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Phenomenex Publishes Comprehensive Ayurvedic Medicine and Herbal Applications Guide

Hyderabad, Telangana, India (November 02, 2015) – Phenomenex Inc., a global leader in the research and manufacture of advanced technologies for the separation sciences, is proud to announce the publication of a new Ayurveda medicine and herbal applications guide. Available in both print and digital formats, the guide presents 58 pages of applications for all of the frequently requested ayurvedic and herbal compound classes using analytical HPLC and UHPLC techniques.

“Ayurveda is one of India’s most rapidly growing market segments. In line with the ‘Make in India’ Campaign, Phenomenex India completely supports the further development and regulation of the Ayurveda industry, as all of the players work to build a strong global market for these unique Indian remedies”, says Phenomenex India Managing Director, Nick Mitchell.

This guide highlights improved methods using the latest Core-Shell technologies which significantly improves the resolution, speed, and sensitivity of complex natural product composition testing.

“We are pleased to see the increase in the number of customer technical inquiries for Ayurveda applications. From sample preparation questions, to selecting the right HPLC or GC column, we are seeing more customers finalizing analytical methods for their Ayurveda products than ever before”, notes Brad Turek, Director of Sales and Marketing.

In addition to this guide, Phenomenex also offers a comprehensive selection of solutions for the analysis of natural product substances, along with application support and method development services through their PhenoLogix team where they develop your methods with you. www.phenomenex.com/phenologix.

Requests for the Ayurvedic Medicine and Herbal Testing guide can be made online at:

<http://www.phenomenex.com/ayurvedic>

About Phenomenex

Phenomenex is a global technology leader committed to developing novel analytical chemistry solutions that solve the separation and purification challenges of researchers in industrial, clinical, governmental, and academic laboratories. From drug discovery and pharmaceutical development to disease diagnosis, food safety, and environmental analysis, Phenomenex chromatography solutions accelerate science and help researchers improve global health and well-being. For more information on Phenomenex, visit www.phenomenex.com and follow our blog at www.scienceunfiltered.com.