



## Emerging trends in advanced herbal pharmaceuticals: From bench to bedside

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GSC Biological and Pharmaceutical Sciences, 2025, 32(02), 050-059

Publication history: Received on 25 June 2025; revised on 02 August 2025; accepted on 04 August 2025

Article DOI: <https://doi.org/10.30574/gscbps.2025.32.2.0309>

### Abstract

Herbal medicines, with deep historical roots in traditional systems, are increasingly prominent in contemporary pharmaceutical research. The transition from unrefined plant extracts to scientifically formulated products mark the onset of a new era in advanced herbal pharmaceuticals. This review examines recent advancements in herbal drug delivery, technological innovations such as nanotechnology and artificial intelligence, methods of standardization, and the progress made in both preclinical and clinical settings, as well as the challenges associated with translational applications. The journey from bench to bedside for herbal drugs now encompasses the use of nanocarriers, biosensors, phytotomies, and AI-assisted formulation design, significantly enhancing bioavailability, precision of targeting, and patient compliance. This paper offers a critical evaluation of current trends and prospects for integrating herbal knowledge with contemporary pharmaceutical science.

**Keywords:** Advanced Herbal Pharmaceuticals; Nanotechnology; Standardization; Clinical Trials, Phytomedicine; Bench-To-Bedside

### 1. Introduction

Herbal medicines have served as therapeutic agents for centuries across different cultures. With the advancement in pharmaceutical technologies, the transformation of herbal products from traditional decoctions to standardized, bioavailable formulations is gaining momentum. The term “bench to bedside” refers to the translational process that bridges laboratory discoveries with clinical application. Herbal medicines, also known as phytomedicines or botanical drugs, have played a vital role in the healthcare systems of many cultures across the world for centuries. Traditional medical systems such as Ayurveda, Traditional Chinese Medicine (TCM), and Unani rely extensively on medicinal plants to treat various ailments. These natural remedies are often regarded as safer alternatives to synthetic drugs and are preferred for chronic conditions, preventive health, and holistic wellness. With growing interest in integrative and complementary medicine, herbal formulations are now undergoing renewed scientific scrutiny and modernization to meet contemporary pharmaceutical standards [1].

The transition of herbal medicines from traditional use to modern pharmaceutical products involves the integration of advanced technologies for extraction, standardization, formulation, and clinical evaluation. Recent innovations such as nano formulations, phytotomies, liposomes, and bioenhancer-based systems have significantly improved the pharmacokinetic profiles of herbal drugs [2]. Moreover, the application of artificial intelligence (AI) and machine learning (ML) in phytochemical analysis and drug discovery is accelerating the identification of bioactive components and optimizing formulation strategies. These advancements have led to the emergence of advanced herbal pharmaceuticals that combine traditional efficacy with scientific precision [3]. Despite significant progress, the translation of herbal medicines from bench to bedside faces several challenges. Issues such as variability in phytochemical composition, limited clinical validation, poor bioavailability, and lack of regulatory harmonization still

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hinder their global acceptance [4]. However, growing demand for plant-based therapies, along with improved scientific methodologies and supportive regulatory frameworks, is paving the way for their integration into mainstream medicine. As herbal pharmaceuticals continue to evolve, they hold immense potential to offer safe, effective, and accessible solutions for modern healthcare needs.

## 2. Technological advances in herbal formulation

Recent trends emphasize the enhancement of the physicochemical properties of herbal pharmaceuticals, particularly focusing on solubility and stability via innovative delivery systems. The transformation of herbal medicines from conventional remedies to scientifically validated products has been significantly influenced by advancements in pharmaceutical formulation technologies [5]. Historically, the utilization of crude extracts and decoctions occurred without any standardization, resulting in variability in therapeutic efficacy. Modern pharmaceutical technologies now facilitate the creation of sophisticated delivery systems that enhance the solubility, stability, and bioavailability of herbal compounds. These systems are instrumental in ensuring consistent therapeutic outcomes and improving patient compliance, thereby addressing one of the critical limitations inherent in traditional herbal practices. Among the most transformative innovations is the implementation of nanotechnology-based formulations, which encompass nanoparticles, nano emulsions, solid lipid nanoparticles, and nanocrystals [6]. These advanced delivery systems provide enhanced penetration, sustained release, and targeted delivery of poorly soluble phytoconstituents, including curcumin, berberine, and resveratrol. By reducing particle size to the nanoscale, these carriers significantly increase the surface area, thereby improving absorption across biological membranes [7]. Numerous herbal nano formulations are currently undergoing preclinical and clinical evaluations, yielding promising results in fields such as oncology, neuroprotection, and inflammation.

Phytotomies, another key advancement, represent a synergistic combination of phospholipids with standardized herbal extracts, significantly improving absorption and bioavailability. Unlike conventional formulations, phytotomies form a molecular complex that enhances membrane permeability, making them ideal for poorly absorbed polyphenolic compounds such as silybin (from milk thistle) and quercetin. In addition, liposomal delivery systems are being explored for encapsulating essential oils and volatile components, protecting them from degradation and improving systemic delivery [8]. Beyond physical technologies, digital tools such as artificial intelligence (AI), machine learning (ML), and cheminformatics are revolutionizing herbal drug research. These tools assist in predicting pharmacokinetic profiles, optimizing formulation composition, screening phytoconstituents, and even identifying synergistic combinations [9]. AI-enabled formulation design is being explored to tailor personalized herbal products based on individual health profiles. The integration of these technologies marks a significant step in transforming herbal medicine into a data-driven, standardized, and evidence-based therapeutic discipline [10].

**Table 1** Technological Innovations in Herbal Drug Formulation

| Technology                       | Application in Herbal Formulation                                            | Advantages                                                       |
|----------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------|
| Nanoparticles / Nano emulsions   | Encapsulation of poorly soluble herbal compounds (e.g., Curcumin, Berberine) | Enhanced bioavailability, targeted delivery, sustained release   |
| Phytotomies                      | Complexation of herbal extracts with phospholipids (e.g., Silybin)           | Improved absorption, better membrane permeability                |
| Liposomal Systems                | Encapsulation of volatile oils and flavonoids                                | Protection from degradation, improved systemic delivery          |
| AI and Machine Learning          | Predictive modeling for formulation design and synergistic interactions      | Personalized formulation, faster drug discovery and optimization |
| Solid Lipid Nanoparticles (SLNs) | Delivery of lipophilic plant actives (e.g., Quercetin)                       | Stability, controlled release, and biocompatibility              |
| Microspheres / Hydrogels         | Controlled release of herbal actives (e.g., Aloe vera, Neem)                 | Sustained delivery, better patient compliance                    |
| Transdermal Herbal Patches       | Delivery of actives through skin (e.g., Menthol, Capsaicin)                  | Non-invasive, prolonged therapeutic effect                       |

Recent advancements in herbal drug delivery systems have significantly transformed the formulation and administration of herbal medicines, effectively addressing longstanding issues such as poor bioavailability, instability, and inconsistent therapeutic outcomes. Innovative delivery platforms, including nanoparticles, liposomes, phytosomes, nano emulsions, and solid lipid nanoparticles, have been successfully utilized to encapsulate and protect bioactive phytoconstituents from degradation while simultaneously enhancing their solubility and absorption [11]. These systems facilitate targeted and sustained delivery of herbal actives such as curcumin, quercetin, and andrographolide, thereby improving clinical efficacy and reducing the frequency of dosing. Additionally, the introduction of transdermal patches, mucoadhesive systems, and inhalable herbal aerosols has broadened the applications of herbal medicine beyond traditional oral delivery, as illustrated in Table 2. The integration of these advanced drug delivery systems not only modernizes traditional phytomedicine but also aligns herbal therapeutics with evidence-based clinical practices [12].

**Table 2** Recent Advances in Herbal Drug Delivery Systems

| Herbal Drug     | Nano formulation Type     | Therapeutic Area              | Advantages                                  |
|-----------------|---------------------------|-------------------------------|---------------------------------------------|
| Curcumin        | Liposomes                 | Anti-inflammatory, Cancer     | Enhanced bioavailability, targeted delivery |
| Berberine       | Nanoparticles             | Antidiabetic, Antibacterial   | Improved solubility, controlled release     |
| Quercetin       | Solid Lipid Nanoparticles | Antioxidant, Cardioprotective | Prolonged circulation, reduced toxicity     |
| Resveratrol     | Nano emulsion             | Neuroprotective, Anti-aging   | Increased stability, better permeability    |
| Andrographolide | Polymeric Nanoparticles   | Antiviral, Hepatoprotective   | Sustained release, better cellular uptake   |

### 3. Standardization and quality control of herbal drugs

#### 3.1. Quality assurance is critical for safety and efficacy. Key trends include

Chromatographic fingerprinting is a powerful analytical tool used in the quality control and standardization of herbal medicines. Unlike conventional single-compound assays, this method captures the complete chemical profile of a herbal extract, enabling the identification and comparison of multiple phytoconstituents simultaneously [13]. Techniques such as High-Performance Thin Layer Chromatography (HPTLC), High-Performance Liquid Chromatography (HPLC), and Gas Chromatography (GC) are commonly employed to generate these fingerprints. Chromatographic patterns act as a “chemical signature” of the herbal product, ensuring batch-to-batch consistency, authenticity, and detection of adulterants or substandard materials [14]. This technique is particularly valuable for complex herbal formulations where the therapeutic effect is due to a synergistic blend of multiple compounds rather than a single active ingredient. Regulatory agencies like WHO and AYUSH emphasize fingerprinting as a mandatory quality control step in herbal pharmaceutical development [15].

#### 3.2. Marker-based quantification

serves as a vital strategy in the standardization of herbal formulations, focusing on the identification and quantification of specific bioactive compounds known as marker compounds. These carefully selected markers are chosen not only for their established therapeutic activities but also as representative phytoconstituents of the respective plants [16]. To achieve accurate analysis, advanced methodologies such as High-Performance Liquid Chromatography (HPLC), Ultra-Performance Liquid Chromatography (UPLC), and Mass Spectrometry (MS) are extensively employed. In contrast to chromatographic fingerprinting, which offers a broad overview of the chemical profile of a herbal product, marker-based quantification hones in on measuring the precise concentrations of individual active ingredients, such as curcumin found in turmeric and silymarin present in milk thistle. This meticulous approach plays a crucial role in dose standardization, substantiating therapeutic claims, and ensuring compliance with regulatory standards particularly for herbal drugs that have received clinical approval [17]. Moreover, it is instrumental in conducting pharmacokinetic studies and ensuring quality control during the large-scale production of herbal medicines. By adhering to these rigorous analytical methods, manufacturers can guarantee both the safety and efficacy of their products, thereby foster consumer trust and promote the responsible use of herbal therapies.

### 3.3. DNA barcoding for plant authentication

DNA barcoding is a modern molecular technique used for the accurate identification and authentication of medicinal plants by analyzing short, standardized regions of the plant's genetic material. This method overcomes the limitations of traditional morphological and chemical identification, which can be unreliable due to similarities between species, environmental factors, or processing methods. Commonly used DNA barcode regions for plants include *rbcL*, *matK*, ITS, and *trnH-psaI*, which offer high specificity in distinguishing closely related species [16]. DNA barcoding is particularly valuable in detecting adulteration, substitution, or contamination in raw materials and finished herbal products. It ensures the botanical integrity of formulations, supporting regulatory compliance and consumer safety. This technique is increasingly adopted by pharmacopoeia authorities and herbal industries for quality assurance, especially in polyherbal and commercial formulations where ingredient traceability is critical.

### 3.4. Regulatory frameworks

Established by organizations like the World Health Organization (WHO), AYUSH (Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homoeopathy – India), and the U.S. Food and Drug Administration (USFDA) play a pivotal role in ensuring the safety, efficacy, and quality of herbal medicines. The WHO provides comprehensive guidelines on the standardization, safety assessment, and good manufacturing practices (GMP) for herbal products, aimed at harmonizing herbal medicine regulation globally, as given in Table 3. In India, the AYUSH ministry regulates traditional medicine systems, mandates pharmacopoeia standards, licensing, and labeling norms, and promotes research through bodies like CCRAS and NMPB. The USFDA classifies herbal products as dietary supplements under the Dietary Supplement Health and Education Act (DSHEA, 1994), requiring manufacturers to ensure product safety and truthful labelling but not mandating pre-market approval. Together, these regulatory frameworks support quality control, consumer protection, and international acceptance of herbal pharmaceuticals while also encouraging innovation and clinical validation in the sector [19].

**Table 3** Comparative Overview of Herbal Regulatory Frameworks by WHO, AYUSH, and USFDA

| Parameter                  | WHO                                                       | AYUSH (India)                                                                                          | USFDA (USA)                                                 |
|----------------------------|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| Regulatory Role            | Provides global guidelines for herbal medicine regulation | Governs traditional medicine systems in India (Ayurveda, Unani, Siddha, Homeopathy, Yoga, Naturopathy) | Regulates herbal products as dietary supplements            |
| Product Category           | Traditional Medicines                                     | Classical and Proprietary Ayurvedic/Siddha/Unani Drugs                                                 | Dietary Supplements (under DSHEA, 1994)                     |
| Pre-market Approval        | Not required; safety and quality should be documented     | Required for proprietary formulations                                                                  | Not required for supplements, unless claims are made        |
| Quality Control Guidelines | Emphasizes GMP, quality assurance, and safety assessment  | Follows Ayurvedic Pharmacopoeia, GMP, and licensing norms                                              | cGMP (21 CFR 111) applicable to dietary supplements         |
| Labeling Requirements      | Dosage, ingredients, and usage instructions               | License number, dosage, ingredients, warnings                                                          | Must not claim to diagnose, treat, cure, or prevent disease |
| Pharmacovigilance          | Recommended                                               | National Pharmacovigilance Program for AYUSH (NPP-Ayush)                                               | Voluntary via the MedWatch program                          |
| Research Promotion         | Encourages safety and efficacy studies                    | Research supported by CCRAS, NMPB                                                                      | Limited, unless applied as a botanical drug                 |

## 4. Preclinical and clinical evaluation

The translational journey involves a robust evaluation of pharmacokinetics, toxicity, and therapeutic potential. Preclinical and clinical evaluation of herbal medicines is essential to validate their safety, efficacy, and therapeutic potential in a scientifically rigorous manner. Preclinical studies involve *in vitro* assays and *in vivo* animal models to assess pharmacological activity, toxicity, bioavailability, and mechanisms of action of herbal extracts or formulations.

[20]. These studies provide foundational data for determining appropriate dosages and identifying any potential adverse effects. Once preclinical data demonstrate a favorable safety profile, clinical trials in humans are conducted in phased approaches (Phase I to III) to evaluate safety, tolerability, efficacy, and therapeutic equivalence [21]. The preclinical and clinical status of herbal formulations is given in Table 4. While many traditional herbs have anecdotal evidence, regulatory bodies now emphasize the importance of evidence-based validation using modern clinical protocols. However, challenges such as standardizing multi-component herbal products, selecting appropriate endpoints, and ensuring placebo-controlled designs must be addressed for herbal formulations to achieve broader clinical and regulatory acceptance [22].

**Table 4** Preclinical and Clinical Status of Advanced Herbal Formulations

| Herbal Product              | Formulation Status     | Preclinical Findings                     | Clinical Trial Phase / Status | Indication                 |
|-----------------------------|------------------------|------------------------------------------|-------------------------------|----------------------------|
| Phyto some of Silymarin     | Completed Phase II     | Hepatoprotection, improved liver enzymes | Completed Phase II            | Liver cirrhosis, hepatitis |
| Curcumin Nanoparticles      | Preclinical to Phase I | Anticancer, reduced tumor volume         | Ongoing (Phase I)             | Breast/colon cancer        |
| Ashwagandha Extract Tablets | Marketed               | Stress-reduction, adaptogenic            | Marketed                      | Anxiety, fatigue           |
| Boswellia Nano emulsion     | Preclinical            | Anti-inflammatory, osteoarthritis model  | Preclinical                   | Arthritis                  |
| Neem-based Gel (Topical)    | Phase I/II             | Antibacterial, wound healing             | Completed Phase II            | Diabetic wounds            |

## 5. Regulatory landscape for herbal pharmaceuticals

Global and national regulatory bodies are updating herbal medicine policies. Harmonized regulations help promote global trade and ethical trials. The regulatory landscape for herbal pharmaceuticals is evolving globally to accommodate the growing demand for plant-based therapies while ensuring product safety, efficacy, and quality. Unlike synthetic drugs, herbal medicines often face diverse regulatory classifications, ranging from dietary supplements in the United States to traditional medicines in countries like India and China. Regulatory bodies such as the World Health Organization (WHO), AYUSH (India), USFDA, and EMA (Europe) have developed distinct yet increasingly harmonized frameworks for herbal product evaluation [23-26]. These include guidelines for Good Manufacturing Practices (GMP), standardization, toxicological assessment, and clinical validation. However, due to the complex nature of multi-component herbal formulations, challenges persist in terms of quality control, reproducibility, and global registration. Commercially available advanced herbal medicines as given in Table 5. Recent advancements in analytical methods, pharmacovigilance systems, and digital documentation are enabling regulators to better monitor and integrate herbal medicines into mainstream healthcare while encouraging innovation and international trade.

**Table 5** Commercially Available Advanced Herbal Medicines and Their Manufacturers

| Product Name                     | Key Herbal Ingredient(s)              | Formulation Type             | Therapeutic Use                      | Manufacturer / Brand            |
|----------------------------------|---------------------------------------|------------------------------|--------------------------------------|---------------------------------|
| Liv.52                           | Capparis spinosa, Cichorium intybus   | Standardized Herbal Tablet   | Hepatoprotective, Liver disorders    | Himalaya Wellness               |
| Cure next Gel                    | Curcumin (Turmeric extract)           | Nano emulsion Oral Gel       | Oral ulcers, inflammation            | Abbott India Ltd.               |
| Wellman/Woman                    | Ginseng, Ginkgo biloba, multivitamins | Capsule                      | Energy, vitality, and general health | Vita biotics, UK                |
| Silybin                          | Silymarin (Milk Thistle)              | Standardized Extract Tablet  | Liver support                        | Micro Labs Ltd                  |
| Prost cure                       | Saw Palmetto, Lycopene                | Soft gel Capsule             | Benign Prostatic Hyperplasia         | Charak Pharma                   |
| Kofler Lozenges                  | Honey, Holy Basil, Licorice           | Lozenges                     | Cough and throat irritation          | Himalaya Wellness               |
| Flexile Max                      | Boswellia serrata, Ginger             | Phytoextract Soft Capsule    | Joint pain, anti-inflammatory        | Alchemize                       |
| Shatavari Kalpa                  | Asparagus racemases                   | Herbal Granules              | Lactation, women's health            | Baidyanath / Zanda              |
| Ashwagandha Capsules             | With Ania somniferous                 | Standardized Extract Capsule | Stress, immunity, stamina            | Organic India / Himalaya / 1mg  |
| Turmeric Curcumin with Biopterin | Curcuma longa + Pipeline              | Capsule                      | Antioxidant, inflammation            | Nature's Truth / GNC / Himalaya |
| Hemoplasma                       | Tribulus terrestris, Goks Hura        | Herbal Tablet                | Prostate support, urogenital health  | Himalaya Wellness               |
| Septillion                       | Guggul, Licorice, Tensor              | Syrup/Tablets                | Immunomodulator                      | Himalaya Wellness               |
| Dia-Beta Plus                    | Gymnemate, Bitter Melon, Fenugreek    | Herbal Capsule               | Diabetes management                  | Ayush Herbs Inc. (USA)          |
| Men tat                          | Brahmi, Ashwagandha                   | Herbal Tablet                | Cognitive enhancer, stress           | Himalaya Wellness               |

## 6. Challenges in bench-to-bedside translation

### 6.1. Despite advancements, challenges include

#### 6.1.1. Lack of standardization

Is one of the most significant challenges in the development and commercialization of herbal medicines. Unlike synthetic drugs that contain a single active pharmaceutical ingredient (API), herbal formulations consist of complex mixtures of phytochemicals, the composition of which can vary based on factors such as plant species, geographical source, harvesting time, and processing methods. This variability leads to inconsistencies in therapeutic efficacy, safety, and batch-to-batch quality. Furthermore, the absence of universally accepted marker compounds and validated analytical methods hampers regulatory approval and clinical translation. Standardization involves the use of techniques like chromatographic fingerprinting, marker-based quantification, and DNA barcoding to ensure consistent chemical profiles and bioactivity. Addressing this issue is crucial for gaining regulatory acceptance, consumer trust, and integrating herbal pharmaceuticals into evidence-based modern healthcare systems [14].

#### 6.1.2. Poor bioavailability

Is a major limitation in the clinical effectiveness of many herbal medicines, especially those containing lipophilic or large molecular weight phytoconstituents. Compounds like curcumin, resveratrol, and silymarin exhibit potent therapeutic activity in vitro but show limited absorption, rapid metabolism, and poor systemic circulation when administered orally.

Factors contributing to low bioavailability include poor water solubility, instability in the gastrointestinal tract, first-pass metabolism, and limited permeability across biological membranes. As a result, higher doses are often required to achieve therapeutic effects, which may increase the risk of toxicity or patient non-compliance. To overcome this, advanced drug delivery systems such as nanoparticles, phytosomes, liposomes, and nano emulsions are being developed to enhance solubility, protect active compounds from degradation, and improve their absorption and targeted delivery. Enhancing bioavailability is critical for translating promising herbal actives into clinically effective and commercially viable pharmaceutical products [27].

### 6.1.3. Complex phytochemistry

Is a defining characteristic and a major challenge in the development of herbal medicines. Unlike conventional drugs that rely on a single active molecule, herbal formulations often contain hundreds of bioactive and inert compounds that may act synergistically, antagonistically, or independently. This biochemical complexity makes it difficult to identify the primary therapeutic agents, understand their mechanisms of action, and predict pharmacokinetic and pharmacodynamic behavior. Additionally, minor variations in environmental factors such as soil composition, climate, and harvesting season can significantly alter the phytochemical profile of a plant. Such complexity complicates efforts to standardize formulations, conduct reproducible clinical trials, and satisfy regulatory requirements [28]. Advanced analytical techniques like LC-MS/MS, NMR spectroscopy, and metabolomics are now being employed to unravel this complexity, enabling more precise identification, quantification, and quality control of herbal products. A deeper understanding of herbal phytochemistry is crucial for ensuring consistency, efficacy, and scientific validation of modern herbal pharmaceuticals.

### 6.1.4. Limited intellectual property (IP) protection

Remains a significant barrier to innovation and commercialization in the field of herbal pharmaceuticals. Unlike synthetic drugs, which are based on novel chemical entities that can be patented easily, herbal products often face challenges in patentability due to their natural origin, long-standing traditional use, and lack of defined single active components. Most herbal formulations are considered part of the public domain, making it difficult to claim ownership or secure exclusive rights. This discourages private sector investment in research, clinical trials, and product development, as there is limited commercial incentive without robust IP protection [29]. Patentable area in Herbs given in Table 6. Additionally, complexities around biopiracy, traditional knowledge rights, and benefit-sharing further complicate the patent landscape. To address this, strategies such as patenting novel extraction techniques, formulation processes, delivery systems, and standardization methods are being explored. Strengthening IP frameworks tailored to traditional medicine innovations is essential for promoting responsible innovation and global competitiveness in the herbal pharmaceutical sector. Overall Challenges and its solutions given in Table 7

**Table 6** Patentable Areas in Herbal Pharmaceuticals

| Patentable Element          | Description                                                             | Examples                                                  |
|-----------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------|
| Novel Formulation           | Unique combinations or ratios of herbal extracts with enhanced efficacy | Polyherbal anti-diabetic tablet with synergistic effect   |
| Delivery System             | Use of innovative carriers for improved absorption or targeting         | Curcumin-loaded nanoparticles, herbal transdermal patches |
| Extraction Method           | Proprietary processes yielding higher purity or bioavailability         | Supercritical fluid extraction for guggul stems           |
| Standardization Technique   | Unique process to quantify and maintain active phytochemicals           | Marker-based quantification using HPLC                    |
| Process of Preparation      | Specific manufacturing technique for stability or scalability           | Lyophilization process for herbal powders                 |
| Use Claim (New Indication)  | Application of a known herb for a novel therapeutic use                 | Use of Ashwagandha extract in neurodegenerative diseases  |
| Combination with Synthetics | Herb-drug or herb-nutraceutical synergistic formulations                | Herbal extract + metformin for enhanced glycemic control  |
| Encapsulation Technology    | Patented encapsulation or coating techniques                            | Herbal microspheres for sustained release                 |

**Table 7** Overall Challenges and Solutions in Translating Herbal Pharmaceuticals to Clinics

| Challenge                            | Impact                               | Emerging Solutions                                       |
|--------------------------------------|--------------------------------------|----------------------------------------------------------|
| Variability in phytochemical content | Inconsistent therapeutic outcomes    | Standardization of extracts, fingerprint profiling       |
| Poor bioavailability                 | Limited clinical efficacy            | Nano formulations, phytotomies, transdermal patches      |
| Regulatory barriers                  | Delayed approvals and market entry   | Harmonization of global herbal guidelines                |
| Lack of clinical data                | Reduced physician trust              | Rigorous clinical trials, real-world evidence collection |
| Stability and shelf-life             | Short product life and efficacy loss | Use of stabilizers, lyophilization, encapsulation        |

## 7. Future prospects

The future of herbal pharmaceuticals is rapidly advancing toward personalized herbal medicine guided by genomic insights, enabling tailored therapies based on an individual's genetic profile, metabolic response, and predisposition to specific diseases. This personalized approach can enhance treatment efficacy and minimize adverse effects by aligning herbal interventions with one's biological makeup. Simultaneously, the integration of herbal medicine with digital health tools and biosensors is revolutionizing real-time health monitoring and feedback, allowing for adaptive dosing, compliance tracking, and early detection of therapeutic responses or side effects [30]. Another promising development is the establishment of global herbal pharmacopoeia databases, which aim to unify quality standards, botanical identification, and reference markers across regions enhancing regulatory transparency and cross-border research collaboration. Moreover, the development of combination therapies involving herbal and synthetic drugs is gaining momentum, particularly in managing complex, chronic conditions such as cancer, diabetes, and neurodegenerative disorders [31]. These integrative therapies harness the synergistic potential of herbs and modern pharmaceuticals to offer more holistic, effective, and patient-centric treatment solutions.

**Table 8** Future Trends in Advanced Herbal Pharmaceuticals

| Trend                                         | Technology Involved                                | Application Area                                 | Benefits                                   |
|-----------------------------------------------|----------------------------------------------------|--------------------------------------------------|--------------------------------------------|
| Personalized Herbal Medicine                  | Genomics, Pharmacogenomics                         | Precision therapy, chronic disease management    | Enhanced efficacy, reduced adverse effects |
| Integration with Digital Tools and Biosensors | Wearables, Mobile Apps, AI-based Monitoring        | Dose optimization, patient monitoring            | Real-time feedback, improved adherence     |
| Global Herbal Pharmacopoeia Databases         | Big Data, Cloud Platforms, AI-based Classification | Regulatory harmonization, research collaboration | Standardization, better global acceptance  |
| Combination Therapies with Synthetics         | Drug-Herb Interaction Modelling, Systems Biology   | Oncology, Diabetes, Neurodegenerative diseases   |                                            |

## 8. Conclusion

The metamorphosis of herbal medicines from laboratory research to clinical application symbolizes a harmonious blend of age-old wisdom and cutting-edge technology. With the advent of innovative delivery systems, the integration of AI-driven design, and the establishment of global standardization, herbal pharmaceuticals are primed to assume a crucial position within the framework of contemporary healthcare. To guarantee their safe and efficacious application, it is imperative to sustain robust investment in research, regulatory measures, and educational initiatives that promote understanding and trust in these natural remedies.

## Compliance with ethical standards

### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

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