Introduction:
The genus *Callicarpa* is comprised of about 40 reported species, many of which have been used by humans in ways suggesting that the genus is a rich source of biologically active natural products. Traditional usage of various parts of members of *Callicarpa* includes preparations used as fish poisons, insect deterrents, and medicinally for various purposes. Phytochemical and biological studies of extracts from *Callicarpa* lend support to these previous uses, and suggest that this genus may offer a rich supply of bioactive secondary metabolites. The fruits are a striking feature of the genus; hence the genus name “*Callicarpa*”, meaning “handsome fruit”, and the common name “beautyberry”. The fruits of at least one species (*C. americana* L.) are commonly consumed by birds and small mammals and white-tailed deer, and occasionally by humans.

Traditionally, *Callicarpa* has been included in the family Verbenaceae, but some current botanical authorities have concluded that it is more appropriately included among the Lamiaceae, with both of these families being grouped in the order Lamiales The plant family Lamiaceae (classically called the Labiatae) is the source of numerous natural products and traditional medicines. The predominant phytochemical characteristic of the family is the presence in many of its species of biologically active terpenoid principles, including monoterpenoids and diterpenoids. The genus *Callicarpa* was described by Harley and coworkers as being comprised primarily of small trees and shrubs with fruits typified as drupaceous with a fleshy exocarp and a hard endocarp, and containing four stony pyrenes. Two representatives of *Callicarpa* are native or naturalized to the southeastern United States, namely, *C. americana* L. and *C. dichotoma* (Lour.) K. Koch (= *C. purpurea* Juss., an ornamental escapee). Radford and colleagues described these members of the genus as shrubs, 1–2.5 m tall, with pubescent twigs, simple, more or less opposite, leaves, and flowers forming cymes. The fruit is a two-lobed and four-seeded drupe, purple (or rarely white). The genus *Callicarpa* and the species *C. americana* were first described by Carl Linnaeus in 1741, but not published validly until some years later, in 1753. Thus, these two specimens are the type specimens (isolecotypes) of the species *C. americana* L. and the genus *Callicarpa*.

The genus *Callicarpa* has a rich history of ethnobotanical usage, mainly in Asia. Several species of the genus *Callicarpa* have documented ethnobotanical uses as traditional and ethnomedicines
and as fish poisons. For example, *C. arborea* Roxb. has been used in India to treat skin diseases, and *C. candicans* (Burm. f.) Hochr. leaves are reported to be used in Palau and the Philippines to stupefy fish. *C. formosana* Rolfe is used in Taiwanese folk medicine to treat rheumatism and disorders of the digestive tract (oral infections and unspecified stomach disorders and intestinal complaints). The bark of *C. lanata* L. has been used in the East Indies as a betel leaf substitute *C. macrophylla* Vahl is used extensively in Indian and Chinese systems of traditional medicine. In India, the seeds of *C. macrophylla* are used to treat oral infections and “intestinal complaints” the leaf extract is used to treat rheumatism, the juice of the fruit is used to treat fever, and an aromatic oil from the roots is used to treat “disordered stomach” In Traditional Chinese Medicine, *C. macrophylla* and two other species (*C. pedunculata* R.Br. and *C. cathayana* Chang) have been used to stop internal and external bleeding and to treat burns *C. macrophylla* is used also in combination with other herbs in a preparation to treat diarrhea, dysentery, intestinal worms, and skin disorders and to “purify the blood” and eliminate toxins (William and Douglas 2008).

Literature review reveals usage of different parts of *C. Tomentosa* in ethno-medicine for various bioactivities like for treatment in fever, liver related problem, skin diseases anthelmintic, digestive problem, topical application and tissue damage.

Ethno-medicinal based review articles have mentioned usage of extract of bark, leaves, stem etc. areal parts as well as roots of the plant in traditional medicines.