OBJECTIVES OF THE PRESENT STUDY:

Male Sexual dysfunction is serious medical and social problem occurs in 10 – 52% in men worldwide. Male Sexual dysfunction has been widely reported in developed western countries. A survey has estimated that more than 152 million men worldwide experienced sexual dysfunction in 1995 and this figure is likely to increase to 172-322 million in 2025 [3].

Taking into consideration the prevalence of the male sexual dysfunctioning, its socioeconomic status and the adverse events exhibited by established modern drugs, it can be concluded that current modern treatment is falling insufficient in management of male sexual dysfunctioning. Hence it becomes pressing need of time that we should look for an alternative with better safety and efficacy profile. Herbal therapy could be a soothing option in the management of sexual dysfunctioning because of relatively high safety profile, long cultural history of utilization and current renewed interest in natural products to sustain health globally.

In the traditional systems of medicine, most of the remedies for Male Sexual dysfunction were taken from plants and they were proved to be useful. Some plants for Male Sexual dysfunction are reported in Ayurveda are *Crocus sativus*, *Piper betel*, *Symplocos racemosa* and *Myristica fragrance* [Ayurvedic Pharm]. *Crocus sativus* is reported to improve sexual behavior, posses antistress and antioxidant properties. *Piper betel* is proven aphrodisiac and improve spermatogenesis. *Symplocos racemosa* is phosphodiesterase inhibitor and may act to improve erection. *Myristica fragrance* is reported to posses aphrodisiac activity and its antistress and immunomodulatory activity may show effect to improve libido. All these plants in totality can prove good aphrodisiac by virtue of their ability to improve sexual performance along with antistress, immunomodulatory, antioxidant activity.

Today, many herbal formulations are commercially available which are used for Male Sexual dysfunction. The marketed composite herbal formulations, VYSEX (Ban Lab Ltd, India), ASAP (Anglo French drugs and industries ltd., India), SEMENTO (Amil Pharma, India), VIMFIX (Sandu Brothers, India), have been widely used clinically to manage and maintained the male sexual health. Unfortunately most of these formulations are not standardized by the use of the modern analytical tools to maintain the batch to batch consistency.

Thus standardization can serve a number of purposes such as,

1. Batch to batch consistency,
2. Confirmation of the correct amount of the extract per unit dosage,
3. Positive control to indicate possible loss or degradation during manufacturing.
It is always preferable to formulate preparations having fewer extracts because of simplicity to control the various active principles; to increase the stability by reducing interference between different extracts; and the therapeutic activity can be well defined. Herbal formulations containing plant extracts are having more technological and stability problems than formulations containing pure natural and synthetic chemical entities. So there is a challenge to a pharmaceutical technician to arrive at formulations which are easily reproducible on an industrial scale and are both chemically and technologically stable.

The aim of this study is to design, develop and standardize the herbal medicinal product for one and/or more conditions of Male Sexual dysfunction based on the availability of the medicinal plant, cost of treatment and have good potential to export market. Such work will not only help in the development of stable herbal medicinal product which fully ensures the quality, safety and efficacy but also support the extensive research and development of Indian herbal medicines in complying with the registration formalities in the regulated markets like USA and Europe etc.