# A Glimpse at Medicinal Herbs Attractions in Iran and the World

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**Abstract:**

The use of herbal drugs as we know them today, began from early times in Iran. This country is blessed with the abundance of as many as 8,000 kinds of botanical species, a large number of which are valued for their healing effects. In these days, people are tending to accept a natural life style as part of their heritage and some companies have developed an industry based on natural remedies. Increasing in herbal plant production and overseas sales is for some important reasons such as increasing high quality products, scientific validation for products in the market place, entering the mainstream companies in the market place and encouragement of physicians in recommending herbal medicines. Iran is a country with a rich plant flora but there is a specific shortage in usage and export of medicinal plants, amounting less than 0.5 percent of the global trade. This article will focus on the comparison of export and consumption of herbal medicine in the world and in Iran and the way of increasing them.

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