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DESCRIPTION

Fitoterapia is a Journal dedicated to **medicinal plants** and to **bioactive natural products** of plant origin. It publishes original contributions in seven major areas:

1. Characterization of **active ingredients** of medicinal plants
2. Development of standardization method for bioactive **plant extracts** and natural products
3. Identification of **bioactivity** in plant extracts
4. Identification of targets and mechanism of activity of plant extracts
5. Production and **genomic characterization** of medicinal plants biomass
6. **Chemistry** and **biochemistry** of bioactive natural products of plant origin
7. Critical reviews of the **historical, clinical** and **legal** status of medicinal plants, and accounts on topical issues.

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3. Uncritical ethnopharmacological investigations, where a list of plants and their use are simply recorded.

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RULE 2: The manuscript is too preliminary, reporting e.g. activity data without comparison to a reference, or without a positive control;
RULE 3: The botanical source is not clearly identified, authenticated, and documented (voucher);
RULE 4: Bioactivity is not relevant to *in vivo* situations.

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AUDIENCE

Pharmacologists, Ethnopharmacologists, Pharmaceutical Scientists, Medicinal Chemists, Organic Chemists, Toxicologists, Botanists and Anthropologists.

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INTRODUCTION

Fitoterapia is a Journal dedicated to medicinal plants and to bioactive natural products of plant origin. It publishes original contributions into these seven major areas:

1. Characterization of active ingredients of medicinal plants
2. Development of standardization method for bioactive plant extracts and natural products
3. Identification of bioactivity in plant extracts
4. Identification of targets and mechanism of activity of plant extracts
5. Production and genomic characterization of medicinal plants biomass
6. Chemistry and biochemistry of bioactive natural products of plant origin
7. Critical reviews of the historical, clinical and legal status of medicinal plants, and accounts on topical issues.

Article critically reviewing the historical, clinical and legal status of medicinal plants and accounts on topical issues are also welcomed.

Contributions reporting

1. Activity data on crude extracts that have not been characterized by analysis of their major constituents (HPLC, NMR)
2. Unexceptional and predictable bioactivity (antioxidant properties of phenolics or antibacterial activity of essential oil)
3. Uncritical ethnopharmacological investigations, where a list of plants and their use are simply recorded are not normally considered for publication.

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RULE 4: Bioactivity is not relevant to *in vivo* situations.

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[2] J. van der Geer, J.A.J. Hanraads, R.A. Lupton, 2018. The art of writing a scientific article. *Heliyon.* 19, e00205. <https://doi.org/10.1016/j.heliyon.2018.e00205>.

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[3] W. Strunk Jr., E.B. White, *The Elements of Style*, fourth ed., Longman, New York, 2000.

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[4] G.R. Mettam, L.B. Adams, How to prepare an electronic version of your article, in: B.S. Jones, R.Z. Smith (Eds.), *Introduction to the Electronic Age*, E-Publishing Inc., New York, 2009, pp. 281–304.

Reference to a website:

[5] Cancer Research UK, Cancer statistics reports for the UK. <http://www.cancerresearchuk.org/aboutcancer/statistics/cancerstatsreport/>, 2003 (accessed 13 March 2003).

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