



Journal of Himalayan Life Sciences
Volume 1, Issue 1 (2021)

A review on the ethno-botanical, phytochemistry and pharmacological activities of *Arnebia euchroma* (Royle) Johnston: A critically endangered medicinal herb

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Abstract: *Arnebia euchroma* (Royle) is an important critically endangered medicinal herb distributed in the Himalayan subalpine and alpine zones. It is a high-value herbaceous perennial plant, commonly known as 'Ratanjot', belonging to the Boraginaceae family. Morphologically, this herb has hairy stems, infundibular corolla, and sub-globular and in terminal inflorescence with purplish rootstock. *A. euchroma* has broadly been utilized in the traditional system of the Yunani, Chinese and Ayurvedic medicines formulations because of its anti-microbial and anti-fungal effects. In the Lahaul valley, India, the locals use the roots of the herb as a hair tonic, an antiseptic, and for various complications such as hypertension, headache, and back pain. It is also used in the treatment of measles, constipation, burns, mild frostbite, eczema, and wound healing disorders. Roots of *A. euchroma* contain important chemical compounds such as Naphthoquinone, alkannin, and by-products of iso-hexenyl naphthazarin esters that have many pharmacological properties. These natural pigments, which are obtained from the wild, are in high demand. Overexploitation of natural habitat has resulted in a population decline, making this plant species severely endangered. Plant cell and tissue culture technologies might be a feasible alternative for producing such pigments in this case.

Key words: *Arnebia euchroma*, ethno-botanical uses, phytochemicals, Naphthoquinone, endangered.