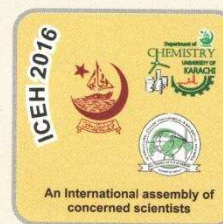


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OBS-03

Ethnopharmacology - The Science behind herbal medicine discovery from ancient wisdom

*¹Salman Ahmed

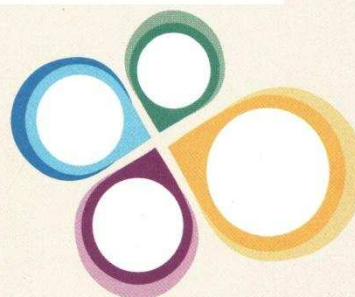
Department of Pharmacognosy, Faculty of Pharmacy, University of Karachi,
Karachi-75270, Pakistan

*e-mail for correspondence: salmanahmed@uok.edu.pk

ABSTRACT

Drug discovery started, when man suffered from abdominal pain and accidentally healed by chewing leaves of plant. The story of Ethnopharmacology begins from doctrine of signatures, the shape signatures of herbs to heal resembled parts of the body. Later on, shape signatures modified into color and taste signatures for healing purpose. The information exchange and understanding about people use of natural resources to discover therapeutic and toxicological potential now shaped into a branch of science "Ethnopharmacology". Simply Ethnopharmacology, by using modern science enables traditional knowledge to convert into medicine and acts as powerful and creative drug discovery engine.

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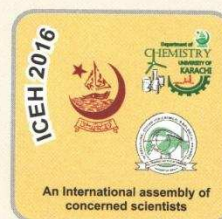
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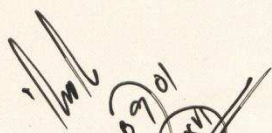
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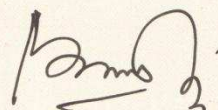
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to*

Dr. Salman Ahmed

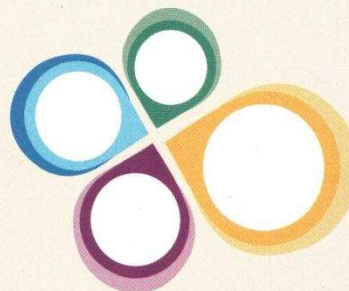
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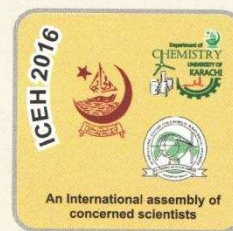


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Right to left

Salman Ahmed (Presenter)

Prof. Dr. Tabassum Mahboob (Chairperson of Biological Session- ICEH-2016)