

Research in cosmeceuticals and nutraceuticals, inventi

Cosmeceuticals and *Nutraceuticals* are two fastest emerging areas fueling the healthcare market; surprisingly, *pharmacuticians* are not venturing into this despite the fact that they can very easily result into enterprising innovations and climb the ladder to becoming rich through the path of entrepreneurship in this segment.

I have earlier worked with Himalaya Drug Company, and it was the time when company was just thinking about to venture into this segment. Being the only, and the first ever, pharmacist in the company, I headed the Formulation Development and was given the responsibility of cosmeceutical and nutraceutical product development pipeline of about 40 products. Many of them have now become well established and are brining good revenue.

Ever since it evolved, pharmacuticians pretended doing anything other than NDDS—a matter less honorable, though the other side of the fact has been: it provided ample room for manipulations and doing the wet-lab bench research in the desktops, and later in laptops.

I hereby call upon to all the pharmacuticians, particularly from the India, to look into the cosmeceuticals and nutraceuticals also. Small innovations done here can result into huge fortunes. Also it is easier for these innovations to reach to the market as they need not to undergo the rigorous clinical trials and regulations. Take the advantages and make a move, before you become too old for these to be able to show any effect on you. It will also satisfy your art-of-formulation as these calls

for more sophistication in formulation art.

Looking into the soaring rejection rate of the Asian Journal of Pharmaceutics (AJP) and mushrooming of false-claiming fly-by-night so-called online journals with absolutely no credibility, we have established a new portal called www.Inventi.in. This operates on the basis of *Duo Journals: Inventi Rapid & Inventi Impact*, wherein the former publishes almost anything on merely the basis of editorial review, instantaneously (<7 days). Subsequent to a review process, articles qualify for *Inventi Impact*, which come in the print form as well.

Inventi has journals for the *Cosmeceuticals & Nutraceuticals* also, hence do not get nervous with the rejections of AJP, Inventi would provide space to all researches, howsoever small the research may look, of course, except the fake and plagiarism.

Never wanted being preachy, but could not resist this time. Wishing sumptuous nutrition and pretty looks,



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DOI: 10.4103/0973-8398.68458