



Advances in Pharmacognosy and Phytomedicine

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Editor's Note

Why Launch a New Journal “Advances in Pharmacognosy and Phytomedicine”?

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Advances in Pharmacognosy and Phytomedicine

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On behalf of the editorial board, I am pleased to present to you the first issue of the journal “Advances in Pharmacognosy and Phytomedicine (APP)” edited by World Science and Research Publishing (<http://www.journals.wsrpublishing.com/index.php/APP/index>).

As the inaugural Editor-in-Chief, I can state with some assurance that the launch of this new project has been fairly the exercise. Advances in Pharmacognosy and Phytomedicine was produced in order to offer a non-bias avenue for publication of ideas, original research, views and reviews to a broad-ranging readership. We trust that anyone with an interest in phytotherapy will browse through our journal and discover something of interest, importance and value.

Advances in Pharmacognosy and Phytomedicine is a multidisciplinary, open-access, peer-reviewed journal that aims to present to you the most recent progress in Phytotherapy Research and to give an information exchange platform for a large audience of pharmaceutical researchers with interest in Phytomedicine Research and Chemistry of Natural Compounds as well as professionals or academicians working in the field.

Advances in Pharmacognosy and Phytomedicine aimed at publishing high quality Original Research Articles, Methods, Techniques and Evaluation Reports, critical Reviews, Short Communications, Commentaries and Editorials of all aspects of Medicinal Plants research including Natural Product Discovery and Chemistry, Pharmacognosy and Pharmacological Investigations, Medicinal Food and Nutraceutical, Ethnopharmacology and Ethnomedicine, Biological Evaluation of crude extracts, essential oils and pure isolates, Identification and Structural Elucidation of Natural Products.

The journal “Advances in Pharmacognosy and Phytomedicine” publishes innovative studies on efficacy, safety, quality and mechanisms of action of specified plant extracts, phytopharmaceuticals and their isolated constituents. This includes clinical, pharmacological, pharmacokinetic and toxicological studies of specified herbal medicinal products, herbal preparations and purified compounds which have a defined and consistent quality assuring reproducible pharmacological activity.

If you are pharmacologists, pharmacognosists, chemists, pharmaceutical researchers, clinical pharmacists, nutritionists, basic science researchers or any other scholar with interest in phytomedicine related research, you are more than welcome to contribute your study to the journal of Advances in

Pharmacognosy and Phytomedicine.

Language of publication is English. Manuscripts written by authors whose mother language is not English should be checked by a native speaker before submission. All manuscript submissions are subject to first appraisal by the Editor, and, if found suitable for further consideration, to peer review by independent, anonymous expert referees. We promise you a neutral, rigorous, professional and fast editorial and peer review process that will ensure the rapid publication of your high quality article.

We hope that you will use our journal (Advances in Pharmacognosy and Phytomedicine) as one of the publications where you'd like to get your study published. We welcome your original works from all fields of Pharmacognosy, Phytochemistry and Phytomedicines. We'd also welcome your comments on the articles and other work published in the Journal.

Our distinguished Editorial Board is extremely paying attention in your suggestions, comments, and thoughts. Please give us feedback.

Our website, <http://journals.wsrpublishing.com/index.php/APP> serves as a platform for all aspects in Advances in Modern Phytopharmacy and Phytotherapy Research. From author instructions, you can be taught about our open access policies, it contains all the information the authors will need when deciding whether to submit to the journal.

We have a database with a great number of peer reviewers, in which the number is still increasing continuously. Our Editorial Board consists of lot members from different countries. The Editorial Board members have diverse expertise in different Ethnopharmacology subspecialties including Aromatic and Medicinal Plants, Pharmacological Investigations, Microbiological Methods, Analytical Chemistry, Phytopharmaceuticals and Clinical Toxicology, Medicinal Foods and Nutraceutical. Strict peer review process can ensure high quality paper to be published in this journal.

Finally, I want to express thanks and gratitude to all the persons who made this achievable and reality. This ranges from the World Science and Research Publishing team who helped with art design, setting up the journal and its author instructions and web organizing it all. Furthermore, it has been very gratifying and pleasing to receive the support and tolerance of all the authors, reviewers and editors throughout the launch procedure.

We want to be receptive and responsive to your desires and needs and so please feel free to email us (editor.aipp@gmail.com) with your opinions, thoughts and ideas. There is constantly space for perfection and improvement. We support and encourage every person to send us, as soon as possible, your papers so that we can get them in for the anticipated fall 2015 issue.

I look forward to hear from you, either through your manuscript submissions or reviews or ideas you might wish to share. We are waiting for your contribution!