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5<sup>th</sup> International Conference and Exhibition on

## Pharmacology and Ethnopharmacology

March 23-25, 2017 Orlando, USA



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### Cosmetopoeia

Traditional uses of plants include two main fields: Pharmacopoeia for medicinal regards and cosmetopoeia for cosmetic concerns. Cosmetopoeia refers to popular use of plants for traditional cosmetics and body care that have always existed in many countries and cultures over the world, but this concept is still very poorly documented as written reports. If traditional knowledge concerning pharmacopoeia are ethnobotanically advanced and studied, those regarding formal cosmetopoeia are yet less known and concerns very few investigations and stored data. A risk of traditional knowledge loss of so often orally transmitted data may occur if not recorded. Unlike pharmacopoeia which deals on traditional medicine, using of plants, cosmetopoeia concerns the compilation of plants and their traditional uses for bodycare and well-being or beauty regards related to a region by the local population (as its cultural heritage). Cosmetopoeia concept cares about traditional cosmetic uses of natural products and should be investigated by a multidisciplinary approach integrating complementary fields such as: Biodiversity, ethnobotany, ethnocosmetology, traditional knowledge, ABS (Access to genetic resources and Benefit Sharing), world heritage, phytochemistry, biological activities, bioassays and natural products valuation and so on. Focus on cosmetopoeia concept will launch discussions about renewing interests of plants of the past for future valuations namely as biosourcing ingredient for cosmeceuticals and will inspire innovative ways for sustainable development of different countries and cultures over the world.

#### **Biography**

Phila Raharivelomanana is a Chemist (PhD-Chemistry). Currently she is a Professor of Chemistry at the University of French Polynesia. She obtained her PhD Diploma in Molecular Chemistry at the University of Nice Sophia-Antipolis (France) in 1992. She has more than 20 years of experience in phytochemical science research. When she joined the UPF in the 1990s, she was one of the pioneer researchers working in phytochemistry of polynesian plants. Then, she focused to medicinal plant investigation aiming at a better understanding of ethnopharmacological aspects. She is a Member of the Editorial Advisory Board of *Natural Product Communications journal*.

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