



‘Ayurceuticals’: A Combination of Nutraceuticals & Ancient Medicinal System

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ABSTRACT: The potential of medicinal plants have been mentioned in ancient scriptures of India which are ancient Vedas and other scriptures. Moreover, these are very well known and established i.e.—Ayurveda, Siddha and Unani, The concept of traditional medicinal system which is very famous worldwide called Ayurveda was discovered & subsequently established between 2500 and 500 BC in India. The word "Ayurveda" is a combination of two words: *ayus* which means "life" or "life principle" and the word *veda*, which means the system of "knowledge. Initially, Ayurvedic medicines and dietary supplements derived from Ayurveda were only found in some of health food stores in both India and abroad. But now, it is difficult to find a health food store which does not have Ayurveda-based herbal products on the shelf. But nowadays pharmacy stores, grocery shops and duty-free airport stores have started to recognize the value of these classic herbs. Certainly, nowadays consumer gets the products almost in every corner which are produced based on this ancient Indian system of medicine. Here in this article we have briefly explained what Ayurveda is and how the shift in concept utilizing knowledge of Ayurveda has occurred from cure to prevention & how the combination of nutraceuticals with ancient ayurvedic medicines can bring sustainable consumer acceptance. © 2014 iGlobal Research and Publishing Foundation. All rights reserved.

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