
EDITORIAL

Where do we stand !!!



Phcog.Net was started with the intention of bringing the global medicinal plant researchers into one forum. As a means of documenting the enormous scientifically tested natural product knowledgebase from this forum, Phcog Mag was launched, with its first issue published in January this year. We believe, scientific knowledge should be freely accessible to all thinking minds, to envisage its further development in contributing to benefit of human and animal health, making the world a better place to live-in. Hence, Phcog Mag. was formulated for **online open access publication** (highlighted in the previous editorial) to deliver the knowledge with free access to every one with out any delay.

I am very much delighted with the response we have had from the authors in contributing their research findings to Phcog Mag and equally delighted with the prompt response from our reviewers in adhering to the tight time schedule of the article reviewing process. I anticipate continued enthusiasm and support from the Phcog.Net members and various medicinal plant researchers in making Phcog Mag a highly preferred publishing source for their research findings.

From the time tested age old therapeutics to modern scientifically evaluated medicines, natural products have continued to be valuable source of research tools as well. Forskolin, is one such research tool, which has been a great aid in understanding the adenyl cyclases mediated signalling events, which are associated with many physiological as well as pathophysiological events. A very comprehensive review on forskolin phytochemistry by Reddy *et al.*, is presented in the current issue and a method described for its extraction from steam of *Coleus forskohlii* by Saleem *et al.* Research in this front to identify better sources of such valuable tools or develop techniques to produce them by biotechnological means is very much desired, while natural products continue to be of many uses true to the “mother natures diversified utility”. These points were also highlighted in the recent international conference on “Promotion and Development of Botanicals with International Coordination: Exploring quality, safety, efficacy and regulations”, which is briefly summarised in the current issue.

I hope you all have been enjoying reading the previous issues of Phcog Mag and will continue to do so with our future issues as well. I would appreciate any suggestions to improving it further, while we continue our efforts to bring best information from the field to you.

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