



THE **B**RAIN
BEHIND
ESS**B**RAINS PHARMA,
FOR A LIBERATION IN AYURVEDA.

INTERVIEW WITH SRI SAJI JOSE

Sri Saji Jose, a Pharmacy Graduate from College of Pharmaceutical Sciences, Thiruvananthapuram, started a Research laboratory in Ernakulam for developing Ayurvedic drugs and herbal medicines when there was ample opportunities for starting a Drug Manufacturing unit in Modern Medicine. The firm named Advanced Herbal Remedies Research Laboratories, was started with the objective in Ayurvedic Drugs Research & Development and Potentiation of such drugs by

increasing Bioavailability and effectiveness and make it userfriendly. His firm established near Kakkanad is giving a helping hand to the new entrants in the field of Ayurvedic drugs manufacturing and research works. He has around 25 years of experience in formulating Allopathic and Ayurveda drugs formulations. He is also an expert in herbal cosmetics like soaps, creams, serums etc... Sri Saji Jose shares his experience with Pharma first on the various aspects in Ayurvedic drugs Industry.



1. It is really an exception when you have deviated from the usual stream of manufacturing Modern drugs when there was a growth in that sector at the time of your graduation in Pharmacy. What prompted you to select the unknown field of Ayurvedic drugs research as your career ?

Actually I selected B.Pharm course and Pharmacy profession with an objective of starting a Pharmaceutical industry of my own with priority in research and development. After the course, and during interaction with my friends in various Allopathic Pharmaceutical companies, realized that the investment to start an Allopathic Manufacturing company of my dream size is beyond my resources. Also realized that many companies are struggling to market their products by competing with MNC's. I had a curiosity to know and learn more about medicinal plants and its uses from my school days itself and after Graduation in Pharmacy, got a chance to associate with experts in Ayurveda especially of Govt Ayurveda Medical college, Thripunithura and to associate with Oushadhi and Dr. Sheela B. Karalam, which prompted me to develop products with the experience and knowledge on modern dosage forms and could realize the potential and effectiveness of herbal products.

I have started **“Advanced Herbal Remedies Research Laboratories”** for doing research in herbal medicines and to do some innovations in pure Ayurvedic products equalizing modern dosage forms in potency and effectiveness, with pure academic interest. My wife, Shanty Saji, is also a Pharmacy Graduate and a lecturer in a Pharmacy College, resigned and joined the organization. At the beginning we had no intention of licensing the products developed. My friends in Ayurveda College, especially Dr. P. Y. Ansari, now Head of the Department of Dravyagunavigyan persuaded me to take Ayurveda Drugs License for some of the products developed after seeing its effectiveness.

2. Can you narrate the major activities of your Research Laboratories from the beginning ?

“Advanced Research Laboratories” was started with the main objective of research and development of innovative products in Ayurveda combining modern research tools and traditional knowledge and could help MD students of Govt. Ayurveda College in their Thesis. Now we have our own specialty products in Ayurveda and also helping many industries to improve products to increase their effectiveness potency and safety. We are also engaged in developing herbal cosmetics without using synthetic chemicals.

3. In your opinion, what are the major constraints in developing new Ayurvedic formulations in our Industries ?

Quality raw drugs are not available and most of the industries depend on bulk suppliers from North India and the proper storage of such drugs without losing potency are the major challenges to many industries. The presence of pesticides and Heavy metals in the herbal drugs collected from bulk suppliers without knowing their source affect the safety and effectiveness of the formulated drugs.

4. How many Patent and Proprietary drugs came to the market from your Laboratory ?

Advanced Herbal Remedies Research Laboratories has 8 patented Ayurvedic products namely Liberin Capsules, Libero capsules, Neurolib capsules, Suregro hair oil, Libain roll on, Libain ointment, Libain spray, Libain balm etc. and are marketed through **Essbrains Pharma Private Limited and M/S Sooryaprabha Associates**. Libain is a quick pain relief product in different dosage forms for convenience. Recently introduced a water soluble and non oily ointment specially made for quick relief similar to products of modern medicine and have undergone clinical trials to prove its safety and efficacy.

5. Is it the brain of Saji in the name Essbrains and why there is a lib in every product you have marketed?

“Essbrains” is our sister concern, a Private Limited Company constituted for marketing purpose. Most of the products start or end with Lib, a short form of liberation. LIBAIN means liberation from pain which is a registered trade mark.

6. How is your association with some celebrities helpful in developing the products of high quality ?

It is really an experience to get associated with people from corporate and other celebrities. Most of them are using our products and their opinion, suggestions & testimonies are very valuable which helped a lot to improve the Quality and consistency of the products. Association with Mr. M. P. Ramachandran, Chairman & Managing Director of Jyothi Laboratories Limited and Smt. Ambika Pillai, the hair Specialist etc are some examples.

7. What are the major threats of Ayurvedic medicines in the market? Could you please suggest some remedies?

Penetration to the already crowded market is a challenge but quality products will definitely succeed over a period of time. A long term plan in marketing is needed to establish a product and the profit will come only after a long time of regular market presence. In our case, a step by step growth in the market is ensured by our Marketing Associate Sooryaprabha Associates and its Managing Director, Mr.M.Sajeev, who has a vision in developing a brand with close monitoring. For best results, the manufacturer should concentrate on formulating drugs of quality and effectiveness without the pressure of Marketing agency and should monitor the presence of the product in the market regularly in a professional way.

8. Can you compare the manufacturing processes of Ayurvedic medicines with that of drugs of Modern medicine on the basis of quality assurance?

The rules and regulations are almost same for Allopathic and Ayurvedic drugs manufacturing and slowly the Ayurvedic drugs manufacturing sector is changing at par with Allopathic manufacturing especially in GMP compliance and connected facilities. There are experienced man power available in Clinical trial, Pilot study, Newdrug formulation and development, Quality control, Quality assurance and stability studies in Ayurveda also. The Standardization works of Ayurvedic drugs need attention, especially from the regulatory sector. Test protocols of Ayurvedic formulations are to be developed in a practical way for justification of their therapeutic claims.

9. How will you relate the recent prohibition and control of Advertisements of Ayurvedic drug formulations by the Regulatory Authorities while new herbal products are introduced through advertisements in the media ?

Ban of advertisement may affect those manufactures who depend only on advertising in marketing . In my opinion when one door closes another one will open . The public will accept the drugs based on their quality and sudden effect without any side effects. Advertisements with genuine claims will remain in the minds of consumers and through mouth to mouth publicity they will promote the sales. False and misleading claims are to be controlled by regulations of the Department.

10. Is there any specific test protocol to assure the Quality of Ayurvedic raw materials procured from local farmers and Bulk Suppliers, as in the case of Allopathic drugs ?

Most of the companies are well equipped for quality control at par with allopathy and now they are concentrating on quality assurance than quality control. The raw materials are purchased from approved vendors and the identification, selection and Quality assurance are done by experts in the field and a screening procedure is followed to maintain quality throughout the usage period. Proper storage of these raw materials are ensured in most of the units as per the GMP guidelines. Usually the herbs are used immediately after receipt and their storage period is less compared to modern drugs.

11. Is it possible to potentise the Ayurvedic decoctions and asavarishtas to maintain quality and effectiveness ?

Classic drugs of different companies seems to be different in taste and effectiveness. There is no uniformity in the test reports of the final products also. Definitely, we can increase their effectiveness by modern techniques of quality assurance.

12. How will you see the support given by the Family in managing a firm which is a new venture in the Ayurvedic sector, without a regular income ?

I am in today's position only because of the endless support given by my wife, Shanty Saji, a Pharmacy Graduate and our children. Definitely they had too many sacrifices in life for developing this dream unit. Looking back, no regrets.

13. Can you narrate the success mantra behind this herbal revolution and your message to the new generation?

I could feel timely intervention of God in every step of our development. The moral support from the Ayurveda fraternity in the growth of the organization for the past two decades or more was valuable. Strongly believe that the transformation of a Pharmacy Graduate of Modern Medicine to a Researcher of Herbal formulations was possible only because of that Divine Power. The selection of a new career apart from studies will grow with our aptitude and passion for it and the circumstances will definitely lift us with a definite goal. My suggestions to the new generation is to work hard with a definite aim to grow and the result will come automatically through a divine intervention.