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OVERVIEW OF OVER THE COUNTER (OTC) PROPRIETARY AYURVEDIC MEDICINES.

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ABSTRACT

OTC (Over The Counter) drugs are the drugs legally allowed to be sold without the prescription of a Registered Medical Practitioner. Over-the counter (OTC) Proprietary Ayurvedic Medicines are medicines you can buy without a prescription. They can be sold by non-chemists also. There are more than 300,000 OTC medicines, providing a range of accessible and affordable treatments. These OTCs products helps to cure minor health problems that can be managed at home like Diarrhoea, Constipation, Acidity, Skin Itching, Cough and cold etc. While going for OTC ayurvedic products even though you don't need a healthcare provider's prescription for OTCs, these are still medicines that need to be taken responsibly.

Keywords - OTC, Over The Counter, Proprietary Ayurvedic Medicines

Introduction -

OTC Drugs Worldwide Definition -

'OTC Drugs' means drugs legally allowed to be sold 'Over The Counter', i.e. without the prescription of a Registered Medical Practitioner.

OTC Drugs Indian Definition -

In India, though the phrase has no legal recognition, all the drugs that are not included in the list of 'prescription drugs' are considered as non-prescription drugs (or OTC drugs)

Prescription Drugs -

Prescription Drugs are those that fall under two schedules of the Drug and Cosmetics Rules, 1945: Schedule H and Schedule X. Drugs falling under Schedule G require the following mandatory text on the label: "Caution: It is dangerous to take this preparation except under medical supervision" and hence are not advertised to the public voluntarily by the industry.

Over-the counter (OTC) Proprietary Ayurvedic Medicines are medicines you can buy without a prescription. They can be sold by non-chemists also. There are more than 300,000 OTC medicines, providing a range of accessible and affordable treatments. These OTCS products helps to cure minor health problems that can be managed at home like Diarrhoea, Constipation, Acidity, Skin Itching, Cough and cold etc.

Aim -

While going for OTC ayurvedic products even though you don't need a

healthcare provider's prescription for OTCs, these are still medicines that need to be taken responsibly. Here an attempt has been made to create awareness about Over-the counter (OTC) Proprietary Ayurvedic Medicines.

Material and Method

Information of Over-the counter (OTC) Proprietary Ayurvedic Medicines is collected in following key categories -

- 1) **Prickly heat/Heat rash Powder - External use**
- 2) **Antiseptic Cream - External use**
- 3) **Antiseptic dusting/sprinkling powder - External use**
- 4) **Headache and cold reliever - External use**
- 5) **Headache, Body ache and Joint pain Reliever - External use**
- 6) **Throat Lozenges**
- 7) **Acidity reliever**
- 8) **Constipation Reliever - Laxatives**
- 9) **Anti-Diarrhoeal**

1) **Prickly heat/Heat rash Powder - External use**

i) Nycil-Germ expert, cool classic (Prickly heat powder)¹ -

ii) It is a No.1 brand in prickly heat and cooling powder category.²

ii) Composition - Per 100 gm,

1) *Dugdha Pashan (Shankhjaru)* - 67.90 gm (67.90 %)

2) *Makhaya Satva* - 25 gm (25 %)

3) *Jasad Bhasma* - 5 gm (5 %)

- 4) *Pudina Arka* - 0.50 gm (0.50 %)
- 5) *Neem Taila* (*Azadiracta Indica* oil) - 0.50 ml (0.50 %)
- 6) Odouriferous substances - q.s.

iii) Available in - 20 gm, 50 gm, 75 gm, 150 gm, 400 gm

iv) Manufactured by,

- 1) m/s Shivom Industries, Plot no. 72, Khadoli Govt. Industrial Estate, Village - Khadoli, D and NH, Silvassa - 369230.
- 2) M/s Vinayak Pharma Chem Equipment, Plot No. 47-56, Sector 1B, SIDKUL, Ranipur, Haridwar -249403.

v) Marketed by,

HEINZ INDIA PVT. LTD., 19th Floor, 'E' and 'G' Wing Lotus Corporate Park, Goregaon (East), Mumbai 400063.

Other Products in this category are,

1) Dermi Cool-Prickly heat powder Regular -

i) Manufactured by,

- 1) Reckitt Benckiser Healthcare India Ltd. P.O. Baddi, Dist. Solan, 173205 (H.P.) or
- 2) Shivom Industries Unit – I, Plot No. 72, Govt. Industrial Estate, Village Khadoli, silvassa (D and NH), 396230.
- 3) Shivom Industries - Unit-II, Plot No. 110/111, Pipania Industrial Estate, Piparia, Silvassa (D and NH), 396230.

ii) Marketed by,

Reckitt Benckiser Healthcare India Ltd. Plot No. 48, Sector 32, Institutional area, Gurgaon, Haryana -122001

2) Antiseptic Cream - External use

1) BORO PLUS - HEALTHY SKIN³ -

i) It is India's largest selling antiseptic cream.⁴

ii) Composition - In 100 gms,

- 1) *Hedichium spicatum* (*Shati/Kapurkachari*) root extract - 1.5 gm (1.5 %)

- 2) *Santalum album* (*Chandan*) heart wood extract - 1.5 gm (1.5 %)
- 3) *Aloe barbadensis* (*Korphad*) leaf extract - 1.5 gm (1.5 %)
- 4) *Azadiracta indica* (*Kadulimb*) leaf extract - 1 gm (1 %)
- 5) *Pavonia odorata* (*Hriber/Vala*) root extract - 0.5 gm (0.5 %)
- 6) *Oscimum sanctum* (*Tulas*) whole plant extract - 0.40 gm (0.40 %)
- 7) *Curcuma longa* (*Haridra/Halad*) rhizome extract - 0.30 gm (0.30 %)
- 8) *Nyphoea alba* (*Utpal/Kamal*) Flower extract - 0.15 gm (0.15 %)
- 9) *Acacia catechu* (*Khadir/Khair*) wood extract - 0.15 gm (0.15 %)
- 10) *Jasad (Jast) Bhasma* (zinc oxide) - 2.5 gm (2.5 %)
- 11) *Tankan Amla* (Boric acid) - 0.80 gm (0.80 %)
- 12) *Dugdha Pashan* (Powder) - 7 gm (7 %)
- 13) Methylparaben and propylparaben (Ointment vehicle) - q.s.

iii) Available in - 19 ml, 40 ml, 80 ml, 120 ml

iv) Manufactured by,

- 1) Emami Limited, EPIP Complex, Amingaon, Guwahati, 781031 (Assam) or
- 2) Emami Limited, College nagar, Abhoypur, North Guwahati, 781031, (Assam) or
- 3) Emami Limited, Pacharia, Dolapathar, Kamrup, 781104 (Assam)

Other Products in this category are,

1) BOROLINE Antiseptic Ayurvedic Cream

i) Manufactured By,

- 1) G.D. Pharmaceuticals Private Limited, D. H. Road, Chakbagi, Bishnupur, 24 Pargana (S), (W.B.), INDIA
- 2) G.D. Pharmaceuticals Private Limited, 41,42 and 43, R.N.I. Colony, Mahun Nagar, Gaziabad, (U.P.), INDIA

II) KAILAS JEEVAN - Multipurpose Ayurvedic Cream

i) Manufactured By,

Ayurved SumshoDhanalaya (Pune) Pvt. Ltd., Dhayari, Pune - 411041, India

3) Antiseptic dusting/sprinkling powder - External use

I) Velosulf - Antiseptic dusting powder⁵ -

i) Composition -

- 1) *Jasad (Jast) Bhasma* - 3 %
- 2) *Tankan Amla (Shudha Tankan)* - 5 %
- 3) *Gandhak* - 2 %
- 4) *Sphatika* - 1 %
- 5) *Shankhajeera* - q.s.

ii) Available in - 15 gm

iii) Manufactured by,

V.L. PHARM, 20, Lokmanya Tilak Marg, Mumbai-400003.

Other Products in this category are,

I) Neosulf - Antiseptic dusting powder

i) Manufactured By,

JYOTI PHARMA, 27/28, Shankardas Industrial Estate, O.T. Section, UNR - 421002, Dist - Thane

4) Headache and cold reliever - External use

I) New Amrutanjan PAIN BALM - EXTRA POWER (Pure Healthy Essence - Since 1893) (KICK OUT PAIN)⁶

i) It is India's No.1 Pain balm.⁷

ii) Composition -

- 1) *Karpur (Kapur) Satva* (Cinnamomum camphora) (Aerial part satva) - 10 %
- 2) *Yavani Satva* (Trachyspermum ammi) (Fruit satva) - 1 %

3) *Pudina Satva* (Mentha arvensis) (Aerial part satva) -10 +

4) *Gandhapoor (Gandhapurna) Patra Taila* (Gauthenia fragrantissima) (leaf oil) - 12%

5) *Saral Taila* (Pinus roxburghii) (oil) - 2 %

6) *Tailaparna (Nilgiri) Patra Taila* (Eucalyptus globulus) (leaf oil) - 9 %

7) *Bhutma (Gavati Chaha) Patra Taila* (Cymbopogon citratus) (leaf oil) - 5 %

8) *Darusita (Dalchini) Taila* (Cinnamomum zeylanicum) (bark oil) - 1 %

9) *Pudina Taila* (Mentha arvensis) (Aerial part oil) - 2 %

10) *Lavang Taila* (Syzygium aromaticum) (Flower bud oil) - 1 %

11) Ointment base - q.s.

iii) Available in - 1 ml, 8 ml, 27.5 ml, 50 ml

iv) Manufactured by,

Amrutanjan Health care Limited, Plot No. 37,38 and 39. SIDCO Pharmaceutical Complx, Alathur village, Thirupour, TK, Kanchipuram, District - 603110. (T.N.)

Other Products in this category are,

I) ZANDU BALM - New Improved NO. 1 (FAST ACTION with FAST ABSORPTION) -i)

Manufactured By,

Emami Limited, Plot No. 40,41, Sector 5, IIE, SIDKUL, Pantnagar, District - U.S. Nagar, Uttarakhand, Pin - 263153.

II) ZANDU ULTRA POWER Balm -

i) Manufactured By,

1) Emami Limited, College nagar, Abhoypur, North Guwahati, 781031, (Assam)

2) Emami Limited, Plot No. 40,41, Sector 5, IIE, SIDKUL, Pantnagar, District - U.S. Nagar, Uttarakhand, Pin - 263153.

III) VICKS Vaporub - Topical Ointment (RELIEVES 6 COLD SYMPTOMS)

i) Manufactured By,

Gillette Diversified Operations Private Limited, Plot No. SM - 46, GIDC, BOL (Sanand-II), Industrial Estate, Ahmedabad - 382110, Gujrat, India.

ii) Marketed By,

Procter & Gamble Hygiene and Health Care Limited, P & G Plaza, Cardinal Gracias Road, Chakala, Andheri (East), Mumbai - 400099, India.

5) Headache, Body ache and Joint pain Reliever - External use**I) Moov (PAIN RELIEF SPECIALIST) (Cream)⁸****i) Moov is India's No. 1 Pain relief cream.****ii) composition -**

1) *Gandhapoor / Gandhapurna Patra Taila* (Wintergreen/Gaultheria Fragrantissima) (oil) - 15 %

2) *Nilgiri Taila* (Eucalyptus globulus) (oil) - 2 %

3) *Tarpin ka Taila/Saral Taila* (Pinus roxburghii) (oil) - 3 %

4) *Pudina Ke Phool/Pudinyachi Phule* (Mentha viridis) - 5 %

5) Base - q.s.

iii) Available in - 5 gm, 10 gm, 15 gm, 30 gm, 50 gm.

iv) Direction -

1) Spread two pulpfules of Moov on the affected area to form a thin film.

2) Massage gently to facilitate penetration.

v) Caution -

1) Do not use if allergic to any ingredient.

2) First time user apply on a small area before using on affected part to rule out any strong allergic reaction.

3) Stop using if strong irritation occurs and consult a doctor.

vi) Manufactured by,

Manufactured in India by,

Reckitt Benckiser Healthcare India Pvt. Ltd. P.O. - Baddi, Dist. - Solan - 173205 (H.P.)

Other Products in this category are,**I) VICCO Narayani cream****i) Manufactured by,**

Vicco Laboratories (Proprieteres - Vicco products (Bombay) Pvt, Ltd. Mumbai - 400012)

Factory Address - S-89, M.I.D.C., Hingana, Nagpur - 440016

II) VICCO Narayani gel**i) Manufactured by,**

Vicco Laboratories (Proprieteres - Vicco products (Bombay) Pvt, Ltd. Mumbai - 400012)

Factory Address - S-89, M.I.D.C., Hingana, Nagpur - 440016

III) Amrutanjan New MAHA STRONG PAIN BALM- HOT ACTION (Pure Healthy Essence - since 1893) (KICK OUT PAIN)**i) Manufactured by,**

Amrutanjan Health care Limited, Plot No. 37,38 and 39. SIDCO Pharmaceutical Complx, Alathur village, Thirupour, TK, Kanchepuram, District - 603110. (T.N.)

IV) AMRUTANJAN BACK PAIN ROLL ON - ADVANCED (KICK OUT PAIN) (HOT ACTION - HEAT THERAPY)**i) Manufactured by,**

Amrutanjan Health care Limited, Plot No. 37,38 and 39. SIDCO Pharmaceutical Complx, Alathur village, Thirupour, TK, Kanchepuram, District - 603110. (T.N.)

V) ZANU BALM- New Improved NO. 1 (FAST ACTION with FAST ABSORBTION) -**i) Manufactured By,**

Emami Limited, Plot No. 40,41, Sector 5, IIE, SIDKUL, Pantnagar, District – U.S. Nagar, Uttarakhand, Pin - 263153.

VI) ZANDU ULTRA POWER Balm -

i) Manufactured By,

1) Emami Limited, College nagar, Abhoypur, North Guwahati, 781031, (Assam)

2) Emami Limited, Plot No. 40,41, Sector 5, IIE, SIDKUL, Pantnagar, District – U.S. Nagar, Uttarakhand, Pin - 263153.

VII) TIGER BALM EXTRA (FAST RELIEF FOR JOINT AND ARTHRITIS PAIN) (Colour - Reddish Brown)

i) Manufactured by,

Haw Par Corpotation, Singapore.

VIII) TIGER BALM ULTRA (SUPERIOR RELIEF FOR JOINT AND MUSCLE STRAINS) (Colour - White)

i) Manufactured by,

Haw Par Corpotation, Singapore.

6) Throat Lozenges -

I) VICKS Cough Drops Fast Relief (MENTHOL)⁹ –

i) Contains - Each drop contains,

1) *Pudina* (Mentha Arvensis Leaf Extract) - 4.275 mg

2) Flavoured Sugar Base - q.s.

3) Colour - Caramel

ii) Available in - 2 gm.

iii) Caution -

1) Not to be given to children below 2 years of age.

iv) Manufactured By,

Gillette Diversified Operations Private Limited, Plot No. SM - 46, GIDC, BOL (Sanand-II), Industrial Estate, Ahmedabad – 382110, Gujrat, India.

v) Marketed By,

Procter & Gamble Hygiene and Health Care Limited, P & G Plaza, Cardinal Gracias Road, Chakala, Andheri (East), Mumbai – 400099, India.

Other Products in this category are,

I) Koflet Lozenges -

i) Manufactured by,

The Himalaya Drug Company, At, Raghav Estate, KSSIDC Industrial Estate, Shiggon Road, Shivanur - 581118

7) Acidity reliever -

I) ENO FRUIT SALT¹⁰ -

i) composition - per 5 gm,

1) *Sarjikshar* (*Shuddha*) - 2.91 gm

2) *Nimbukalkam* (*Shushkam*) - 2.04 gm

3) Contains permitted sweetener

4) Sodium Saccharin - 5 mg

5) Permitted colours - Brilliant Blue FCP and Tartrazin

6) Permitted Flavours added - q.s.

(Contains no fruit pulp or Fruit extracts.

ii) Available in – 5 gm, 100 gm.

iii) Caution -

1) Do not take more than 2 doses in 24 hours.

2) If symptoms persist, Consult your doctor

3) Do not use if you have any liver, kidney and/or heart ailment/high blood pressure.

4) Consult doctor before use if pregnant/Lactating.

iv) Manufactured at,

Southern Drugs and Pharmaceuticals, Door No. 19-584, NH 5, Dowlaishwaram – 533125 (A.P.)

Other Products in this category are,

I) Gas-O-Fast Active Jeera -

i) Manufactured in India by,

Copmed Pharmaceuticals Pvt. Ltd. (Unit 3), Plot No. 25 and 26, Gondpur Industrial

Area, Paonta Sahib, District – Sirmour (H.P.)- 173025

ii) Marketed By,

MANKIND PHARMA LTD., 208, Okhla Industrial estate – 3, New Delhi - 110020

II) Dabur Pudina Hara (Pearls)

i) Manufactured in India by,

Dabur India Ltd., 109 - A, Industrial Area Baddi, District - Solan (H.P.) - 73205

8) Constipation Reliever - Laxatives

I) IGOL+(Plus) (Delicious Pineapple Flavour)¹¹ -

i) Composition - Each gram contains,

1) *Ispaghula (Isabgol)* (*Plantago ovata*) Husk - 0.85 gm

2) *Nimbu Satwa (Limbu Satva)* (Citric Acid) - 0.01 gm

3) Excipients: q.s. (Colour - Tartrazine Supra)

ii) Available in – 90 gm, 180 gm.

iii) Manufactured by,

Raptakos, Breit and Co. Ltd., 1st Pokharan Road, Thane 400606.

Other Products in this category are,

I) Kayam Churna -

i) Manufactured by,

Sheth Bros., 30, G.I.D.C., Vithalwadi, Bhavnagar - 364001. Gujrat (India)

II) Pet Saffa Tablet (Dr. Juneja's PetSaffa Natural Laxative Tablet) -

ii) Manufactured by,

Divisa Herbal care, Mauza Rampur Jattan, kala-Amb Dist Sirmour, Himachal Pradesh - 173030

III) Sharangdhar Sukhasarak Vati -

i) Manufactured by,

Sharangdhar Pharmaceuticals Pvt. Ltd., 26/3A/13, Tiny Industrial Estate, Kondhwa

Bk, Tal - Haveli, Dist. - Pune, 48 (Maharashtra)

IV) Softovac (Bowel Regulator) –

i) Manufactured by,

Lupin Ltd, Zirakpur-Chandigarh Highway, Swami Vivekanand School Road, Pabhat, Zirakpur, Dist-S.A.S. Nagar, At - Plot No. 23, EPIP-1, Jharmajri, Baddi, Dist--Solan, (H.P.)

V) Zandu Nityam Churna - 100% Ayurvedic Laxative.

i) Manufactured by,

Emami Limited, Survey No. 61/2P/I-MASAT, Silvassa, D and NH, (UT) - 396230.

VI) Dhouti-yog Churna - Laxative Herbal Powder

i) Manufactured by,

Siddha Pharmaceuticals, 7, Ravindra society, Padmawati, Pune

9) Anti-Diarrhoeal -

I) EMQUINOL tablet -

i) Composition - Each tablet contains,

1) *Belafal (Aegle marmelos)* (Fauit) - 100 mg

2) *Kada chhal (Kutaj Twak)* (*holarrhoena antidysenterica*) (bark) - 150 mg

3) *Mochras (Shalmali Niryas)* (*Bombax malbaricum*) (gum) - 25 mg.

4) *Indrajav (Indrayav/Vatsakbeej)* (*Holarrhoena antidysenterica*) (seeds) - 120 mg.

5) *Daru Haldi (Daruharidra/Daruhadalad)* - 10 mg

6) Excipients - q.s.

ii) Available in – 500 mg tablet.

iii) Made in India by,

MEDICO LABS, 628, GIDC, Phase IV, Vatva, Ahmedabad – 382445

Other Products in this category are,

I) BI-Quinol Tablet**i) Made in India by,**

BHARAVI PHARMACEUTICALS LTD., E/76, Sardar Estate, Ajwa Road, Baroda, 19 (Gj.), India

II) D-Sentrol Tablts**i) Manufactured by,**

Arya Aushadhi Pharma, Mumbai Pvt. Ltd.

Discussion -

Ayurvedic doctors are aware about the 'Prescription Proprietary Ayurvedic Medicine' but unaware about the 'OTC Proprietary Ayurvedic Medicines'. 'OTC Proprietary Ayurvedic Medicines' you can buy without a prescription and they can be sold by non-chemists also, but still medicines hence there is a need to be taken responsibly. As an a 'Ayurvedic Practitioner', it is our need to take knowledge of these medicines. Most of these products contain Extracts of Ayurvedic Medicines and also Chemical Base compounds, hence there is an a need of evaluation of long term effects of these drugs. It is an a attempt to create awareness about 'OTC Proprietary Ayurvedic Medicines'.

Conclusion -

I found 35 important 'OTC Proprietary Ayurvedic Medicines'. Out of these products some are No. 1 brand and Largest selling in their Category e.g. 'Nycil-Germ expert, Cool classic' which is a No.1 brand in prickly heat and cooling

powder category and 'Boro Plus - Healthy Skin' is India's largest selling antiseptic cream. So as an a 'Ayurvedic Practitioner', it is our need to take knowledge of these medicines.

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