by funding vitamin fortification initiatives due to increasing food security concerns in India and need for additional nutrition.

## Discussion

Nutraceuticals are present in most of the food ingredients with varying concentration, time and duration of supply of nutraceuticals influence human health Manipulating the foods, the concentration of active ingredients can be increased Diet rich in nutraceuticals along with regular exercise, stress reduction and maintenance of healthy body weight will maximize health and reduce disease risk.

## Conclusion

Many deadly diseases which are prevalent in current day clinical practice can be effectively bypassed with the simple procedures of preventive and curative

methods in Siddha system of discipline *kayakalpa*. Although the pharmacokinetics of *kayakalpa* herbs were not revealed 5000 years ago by the ancient Siddhars, Recent researches on herbs has enlightened that the components of *Kayakalpa* herbs seems to target the reactive oxygen species which are significant cancer causing agents. A deeper exploration in the areas of *kayakalpam* can fetch us to a break-through in combating various diseases like cancer and promote healthy living.

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Quick Response Code	
DOI: <a href="https://doi.org/10.22192/ijamr.2018.05.01.004">10.22192/ijamr.2018.05.01.004</a>	

### How to cite this article:

S.Rajkumar, S.Mohamed Ajmal, R.Raseeha. (2018). Herbal Nutraceutical – An ablaze scope and opportunity in Indian health care Merchandise. Int. J. Adv. Multidiscip. Res. 5(1): 16-18.

DOI: <http://dx.doi.org/10.22192/ijamr.2018.05.01.004>