It is with great pleasure and pride that we launch the first issue of the British Journal of Pharmacy. It has been a long journey but one with which we have persevered as we believe the journal fulfills an unmet need for a high quality, fully open access and free to publish journal, encompassing the diverse range of topics under the pharmacy umbrella that we have dedicated our working lives to promote.

It is truly an exciting time in pharmacy research as the world is moving to embrace new technologies, push forward new frontiers of research as advances in informatics and genomics are opening new areas for investigation that we had not previously envisaged. This journal allows these to be brought together in a format that is accessible to all, from whatever branch of the profession we belong and to cover from basic science, through drug discovery, the drug development process, into practice and education of our next generation of researchers.

Full open access was very important to us to maximize the potential for dissemination to as wide an audience as possible, in any country and interested in any topic related to pharmacy, and was made possible by the University of Huddersfield Press, which supports open access publishing. All manuscripts on publication will have a DOI number and will be preserved in the Portico archive, which offers a long-term storage and availability of published articles, and hence the peace of mind that the authors deserve. The articles will be published under the Creative Commons Attribution, and therefore the articles are fully open access. This not only allows the authors to retain their copyright but also permits its unrestricted use, distribution, reproduction in any medium, provided the original work is properly cited. All authors, therefore, are also encouraged to store their articles in repositories of their preference or self-archive.

All successful journals, above all, need a dedicated editor (and board) with the ability, knowledge and drive to be able to implement the vision and a plan to sustain it. We are grateful to the indefatigable drive and determination of Dr Hamid Merchant and his stance on quality, with no compromise on the requirement for a rigorous double-blind peer review process. This approach has brought us a high-quality first issue with original research papers and timely review articles.

This first issue brings together topics across the pharmacy spectrum and across the globe, including research articles evaluating probiotics in commercial products and antibiotics in dosage forms. Articles also describe the use of a novel polysaccharide gum in matrix formulations, alongside a critical review on compression of cellulose ethers, commonly used in matrix formulations. Natural products also feature in two further critical reviews on natural products, including a specific review on the application of honey. There are two primary research papers addressing medication non-adherence and medicine-related problems, while further critical reviews discuss the challenges of inhalation therapy in COPD and technical challenges with circulating tumour DNA as a biomarker. We also have articles on pharmacy-specific and inter-professional education and a book review on pharmacogenetics/personalised medicines.

We give special thanks to all the contributors and reviewers who did not automatically press the delete button when receiving yet another email inviting them to publish in another new journal. We are fully committed to making this journal a success in the challenging world of open-access publishing and cordially invite you to submit to our next issue.
We welcome any comments you may have and are more than willing to hear suggestions for themed issues, guest editorials and offers to contribute to further issues.

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