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## Journey from Ayurvedic herbs to dietary supplements

**A**yurveda, the traditional medical system in India, has been practised for over 4,000 years and dates back to the time of the Vedas. The rich knowledge about the use of plants, their relevant parts, their synergy with other plants, methods by which they are administered, and many other details of their use and effects have been documented in texts dated over 2,500 to 5,000 years ago. In the modern era though, the acceptance of Ayurveda as an alternative system of medicine was limited due to lack of scientific validation with relevance to their dosages, safety and efficacy.

Today that has changed with the evaluation of plants for their chemical composition, identification of appropriate bioactive markers, standardising the extract to pharmaco-

logically active concentrations and finally validating their safety and efficacy, Ayurveda has finally begun to get the recognition that it deserves.

'Innovation is a Tradition' for the Sami-Sabinsa group. Our research laboratories tap the immense natural potential documented in ancient literature to bring out top quality products with the goal of 'Design to Delivery.'

The Sami-Sabinsa group, started in 1988, believes it has a corporate responsibility to create opportunities for the agricultural sector along with its promise to deliver quality products to consumers across the globe. In this regard, over 6,000 acres of land under contract farming provide the best quality raw materials for further processing as part of our programme to build up the agricultural sector.

Our corporate Research & Development Centre in the heart of Bangalore city houses a number of independent research divisions that work with a synergistic approach and help profile standardised ingredients to meet international standards. Concerted efforts of over 100 scientists has led to the identification, isolation, and characterisation of the bio-actives and optimisation of the extraction methods which form the core activities of these divisions.

The Analytical R&D facility, which has rivalled other European and US labo-



ratories, is a state-of-the-art facility, equipped to meet international standards. Research and Development plays a pivotal role in setting product standards and ensuring the adherence to the set qualities. The Government of India honoured us with the National Award for Quality Products (Basic Drugs) in the year 1994 and the Prestigious DSIR award in the year 2002.

Research is not limited to the development of standardised extracts, but comes full circle by the establishment of safety and efficacy of the ingredients. Innovative in-house methodologies generate data that substantiate the use of these ingredients for various health and wellness applications in countless dosage forms across the world.

Ingredients from the Sami-Sabinsa group are manufactured in facilities in six locations in the country, all of which are certified by international regulatory bodies to manufacture quality standardised extracts. These extracts find applications in a number of nutraceutical and cosmetic formulations across continents.

With its presence for over 27 years in the manufacturing and export of standardised herbal extracts, the Sami-Sabinsa group has been a pioneer in introducing several Ayurvedic herbs such as turmeric and pepper, with substantial intellectual property rights, which have since received international recognition for their beneficial health effects. The research efforts have given rise to 110 patents to date, with more in process. The group has been honoured with a number of awards, including three Thomas Alva Edison Patent awards for its innovation.

Most recently through an affiliation with the Kotakkal Arya Vaidya Shala, the Sami-Sabinsa group has affirmed its commitment to take the rich traditional knowledge of the country to the world, in the form of globally accepted herbal products that are scientifically evaluated.

What started as the dream of an individual from a small village in Kerala, is today recognised worldwide as a leading supplier of standardised, high quality phytoextracts to millions of consumers in every corner of the globe.