

## Journal of Bioequivalence & Bioavailability

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What is the Journal of Bioequivalence & Bioavailability (JBB)?

**Journal of Bioequivalence & Bioavailability** (JBB) is a peer reviewed, international, interdisciplinary scholarly open access journal of its field. JBB is one and only the open access journal in bioequivalence and bioavailability with academic support from leading research institutes and industries. JBB aims to be an evidence-based force for the advancement of bioequivalence and bioavailability studies. An Open access online version of JBB is published by the OMICS Publishing Group, an international open access publisher for the advancement of Science & Technology.

JBB publishes, but is not limited to, ethical issues involved in bioequivalence study, sample preparation for analysis, bioequivalence study and data interpretation, sample preparation techniques for bioanalysis, analytical methodology development for quantification of drugs, HPLC and LC-MS/MS methodologies for quantification of drugs and pharmaceuticals in different body fluids, bioanalytical method validation and validation parameters, bioavailability reports in humans and animals, microdialysis and its applications in bioavailability, drug delivery and kinetic studies, pharmacokinetics, pharmacodynamics, systems clinical and toxicological analysis.

What is Bioequivalence & Bioavailability?

Bioavailability is defined in the US FDA's Guidance for Industry as: the rate and extent to which the active ingredient or active moiety is absorbed from a drug product and becomes available at the site of action. For drug products

that are not intended to be absorbed into the bloodstream, bioavailability may be assessed by measurements intended to reflect the rate and extent to which the active ingredient or active moiety becomes available at the site of action. Bioequivalence is defined as: the absence of a significant difference in the rate and extent to which the active ingredient or active moiety in pharmaceutical equivalents or pharmaceutical alternatives becomes available at the site of drug action when administered at the same molar dose under similar conditions in an appropriately designed study.

Bioavailability studies assess the relative fraction of the orally administered dose that is absorbed into the systemic circulation when compared to the bioavailability data for a solution, suspension, or intravenous dosage form and provide pharmacokinetic information related to distribution, elimination, effects of nutrients on absorption of the drug, dose proportionality, linearity in pharmacokinetics of the active moieties and appropriate inactive moieties. The purpose of bioequivalence studies is to demonstrate bioequivalence between a pharmaceutically equivalent generic drug product and the corresponding reference listed drug. Together with the determination of pharmaceutical equivalence, establishing bioequivalence allows a regulatory conclusion of therapeutic equivalence. Bioequivalence studies compare the systemic exposure profile of a test drug product to that of a reference drug product.

Why a new journal?

JBB has been founded to meet the demand and phenomenal growth of bioequivalence and bioavailability studies, and no journal is available under the titles of bioequivalence

and bioavailability particularly under open access category. The main motto for the journal is to bring all scattered bioequivalence reports under one open access platform. Open access publication is the best solution for dissemination of significant output of human endeavors. Under open access platform, JBB is an adventurous venue to the scientists of its field and will become a treasure trove for the bioequivalence and bioavailability reports. To better serve readers, authors, reviewers, and editors, JBB strives to ensure and publish the best possible scientific outputs. Published articles reach thousands of readers by E-mail immediately upon publication. In today's wired world, information is available at the click of the button, courtesy the Internet. JBB - Open Access gives a worldwide audience

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