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# Personalized Nanomedicine for Breast Cancer Therapy

Dr. K. S. Shaikh\*, S. L. Mali, R. C. Kolape, S. S. Satkar.

Department of Pharmaceutical Quality Assurance, P. E. S. Modern college of Pharmacy, Nigdi, Pune- 44.

#### **Address For correspondence**

Dr. K. S. Shaikh, Department of Pharmaceutical Quality Assurance, P. E. S. Modern college of Pharmacy, Nigdi, Pune- 44.

Email Id: <a href="mailto:serviceheb@gmail.com">serviceheb@gmail.com</a>

#### **ABSTRACT:**

Personalized nanomedicine is the tailoring of medical care to each patient's unique characteristics. It ensures that drugs are given only to patients who stand to benefit from them. It has the potential by providing with best response & highest safety margin to ensure better patient care. It enables each patient to receive earlier diagnoses, risk assessments, and optimal treatments. It benefits to the healthcare system and to society by focusing on prevention & prediction of the underlying cause of disease, also improves disease management, preventing or delaying more expensive care cost & allowing scarce health care resources to be used most efficiently. By targeted therapy, reducing trial & error prescribing, reducing adverse drug reactions, and shifting the emphasis from reaction to prevention. It leads to more efficient development of novel medicines. Personalized medicines have been an emerging trend for certain cardiovascular diseases, neurodegenerative disorders like Parkinson's disease, specifically for treating breast & other cancers. Accordingly, drug development processes are full of targeted treatments which are offering new hope for patients, where maximum number of oncology drugs have the potential to be personalized medicine. Breast cancer is the most common cancer among women throughout the world. Personalized nanomedicine has brought new potential and hope in breast cancer research. Nanoparticles are advantageous and theoretically superior in tumour identification and imaging due to their exceptionally small size. In this review article, we provide an overview on the role nanomedicine has played in targeted breast cancer therapy and some of the latest diagnostic and treatment modalities researched.

**Key words:** Personalized nanomedicine, Breast cancer, Targeted therapy, Cancer diagnosis.

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