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PII: S0378-8741(18)30628-7
DOI: <https://doi.org/10.1016/j.jep.2018.06.024>
Reference: JEP11413

To appear in: *Journal of Ethnopharmacology*

Received date: 19 February 2018
Revised date: 31 May 2018
Accepted date: 16 June 2018

Cite this article as: Bruno V.L. Siqueira, Cássia M. Sakuragui, Bruno E. Soares and Danilo R. de Oliveira, The rise of medicalization of plants in Brazil: A temporal perspective on vernacular names, *Journal of Ethnopharmacology*, <https://doi.org/10.1016/j.jep.2018.06.024>

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The rise of medicalization of plants in Brazil: A temporal perspective on vernacular names

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Abstract

Ethnopharmacological relevance

Brazilian plant species used in folk medicine have acquired several popular names related to commercial medicines in recent decades. This fact has directly effect to the medicalization process.

Aim of the study

Evaluate the rise of medicalized popular names of medicinal plants in Brazil.

Materials and methods

Medicalized popular names of medicinal plants were recorded from 273 ethnobotanical articles in eleven scientific journals published between 1980 and 2017.

Results

The review included 121 ethnobotanical articles containing medicalized names from 273 articles consulted. The presence of medicalized names in Brazilian ethnobotanical studies has increased significantly since the 2000s. A total of 73 medicalized popular names were recorded according with phonetic and graphical similarity. The most cited medicalized names were *Anador*, *Insulin*, *Terramycin*, *Novalgin* and *Penicillin*. The prevalence of medicalized name citations in ethnobotanical surveys over non-

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