



## EDITORIAL

The development of pharmaceutical formulation is widely used for the transport of drug molecules in the diseased tissues of living systems, for increase the therapeutic efficacy as well as reducing toxicity or avoiding unwanted side effects offering novel platforms for newer strategy of delivery systems. Monitoring of drug therapy involves evaluation of drug response in particular individual at the recommended dosage regimen. Drug should be administered as right dose, right time to the right patient which is controlling for synchronized with biological rhythms (chronobiology), and known as chronotherapeutics.

Most natural products show strong biological activity, optimal adsorption, good distribution, adequate metabolism, and elimination characteristics, which are more similar to drugs compared with synthetic compounds. For multifactorial and complex diseases, different natural products activate a variety of signal transduction pathways to treat diseases by regulating multiple targets, which has more therapeutic potential than drugs aimed at a single site. The emergence of drug delivery technology with herbal as well as conventional drug molecules provides an effective and novel strategy for drug delivery system is to adapt for valuable clinical applications by improving bioavailability, targeting, and regulating controlled release phenomena for developing therapeutic efficacy of novel pharmaceutical formulations.

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