



## President's Message



### **Welcome to October 2017 Issue**

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The Asian Society of Pharmacognosy was founded on a high expectation that the Society can prove to be a forum for all Asian scientists working in this field to collaborate, voice their opinions, and share their research findings through the Society Journal, namely the Asian Journal of Pharmacognosy. The Chief Editor of the Journal, Dr. Christophe Wiart, started with a number of innovative ideas. His most promising idea was introduction of 'Ethno Notes', meant for scientists who do not have enough research funds to accumulate a large amount of ethnopharmacological data prior to publishing. Simply put, Ethno Notes can be a novel use of any plant species, which has not been described before, accompanied by a clear photograph of the plant, and an accepted mean of identification (not necessary for very common plants). Publication of Ethno Notes has two advantages. First, many such traditional therapeutic uses of plants are possibly getting lost or may get lost if not known widely. As such dissemination of such knowledge is required, preferably through scientific journals, because journals can potentially reach thousands of people. Second, such Ethno Notes can enable a researcher without sufficient funds to still stay in the scientific field and acquire recognition. Surprisingly, despite such clear advantages, the Asian Journal of Pharmacognosy is always chronically short of papers, even Ethno Notes. I urge all scientists to publish more in the Society Journal for only through your publications can the Journal quickly attain special status like being abstracted in PubMed.