



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Lloyd Library Opens Natural Medicine Exhibition

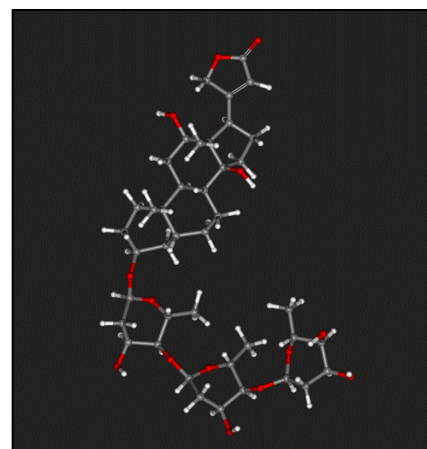


***Phar'-ma-cog-no-sy
Illustrated:
A History of Natural
Pharmaceuticals***

When: July 20-September 21
Where: Lloyd Library & Museum
917 Plum Street, Cincinnati

The five syllables that compose the term "phar-ma-cog-no-sy" are planted, germinated, and rooted in the most ancient medicinal and scientific traditions across the globe. It is the study of natural products useful for their medicinal or other functional applications.

Pharmacognosy Illustrated takes you on a journey through the world of natural pharmaceuticals, displaying artifacts, archives, and equipment utilized in manufacturing. The exhibition features modern medical illustrations, vintage botanical art and specimens of medicinal plants. The Lloyd's founders were integral players in the pharmacognosy movement, formulating natural drugs from the late 1800s through the early 20th century.



The chemical compound of Digoxin, the active medicinal ingredient in the plant *Digitalis purpurea*, (Foxglove).



Phar'-ma-cog-no-sy Illustrated Opening Reception

Friday, July 20, 5:30-8 p.m.
Lloyd Library & Museum

Celebrate the opening of the Lloyd Library & Museum's latest exhibition showcasing the dynamic field of pharmacognosy, the development of pharmaceuticals from the natural world.

Free and open to the public.

Visual Stories of Drugs: The Why and How of Pharmaceutical Illustration



Friday, July 27, 6:00-8:00 p.m.
Lloyd Library & Museum

From ancient botanicals to the newest cancer drugs, scientists and artists have been describing drugs in words and pictures for over 5,000 years.

Marcia Hartsock will lead us on a pictorial journey from Byzantine drawings on vellum to the latest in digital illustrations for pharmaceutical education and marketing. Marcia has spent over 35 years as a medical illustrator, translating complex scientific concepts into clear, colorful images for physicians, researchers, and patients.

Free and open to the public. Doors open at 6 p.m., lecture starts at 7 p.m.
Reservations required: call (513)721-3707 or www.lloydstories.eventbrite.com.

Mosquitoes, Jesuits, and Botanical Expeditions: The Cinchona Tree and the Fight Against Malaria



Friday, September 21, 6:00-8:00 p.m.
Lloyd Library & Museum

What does a gin and tonic, the Nobel Prize, and the fall of the Roman Empire have in common? Find out when Dr. Eric Tepe of the University of Cincinnati talks about malaria, botanical medicine, and the path from traditional cures to cutting edge drugs in the treatment of one of the world's deadliest diseases.

Free and open to the public. Doors open at 6 p.m., lecture starts at 7 p.m.

Reservations required: call (513)721-3707 or www.lloydmedbotany.eventbrite.com.

The Lloyd Library & Museum is the official repository for the American Society of Pharmacognosy and Cincinnati's historic Eclectic Medical Institute.

The Lloyd Library and Museum is free and open to the public. Located at 917 Plum Street in Cincinnati, Ohio. For more information or to schedule group tours, contact the Library at (513) 721-3707, email contact@lloydlibrary.org, or visit www.lloydlibrary.org.



#pharmacognosy #lloydlibrary