

SHORT COMMUNICATION

ESTABLISHMENT AND AUTHENTICATION OF A UV SPECTROPHOTOMETRIC APPROACH FOR MEASURING EMBELIN CONTENT IN BULK AND FORMULATED SAMPLE

ABSTRACT

A UV-spectrophotometric method for the estimation of embelin isolated from *Embelia ribes* berries as per ICH guidelines Q2 (R1) was developed. It is simple, quick, accurate, and affordable. The wavelength of embelin was found to be 294.3 nm; and was linear in the concentration range 2-12 $\mu\text{g mL}^{-1}$ with 0.997 correlation coefficient. The method was applied to pharmaceutical formulation and the drug estimated was found to be 97.99 % and was in good agreement with the label claim. The accuracy of the method was performed at three different levels, between 80 to 120 %; with % recovery obtained 98.54 - 99.98 %. The low values of % RSD indicate that the method is accurate and reproducible. Interday, intraday variations, and repeatability were studied as precision parameters. A lower % RSD value than 2 indicates the developed method is precise. Ruggedness of the proposed method was studied with the aid of two analysts.