

Editorial

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The *Botanics: Targets and Therapy* journal published by Dove Medical Press (www.dovepress.com/botanics-targets-and-therapy-journal) is now in its third year. From editorial acceptance to publication the average turn around time is 2–3 months. Peer reviews are high quality, and the journal is open access, filling an important niche in academic medical publishing. Specifically, the journal was designed to bridge the gap between basic science and clinical practice. The aim of this journal is to provide the multidisciplinary scientific information obtained from medicinal plants used worldwide for treatment and prophylaxis.

In upcoming manuscripts we are expecting to see an overview of some of the challenges, and suggestions in which they can be addressed so that botanics research can remain a viable and productive route to drug discovery from a practical perspective, this includes: quality (identity, purity, standardization, consistency), efficacy (therapeutic indications, clinical studies, pharmacological investigations), and safety (adverse reactions, drug interactions, contraindications, precautions). We will continue to focus on Pharmacognosy, identification and isolation of new agents with novel or improved mechanisms of action, clinical utility and comparison with established or biologic agents, toxicology and tolerability, industrial production, critical evaluation of herbal medicines, patient perspectives, acceptability and satisfaction assessment, and health and economic evaluations.

If you are interested in submitting a paper to the journal, please follow this link https://www.dovepress.com/submit_step_1.php. Dove's staff are outstanding as far as efficiency and graciousness are concerned. Your review will receive immediate and individual attention.

Finally, to be successful *Botanics: Targets and Therapy* needs to please both authors and readers. Dear authors and readers, if you have any comments in regard to the papers in this Journal – positive, negative, or adding further information – please do not hesitate to contact me or the always available and fully supportive Publisher, Dove Medical Press. I wish to thank the members of our editorial board, reviewers, authors, and Dove Medical Press for help in publishing *Botanics: Targets and Therapy*.

I look forward to working with you.

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