

Special Issue: NCNN-2014

(National Conference on Nanoscience and Nanotechnology - 2014)

## ***In situ* Floating Gel Formulation: A Novel Approach in Gastrosustaining Drug Delivery System**

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Oral route is one of the most popular route for delivery of drug. This route is often limited by poor bioavailability with conventional dosage forms due to incomplete drug release and short residence time at the site of absorption. To overcome this drawback and to maximize the oral absorption of these drugs, novel drug delivery systems have been developed. Gastroretentive systems such as floating systems, mucoadhesive etc. have been developed. Over the past few decades, many novel *in situ* gel-based delivery matrices have been designed and fabricated to fulfil the ever-increasing needs of the pharmaceutical and medical fields. *In situ* gelling dosage form is liquid at room temperature before administration but undergo gelation when in contact with body fluids or change in pH. *In situ* gel forming drug delivery is a type of mucoadhesive drug delivery system from which the drug gets released in a sustained and controlled manner. This approach is useful for systemic as well as local delivery of drug administered. This review gives a brief overview about various approaches viz. *in situ* gel formulation based on chemical stimulation and physiological changes. This comprehensive article contains approaches, polymers, marketed preparations, patents, herbal approaches and recent advances of *in situ* gel.