Alternative medicine is a conventional method of healing the disease by examining the symptoms without collecting clinical evidences. The term Alternative medicine implies any type of medication that is outside the standard of western or customary drug. Alternative medicine describes any practice that aims to achieve the healing effects of medicine, but which lacks biological plausibility and is untested or untestable. In some cases, AM treatments are proven ineffective. Complementary Medicine (CM), Complementary and Alternative Medicine (CAM), Integrated Medicine or Integrative Medicine (IM), and holistic medicine are among many rebranding’s of the same phenomenon. Alternative Therapies share in common that they reside outside medical science and rely on pseudoscience.

Alternative medicine is distinct from experimental medicine, which employs the scientific method to test plausible therapies by way of responsible and ethical clinical trials, producing evidence of either effect or of no effect. Research into Alternative Therapies often fails to follow proper research protocol and denies calculation of prior probability, providing invalid results. Traditional practices become “alternative” when used outside their original settings without proper scientific explanation and evidence. Frequently used derogatory terms for the alternative are new-age or pseudo, with little distinction from quackery. There are sure nations that are moving towards the legitimization of some Alternative medication treatments that are being upheld with endorsed clinical information.

Traditional medicine comprises medical aspects of traditional knowledge that developed over generations within various societies before the era of modern medicine. The World Health Organization (WHO) defines traditional medicine as “the sum total of the knowledge, skills, and practices based on the theories, beliefs, and experiences indigenous to different cultures, whether explicable or not, used in the maintenance of health as well as in the prevention, diagnosis, improvement or treatment of physical and mental illness”. Traditional medicine is contrasted with scientific medicine.