**Research Article** 

ISSN 0975 9506

# Simple and Selective Titrimetric and Spectrophotometric Methods for the Determination of Loratadine Using Bromate-Bromide, Methyl Orange and Methylene Blue

Niranjani S<sup>1</sup>, Venkatachalam K<sup>2\*</sup>, Raju T<sup>2</sup>

<sup>1</sup>Department of Chemistry, SDNB Vaishnav college for Women, Chromepet, Chennai-44, Tamilnadu, India <sup>2</sup>Department of Analytical Chemistry, University of Madras, Guindy Campus, Chennai-25, Tamilnadu, India

Received: 14th Mar, 18; Revised: 20th Apr, 18, Accepted: 16th May, 18; Available Online: 25th Jun, 2018

# ABSTRACT

One indirect titrimetric and two indirect visible spectrophotometric methods were described for the determination of loratadine in bulk drug and in its formulations. The methods used bromate-bromide, methyl orange and methylene blue as reagents. In titrimetry (method A), loratadine was treated with a known excess of bromate-bromide mixture in acidic medium and the residual bromine was back titrated iodometrically after the reaction between loratadine and in situ bromine was ensured to be complete. In spectrophotometric methods, the excess of bromine was estimated by treating with a fixed amount of either methyl orange (method B) and measuring the absorbance at 520 nm or methylene blue (method C) and measuring the absorbance at 680 nm. In all the methods, the amount of reacted bromine corresponded to the loratadine Titrimetric method was applicable over 1-8 mg range and the calculations were based on a 1:0.666 content. (loratadine:bromate) stoichiometric ratio. In spectrophotometry, the calibration graphs were found to be linear over 150-350 and 1.75-3.5 µg mL<sup>-1</sup> for method B and method C, respectively, with corresponding molar absorptivity values of 9.15  $\times 10^2$  and  $1.10 \times 10^5$  L mol<sup>-1</sup> cm<sup>-1</sup>. Accuracy and precision of the assays were determined by computing the intra-day and inter-day variations at three different levels of loratadine. The methods were successfully applied to the assay of loratadine in tablet preparations and the results were compared with those of a reference method by applying Student's t and F-tests. No interference was observed from common pharmaceutical excipients. The reliability of the methods was further ascertained by performing recovery tests by standard addition method.

Keywords loratadine; bromate-bromide; dyes; titrimetry; spectrophotometry; pharmaceuticals.

# INTRODUCTION

Now-a-days, one of the major problems is allergy due to increased global pollution and different synthetic chemicals as preservatives, artificial colorings, acidifications, taste correctors, etc., used in food industry at present.

Loratadine (figure 1), ethyl 4-(8-chloro-5,6-dihydro-11Hbenzo[5,6]cyclohepta[1,2-b]pyridin-11-ylidene)-1-

piperidine carboxylate<sup>1</sup> is tricyclic, long acting, nonsedative, second generation H1-antihistamine drug. It is more selective for peripheral H1-receptors as opposed to the central nervous system H1-receptors and cholinergic receptors. This selectivity significantly reduces the occurrence of adverse drug reactions, such as sedation, while still providing effective relief of allergic conditions. The reason for their peripheral selectivity is that most of these compounds are zwitterionic at physiological pH (pH ~7.4). If they are very polar, they do not cross the bloodbrain barrier and act mainly outside the central nervous system, that is why they produce very little or no sedation. It is a potent and orally active that was developed as a therapeutic agent for the treatment of seasonal and perennial allergic rhinitis, allergic dermatitis and urticaria and ocular allergy<sup>2</sup>.

Loratadine is given orally, well absorbed from the gastrointestinal tract and has rapid first-pass hepatic metabolism; it is metabolized by isoenzymes of the cytochrome P-450 system, including CYP3A4, CYP2D6 and to a lesser extent, several others. Loratadine is almost totally (97–99%) bound to plasma proteins. Its metabolite, desloratadine is largely responsible for the antihistaminergic effects. It binds to plasma proteins by 73–76%. It is official in USP1, BP2, IP3.

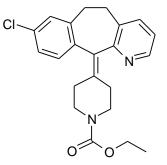


Figure 1: Molecular structure of loratadine.

S.N o	Reagent/s used	Methodology	λ <sub>max</sub> (nm)	Linear range (μg/ml) (ε=L/mol/cm)	Remarks	Ref
	a) molybdenum thiocyanate	DCM extractable orange red ion-pair complex formed	469.5	2.5-22.5	less sensitive, involves extraction step	23
1	b) 2,3-dichloro- 5,6-dicyano-p- benzoquinone (DDQ)	charge transfer complex measured	588	10-80	less sensitive	
2	a) bromocresol purple	chloroform extractable ion pair complexation	409	$20-55 (\varepsilon = 0.64 \times 10^4)$	extraction step involved, pH adjustment required	24
	b) eosin	ion pair complex	539	3-10 ( $\epsilon = 5.05 \times 10^4$ )	methylcellulose solution added	
3	chloranilic acid (CAA)	charge transfer complex measured in chloroform along with other drug astemizole	520	$15-210 (0.96 \times 10^3)$	fairly sensitive	25
4	cobalt nitrate and ammonium thiocyanate	chloroform extractable ion pair complexes by the drugs with thiocyanate ions	618	1-12 ( $\varepsilon = 2.68 \text{ x}$ 10 <sup>4</sup> )	extraction step involved	26
5	erythrosine B	ion-pair complex formation	550	1-6 ( $\varepsilon = NR$ )	less sensitive, pH adjustment required	27
6	3-methyl-2- benzothialinone hydrazone hydrochloride (MBTH) in presence of a) ferric chloride	oxidative coupling reaction	630	2-10 ( $\varepsilon = 8.153$ x10 <sup>3</sup> )	multi-step reaction	28
	b) sodium periodate (NaIO <sub>4</sub> )		624	5-25 ( $\epsilon = 9.397$ x 10 <sup>3</sup> )		
7	a) KBrO <sub>3</sub> -KBr /HCl and methyl orange	Bromination of LOR and determination of unreacted Br <sub>2</sub> with methyl orange	520	$\begin{array}{c} 150\text{-}350 \\ (\varepsilon = 9.15 \times 10^2) \end{array}$	Simple method, Highly sensitive, non-stringent optimum conditions used, simple	Presen t work
7	b) KBrO <sub>3</sub> -KBr /HCl and methylene blue	Bromination of LOR and determination of unreacted Br <sub>2</sub> with methylene blue	680	$\begin{array}{l} 1.75\text{-}3.5 \\ (\epsilon = 1.01 \times 10^5) \end{array}$	instrument employed.	

Table 1: Comparison of the performance characteristics of the proposed methods with the existing visible spectrophotometric methods.

Various techniques such as non-aqueous titrations<sup>3</sup>, UV method<sup>4</sup>, UV area under curve method<sup>5</sup>, derivative spectrophotometry<sup>6,7</sup>, stability indicating methods<sup>8,9</sup>, spectrofluorimetric method<sup>10,11</sup> and cyclic voltammetry<sup>12</sup> have been described for the determination of LOR.

The chromatographic techniques<sup>13-22</sup> were the most widely used for the determination of LOR. Although, the procedures were specific, most of the described methods were time consuming and required multistage extraction procedures. On the other hand, the reported spectrophotometric methods suffer from one or the other disadvantage such as poor sensitivity, use of organic

solvent, scrupulous control of experimental variables and special equipments (Table 1). Titrimetry and spectrophotometry are well established techniques and owing to their speed, selectivity, reduced costs and versatility of application, they can be considered to be advantageous alternatives to sophisticated and expensive techniques normally used in pharmaceutical analysis. By considering these drawbacks, the present work is aimed for developing titrimetric and spectrophotometric methods that would overcome many of the problems encountered in the reported methods. This work describes one titrimetric and two spectrophotometric methods for the determination of LOR in pharmaceuticals based on bromination reaction using bromate-bromide mixture and by employing two dyes, methyl orange and methylene blue. The methods were successfully applied to the determination of LOR in two different brands of tablets with good accuracy and precision and without detectable interference by

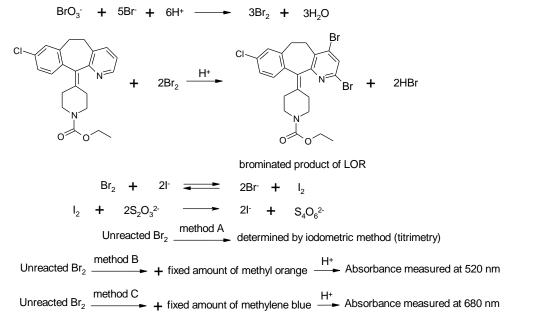


Figure 2: Probable reaction scheme showing bromination of LOR and determination of *in situ* generated bromine by titrimetry and spectrophotometric methods.

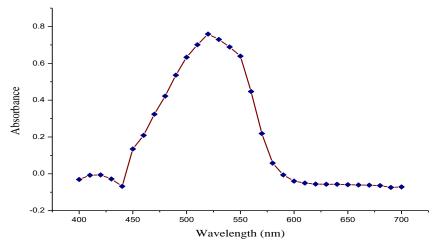


Figure 3: Absorption spectrum of method B - 325  $\mu$ g/ml LOR with methyl orange.

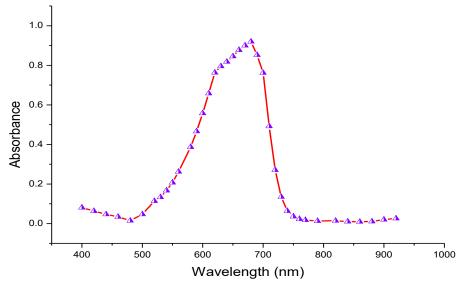


Figure 4: Absorption spectrum of method  $C-3.5\,\mu\text{g/ml}$  LOR with methylene blue.

excipients. The accuracy was further ascertained by placebo blank and synthetic mixture analyses and also by

Table	2:	Sensitivity	and	regression	parameters	for
spectro	opho	otometric me	thods	s.		

Parameter	Method B	Method C
	520	680
$\lambda_{\max}$ , nm		
Linear range, µg mL <sup>-1</sup>	150-350	1.75-3.5
Molar absorptivity( $\epsilon$ ), L mol <sup>-1</sup> cm <sup>-1</sup>	$9.15  imes 10^2$	$1.01\times 10^5$
Sandell sensitivity*, μg cm <sup>-2</sup>	$4.19\times10^{\text{-}7}$	$3.80\times10^{-9}$
Limit of detection (LOD), µg mL <sup>-1</sup>	60.92	0.67
Limit of quantification (LOQ), µg mL <sup>-1</sup>	184.62	2.03
Regression equation, Y**		
Intercept (a)	-0.0683	-0.1100
Slope (b)	0.0026	0.2949
Standard deviation of a (S <sub>a</sub> )	0.0080	0.0057
Standard deviation of b $(S_b)$	$3.12\times10^{\text{-5}}$	0.0021
Variance $(S_a^2)$	$6.4  imes 10^{-5}$	$3.2  imes 10^{-5}$
Regression coefficient (r)	0.9995	0.9998

\*Limit of determination as the weight in  $\mu g/mL$  of solution, which corresponds to an absorbance of A = 0.001 measured in a cuvette of cross-sectional area 1 cm<sup>2</sup> and 1 = 1 cm. \*\*Y=a+bX, Where Y is the absorbance, X is concentration in  $\mu g mL^{-1}$ , a is intercept, b is slope

recovery experiments *via* standard-addition procedure and the methods were to be simple, accurate and easy to apply for the routine analysis of LOR.

#### EXPERIMENTAL

#### Apparatus

A Systronics model 105 digital spectrophotometer with 1cm matched quartz cells was used for all absorbance measurements.

#### **Reagents and Materials**

All the reagents used were of analytical-reagent grade and distilled water was used throughout the investigation. Pure LOR (Pharmaceutical grade, 99.8% pure) sample was kindly provided by Orchid Pharmaceuticals, Chennai, India as a gift and used as received. Two brands of tablets, namely, Lorfast Meltab (Cadila, India) and Lorinol-10 (Microlabs Ltd, Mumbai, India) used in the investigation were purchased from local pharmacy in Chennai, Tamilnadu.

#### Bromate-bromide mixture

A bromate-bromide solution equivalent to 5mM KBrO<sub>3</sub>-50 mM KBr was prepared by dissolving accurately weighed 209 mg of KBrO<sub>3</sub> and 1.5 g of KBr (Merck, India) in distilled water and diluting to the mark in a 250 mL calibrated flask and this solution was used in titrimetric

work. For use in spectrophotometric study, a 1000  $\mu$ g mL<sup>-1</sup> KBrO<sub>3</sub> solution containing a large excess of KBr was prepared by dissolving 100 mg of KBrO<sub>3</sub> and 1 g of KBr in distilled water and diluting to the mark in a 100 mL calibrated flask. This was diluted stepwise to get 25  $\mu$ g mL<sup>-1</sup> and 75  $\mu$ g mL<sup>-1</sup> bromate solutions for use in method B and method C respectively.

#### Methyl Orange

A 500  $\mu$ g m<sup>1-1</sup> stock solution was prepared by dissolving 58.82 mg of the dye (S.d. Fine Chem. Mumbai, India, 85 % dye content) in water and diluting to the mark in a 100 ml volumetric flask. This was appropriately diluted to obtain a 100  $\mu$ g ml<sup>-1</sup> solution for method B.

Methylene blue

The solution was prepared by dissolving 0.025 mg of dye (S.d. Fine Chem, India, dye content 93%) in 100ml of distilled water (250  $\mu$ g mL<sup>-1</sup>) and then diluted to 120  $\mu$ g mL<sup>-1</sup> in a 100ml calibrated flask.

Hydrochloric acid solution

2M and 5M HCl solutions prepared by diluting the appropriate volume of concentrated acid (Fisher Scientific, India, Sp. grade 1.18) with distilled water.

#### Sodium thiosulphate solution

0.03M sodium thiosulphate solution was prepared by dissolving 7 g of the chemical (S.d. Fine Chemicals, India) in 1 litre of distilled water. This solution was standardized<sup>29</sup>.

#### Potassium iodide

10% KI solution prepared by dissolving 10 g of chemical (Merck, India) with distilled water.

Starch indicator

1 % starch paste containing 1 g of starch (S.d. Fine Chemicals, India) was poured slowly into 100 ml boiling water and cooled.

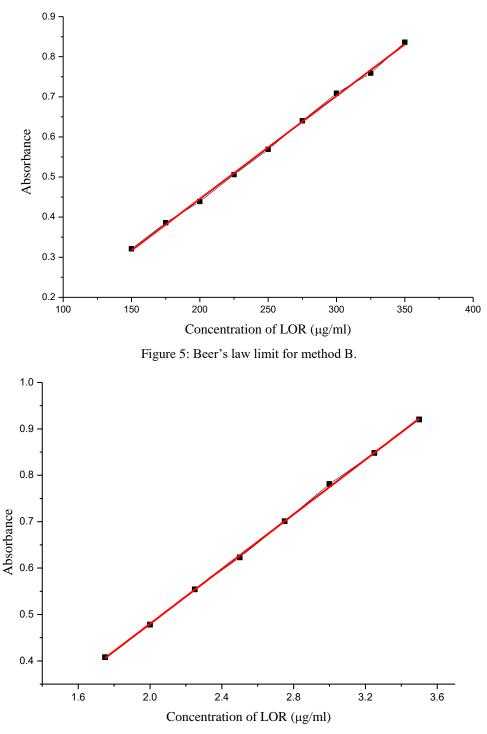
# Loratadine standard solution

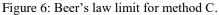
A 1 mg mL<sup>-1</sup> standard drug solution was prepared by dissolving 250 mg of pharmaceutical grade LOR in methanol. The volume was made upto 250 mL in a calibrated flask with methanol and was used in titrimetry. This solution (1000  $\mu$ g mL<sup>-1</sup>) was then diluted with methanol to get 500  $\mu$ g mL<sup>-1</sup> and 5  $\mu$ g mL<sup>-1</sup> solutions for use in method B and method C respectively.

# General analytical procedures

#### Titrimetry (method A)

An aliquot of pure LOR solution 1-8 mL containing 1-8 mg of LOR (1 mL/mg) was transferred accurately into a 100 mL Erlenmeyer flask and the total volume was made upto 10 mL with distilled water. The solution was acidified by adding 5 mL of 2M HCl. 10 mL of bromatebromide solution (5 mM w.r.t KBrO<sub>3</sub>) was transferred to the flask by means of a pipette. The flask was stoppered, the content mixed well and kept aside for 15 min with occasional swirling. The stopper was then washed with 5 mL of water and 5 mL of 10% potassium iodide solution was added to the flask. The liberated iodine was titrated with 0.03M sodium thiosulphate to a starch end point. A blank titration was run under identical conditions by omitting the drug solution. The amount of LOR in the measured aliquot was calculated from the following formula:





Amount of 
$$LOR(mg) = \frac{(B-S)MwR}{n}$$

where B = volume of thiosulphate consumed in the blank titration without drug, ml; S = volume of thiosulphate consumed in the sample titration, ml;  $M_w =$  relative molecular mass of LOR; R = molar concentration of bromate; n = number of moles of bromate reacting with each mole of LOR.

Spectrophotometric procedure using Methyl Orange (Method B)

Different aliquots (3.0-7.0mL) of 500  $\mu$ g mL<sup>-1</sup> LOR solution were accurately measured into a series of 10 mL

calibrated flasks and the total volume was adjusted to 7.0 mL with distilled water. To each flask, added 1 mL of each 5 M hydrochloric acid and bromate-bromide solution (25  $\mu$ g mL<sup>-1</sup> w.r.t. KBrO<sub>3</sub>). The content was mixed well and let stand for 10 min with occasional shaking. Then 1 mL of 100  $\mu$ g mL<sup>-1</sup> methyl orange solution was added to each flask and diluted to the mark with water. The absorbance of each solution was measured at 520 nm against a reagent blank after 5 min.

Spectrophotometric procedure using Methylene blue (Method C)

		Intra-day (n=	7)		Inter-day(n=5	5)	
Method	LOR taken <sup>a</sup>	LOR found <sup>a</sup>	%RSD <sup>b</sup>	%RE <sup>c</sup>	LOR found <sup>a</sup>	%RSD <sup>b</sup>	%RE <sup>c</sup>
	2.0	2.06	1.26	3.00	1.98	1.59	1.00
А	4.0	3.92	2.05	2.00	3.89	1.84	2.75
	6.0	6.11	1.94	1.83	6.08	1.37	1.33
	200.0	200.18	1.62	0.09	199.91	1.46	0.05
В	250.0	249.89	1.58	0.04	249.93	1.98	0.03
	300.0	300.11	1.39	0.04	299.88	1.44	0.04
	2.0	2.03	2.11	1.50	1.96	1.87	2.00
С	2.5	2.47	1.35	1.20	2.53	1.56	1.20
	3.0	3.08	1.67	2.67	2.96	1.60	1.33

Table 3: Intra-day and inter-day precision and accuracy studies.

<sup>a</sup>Mean value of n determinations; The values were in mg for method A and  $\mu$ g mL<sup>-1</sup> for method B and method C. <sup>b</sup>Relative standard deviation (%)

<sup>c</sup>Relative error (%)

#### Table 4: Results of robustness and ruggedness.

		Robustness (%RS	D)		Ruggedness (%RSD)		
Method	LOR taken <sup>a</sup>	OB talana Parameters interchange	nanged		Inter	opolivoto	
Method	LOK taken	Volume of 5M	Reaction	time <sup>c</sup>		analysts	Inter instruments (n=3)
		HCl <sup>b</sup> (ml)	(min)		(n=3)		
А	5.0	1.53	1.38		1.53		2.08
В	250.0	1.79	1.67		1.41		1.23
С	2.5	1.06	1.54		1.38		1.96

<sup>a</sup>The values were in mg for method A and  $\mu$ g mL<sup>-1</sup> for method B and method C.

<sup>b</sup>In method A, volumes of 5M HCl were 4.0, 5.0 and 6.0 ml and in method B and C, volumes of acid added were 0.8, 1.0 and 1.2 ml.

<sup>c</sup>In method A, the reaction times were 12, 15 and 18 min maintained during contact time while in method B and C, they were 9, 10 and 11 min.

Varying aliquots of standard LOR solution (3.5-7.0 mL; 5 µg mL<sup>-1</sup>) were transferred into a series of 10 mL calibrated flasks by means of a micro burette and the total volume was brought to 7 mL by adding distilled water. To each flask, 1 mL of 5 M HCl and 1 mL of bromate-bromide solution (75 µg mL<sup>-1</sup> w.r.t. KBrO<sub>3</sub>) were added. After mixing the content, the flasks were allowed to stand for 10 min with occasional shaking. Then, 1 mL of 120 µg mL<sup>-1</sup> methylene blue solution was added to each flask and diluted to the mark with water. The absorbance was measured at 680 nm against a reagent blank after 10 min. In method B and method C, a calibration graph was prepared by plotting absorbance versus concentration of LOR and the concentration of the unknown was read from the calibration graph or computed from the regression equation derived from the Beer's law data.

#### Analysis of dosage forms

Twenty tablets each containing 10 mg of LOR were weighed accurately and pulverized. An amount of tablet powder equivalent to 100 mg was transferred into a 100 mL volumetric flask. The content was shaken well with about 25 mL of methanol for 15 min. The mixture was diluted to the mark with methanol. It was filtered using Whatmann No. 42 filter paper. First 10 mL portion of the filtrate was discarded and a 5 mL aliquot was subjected to analysis following the procedure described in method A. For method B and method C, the tablet solution (1000  $\mu$ g mL<sup>-1</sup> in LOR) was diluted appropriately with methanol to get 500 and 5  $\mu$ g mL<sup>-1</sup> LOR and suitable portions were

used in the analysis by following the general spectrophotometric procedures described for pure drug. *Analysis of placebo blank and synthetic mixture* 

A placebo blank containing talc (250 mg), starch (300 mg), lactose (30 mg), calcium carbonate (50 mg), calcium dihydrogen orthophosphate (20 mg), methyl cellulose (40 mg), sodium alginate (70 mg) and magnesium stearate (100 mg) was extracted with methanol and solution made as described under "analysis of dosage forms". Α convenient aliquot of solution was subjected to analysis by titrimetry (method A) and spectrophotometry (method B and method C) according to the recommended procedures. A synthetic mixture was prepared by adding 100 mg of LOR to the placebo blank prepared above, homogenized and the solution was prepared as done under "analysis of dosage forms". The filtrate was collected in a 100-mL flask and a 5 mL aliquot was assayed by method A. The synthetic mixture solution (1000 µg mL<sup>-1</sup> in LOR) was appropriately diluted to get 500 and 5  $\mu$ g mL<sup>-1</sup> solutions, and appropriate aliquots were subjected to analysis by method B and method C, separately.

#### **RESULTS AND DISCUSSION**

#### Reaction mechanism

The determination of LOR was based on bromination reaction by bromine generated *in situ* by the action of acid on bromate-bromide mixture. In titrimetry, the reaction was followed by back titration of the residual bromine iodometrically. The stoichiometry was expressed as the number of moles of bromate reacting with each mole of the

Tablet brand	Nominal	H	found % (of nominal amount $\pm$	SD) *
		Reference Method	Proposed methods	
name	amount, mg	Reference Method	Method B	Method C
			$100.09 \pm 0.84$	$99.86 \pm 1.37$
Lorinol <sup>a</sup>	10	$98.06 \pm 0.29$	t = 1.52	t = 1.93
			F = 2.43	F = 2.25
			$100.13 \pm 0.33$	$99.14 \pm 1.63$
Lorfast Meltab <sup>b</sup>	10	$99.14 \pm 1.35$	t = 1.21	t = 1.39
			F = 1.34	F = 2.42

Table 5: Comparison of assay results of the reference and the developed methods.

Mean value of five determinations; <sup>a</sup>Manufactured by Micro labs Ltd., South Sikkim, India.; <sup>b</sup>Manufactured by Cadila Pharmaceuticals Ltd., India.; Tabulated t-value at the 95% confidence level is 2.78.; Tabulated F-value at the 95% confidence level is 6.39.

drug. Titrimetry was found to be applicable over the range 1-8 mg. Outside these limits, deviant inconsistent was obtained. The relationship between the titration end point and the amount of LOR was evaluated by calculating correlation coefficient, r, via the linear least square method and was found to be -0.9959, suggesting that the reaction between loratadine and bromate proceeds stoichiometrically in the ratio 1:0.666. Since 2/3 mole of bromate were consumed in the reaction, two moles of bromine were believed to have been used up for the bromination of the pyridine ring at 2<sup>nd</sup> and 4<sup>th</sup> position. The probable reaction scheme was shown in figure 2.

Loratadine has pKa=5. Due to its pKa value (weak acid) and weak basic pyridine ring, LOR reacted with both acidic and basic dyes. So loratadine is mainly in unionized form. In spectrophotometry, it was followed by change in absorbance of red colour of methyl orange at 520 nm (figure 3) or blue colour of methylene blue at 680 nm (figure 4), the change being caused by the bleaching action of bromine on the dyes. The discoloration was caused by the oxidative destruction of the dyes. Loratadine when added in increasing concentrations to a fixed concentration of insitu generated bromine, consumes the latter proportionately and there occurs fall in the concentaration of bromine. When a fixed concentration of dye was added to the decreasing concentration of bromine, an increase in the concentration of dye results. Consequently, a proportional increase in the absorbance at the respective  $\lambda_{max}$  was observed with increasing concentration of LOR. Thus, in situ generation of bromine is carried out using a mixture of potassium bromide and potassium bromate in the presence of HCl according to the following equation: Absorption spectra

The resulting absorption spectra are due to the red colour of residual unoxidized methyl orange at 520 nm (Figure 3) or blue colour of residual unoxidized methylene blue at 680 nm (Figure 4).

# Method development Titrimetry - Optimizations of critical response parameters

The reaction stoichiometry was found to be unaffected in the presence of 3-8 mL of 2 M HCl in a total volume of 23-25 mL and 5 mL was chosen as the optimum volume and better results and consistent stoichiometry were obtained in the preferred HCl medium than the other acid media studied (H<sub>2</sub>SO<sub>4</sub>, H<sub>3</sub>PO<sub>4</sub> and CH<sub>3</sub>COOH). The bromination reaction was found to be complete in 15 min and contact time up to 30 min had no effect on the stoichiometry or the results. A 10 mL volume of 5 mM bromate solution in the presence of a large amount of bromide was found adequate for quantitative bromination of LOR in the range investigated.

# Spectrophotometry

Preliminary experiments were performed to fix the upper limits of the dye concentrations that could be measured spectrophotometrically and these were found to be  $100 \ \mu g$ mL<sup>-1</sup> and 120 µg mL<sup>-1</sup> for methyl orange and methylene blue, respectively. A bromate concentration of 2.5 µg mL<sup>-</sup> <sup>1</sup> was found to irreversibly destroy the red colour of 10 µg mL<sup>-1</sup> methyl orange whereas 7.5  $\mu$ g mL<sup>-1</sup> bromate was required to bleach the blue colour due to 12 µg mL<sup>-1</sup> methylene blue in acid medium. Hence. different concentrations of LOR were reacted with 1.0 mL of 25  $\mu$ g mL<sup>-1</sup> bromate in method B and 1.0 mL of 75 µg mL<sup>-1</sup> bromate in method C in the presence large excess of bromide and in acid medium followed by the determination of the residual bromine as described under the respective procedures.

None of the acids (H<sub>2</sub>SO<sub>4</sub>, H<sub>3</sub>PO<sub>4</sub> and CH<sub>3</sub>COOH) showed precise and accurate results than HCl. Therefore hydrochloric acid was the medium of choice for the bromination of LOR. The absorbance of the dyes was not affected in 0.25-1.5 M hydrochloric acid concentration for method B and method C, respectively. However, since 1 mL of 5 M acid in a total volume of about 5.0 and 8.0 mL for method B and method C, respectively, was found sufficient to cause bromination of drug in a reasonable time of 10 min, respectively, the same concentration (0.5 M overall) was maintained for the determination of unreacted bromine with the dves. The specified acid concentration for bromination reaction was not critical. The bromination reaction was found to be complete in 10 min for both methods B and method C, respectively and contact times up to 60 min had no effect on the absorbance of the dyes. A contact time of 5 min (method B) and 10 min (method C) was necessary for the bleaching of the dye colour by the residual bromine. The absorbance of either dye solution even in the presence of the brominated drug product was found to be stable for more than 12 hours under these optimized conditions.

#### Method Validation

Analytical parameters of spectrophotometric methods

studied LOR in tablet taken (mo)				Method B				Method C			
tablet taken (سم)	Pure	LOR	Pure LOR	LOR in	Pure LOR		Pure LOR	in	Pure LOR	LOR total	Pure LOR
taken (سە)	LOR	total	recovered <sup>a</sup>	tablet	added	found	recovered <sup>a</sup>	tablet	added	found	recovered <sup>a</sup>
(mo)	added	found	(percent ±	taken	(lm/gµl)	(lm/gµl)	(percent ±		(lm/gµ)	(lm/gµl)	(percent $\pm$
/Q/	(mg)	(mg)	SD)	(lm/gul)			SD)	(hg/ml)			SD)
Lorinol 3.0	1.0	4.02	$102.00 \pm 0.29$	200.0	25.0	225.13	$100.52 \pm 1.38$	2.0	1.0	3.03	$103.00 \pm 0.59$
(10 mg) 3.0	1.5	4.46	$97.33 \pm 2.83$	200.0	50.0	249.89	$99.78 \pm 1.69$	2.0	1.5	3.48	$98.67 \pm 2.13$
3.0	2.0	5.05	$102.50\pm0.56$	200.0	75.0	275.12	$100.16 \pm 0.84$	2.0	2.0	3.96	$98.00 \pm 2.84$
Lorfast 3.0	1.0	3.98	$98.00 \pm 1.72$	200.0	25.0	225.09	$100.36 \pm 2.06$	2.0	1.0	2.97	$97.00 \pm 1.92$
$\begin{array}{ll} \text{Meltab} \\ (10 \text{ mg}) & 3.0 \end{array}$	1.5	4.53	$102.00 \pm 1.05$	200.0	50.0	249.91	$99.82 \pm 2.34$	2.0	1.5	3.52	$101.33 \pm 0.79$
3.0	2.0	5.07	$103.50\pm0.37$	200.0	75.0	275.05	$100.07 \pm 1.81$	2.0	2.0	4.04	$102.00 \pm 1.26$

A linear correlation (figure 5 and 6) was found between absorbance at  $\lambda_{max}$  and concentration of LOR in the ranges given in Table 2. The graphs were described by the regression equation:

Y = a + bX

(where Y = absorbance of 1-cm layer of solution; a = intercept; b = slope and X = concentration of LOR in  $\mu$ g mL<sup>-1</sup>). Regression analysis of the Beer's law data using the method of least squares was made to evaluate the slope (b), intercept (a) and correlation coefficient (r) for each method and the values were presented in Table 2. A plot of absorbance and concentration yielded straight lines with slopes equal to 0.9995 and 0.9998 for method B and method C respectively. The optical characteristics such as Beer's law limits, molar absorptivity and Sandell sensitivity values<sup>30</sup> of both methods were also given in Table 2. The limits of detection (LOD) and quantitation (LOQ) calculated according to ICH guidelines<sup>31</sup> using the formulae:

#### LOD = 3.3 S/b and LOQ = 10 S/b

(where S is the standard deviation of blank absorbance values and b is the slope of the calibration plot) were also presented in Table 2. The high values of  $\varepsilon$  and low values of Sandell sensitivity and LOD indicate the high sensitivity of the developed methods.

#### Accuracy and precision

To analyse the accuracy and precision, the developed methods were repeated seven times within the day to determine the repeatability (intra-day precision) and five times on five different days to determine the intermediate precision (inter-day precision). These assays were performed for three levels of different concentrations. The results of this study were summarized in table 3. The percentage relative standard deviation (%RSD) values were  $\leq 2.11\%$  (intra-day) and  $\leq 1.98\%$  (inter-day) indicating high precision of the methods. Accuracy was evaluated as percentage relative error (%RE) between the measured mean concentrations and taken concentrations for LOR. Bias {bias % = [(Concentration found - knownconcentration) x 100 / known concentration]} was calculated at each concentration and these results were also presented in table 3. Percent relative error (%RE) values of  $\leq 3\%$  demonstrate the high accuracy of the proposed methods.

#### Selectivity

In all the three developed methods, results of placebo blank and synthetic mixture analyses revealed that the inactive ingredients used in the preparation had no role in the assay of active ingredient. To study the role of additives added to the synthetic sample, 4ml, 5 ml and 6 ml of the resulting solution was assayed (n=5) by titrimetry which yielded a % recovery of 99.24  $\pm$  0.82, 98.69  $\pm$  1.08 and 100.09  $\pm$ 0.59. The synthetic mixture analysis hv spectrophotometric methods yielded percentage recoveries of 97.56 - 102.03 with %RSD values in the range 1.13 -2.06. These results demonstrated the accuracy as well as the precision of the developed methods and complement the findings of the placebo blank analysis with respect to selectivity.

Robustness and ruggedness

The robustness of the methods was evaluated by making small incremental changes in the volume of acid and contact time. The effect of these changes was studied on the absorbance of the developed methods. The changes had negligible influence on the results as revealed by small intermediate precision values expressed as % RSD ( $\leq$  1.79%). Method ruggedness was expressed as % RSD of the same procedure applied by three different analysts as well as using three different instruments (burettes in method A and spectrophotometers in method B and C). The inter-analysts %RSD were within 1.53 whereas the inter-instruments RSD for the same LOR concentrations  $\leq$  2.08 suggesting that the developed methods were rugged. *Application to formulations* 

The proposed methods were applied to the determination of LOR in two representative tablets. The results in table 4 showed that the methods were successful for the determination of LOR and that the excipients in the dosage forms did not interfere. The results obtained were statistically compared with the reference method<sup>11</sup>. The results obtained by the developed methods agreed well with those of reference method by applying the Student's t-test for accuracy and F-test for precision and with the label claim. The calculated Student's t- value and F-value at 95% confidence level did not exceed the tabulated values of 2.78 and 6.39, respectively, for four degrees of freedom. Hence, no significant difference exists between the developed methods and the reference method with respect to accuracy and precision.

#### Recovery study

To further assess the accuracy of the developed methods, recovery experiments were performed by applying the standard-addition techniques. The recovery was done by determining the agreement between the measured standard concentration and added known concentration to the sample. The tests were done by spiking the pre-analyzed tablet powder with pure LOR at three different concentrations of the content present in the tablet powder (taken) and the total was found by the developed methods. Each test was repeated three times. In all the cases, the recovery percentage values ranged between 97.00 and 103.50% with relative standard deviation in the range 0.29 - 2.84%. Closeness of the results to 100 % showed the good accuracy of the developed methods. The results are shown in Table 6.

# CONCLUSIONS

Three useful methods for the determination of LOR using bromate-bromide mixture, titrimetry, methyl orange and methylene blue have been developed and validated according to ICH guidelines. The developed titrimetric procedure was simple since it was free from critical working conditions and does not use any expensive instrumentation. The developed spectrophotometric methods did not require any expensive equipment and specialized technicians. The developed methods were one of the most sensitive ever reported for LOR and were much simpler than the existing spectrophotometric methods with respect to optimum conditions. The developed methods depended on the use of simple and inexpensive chemicals. An additional advantage of the methods is that the measurement was made at longer wavelengths where the interferences from the co-formulated substances were far less than that at shorter wavelengths.

#### REFERENCES

- 1. The Merck, the Merck Index, An encyclopedia of chemicals, 12th ed., 5608, Drugs and biological; Merck & Company: Whitehouse Station, NJ, USA, 2001, 953.
- 2. Dollery C, Therapeutic Drugs, 2nd ed., Churchill Livingstone: London, UK, 1999.
- Mohamed El Hamd A, Ramadan Ali, Ahmed Abdellatif AH. Non-Aqueous Titrimetric Assay for Determination of Loratadine in Pharmaceutical Preparations. J. Anal. Bioanal. Tech. 2016; 7(1):1-3.
- 4. Ilangovan Ponnilavarasan, Chebrolu Sunil Narendra Kumar, Asha P. Simultaneous estimation of ambroxol hydrochloride and loratadine in tablet dosage form by using UV spectrophotometric method. International Journal of Pharma and Bio Sciences 2011; 2(2):338-344.
- 5. Hemant Kumar Jain, Khushbu Patel H. Development and Validation of UV Spectrophotometric Area Under Curve Method for Estimation of Loratadine in Bulk and Tablet Dosage Form. American Journal of PharmTech Research 2013; 3(4):492-499.
- 6. Feyyaz Onur, Cem Yucesoy, Saadet Dermis, Murat Kartal, Gamze Kokdil. Simultaneous determination of pseudoephedrine sulfate, dexbrompheniramine maleate and loratadine in pharmaceutical preparations using derivative spectrophotometry and ratio spectra derivative
- 1. spectrophotometry. Talanta 2000; 51:269-279.
- 7. Hoda Mahgoub, Azza Gazy A, Fawzi El-Yazbi A, Mahmoud El-Sayed A,
- 2. Rasha Youssef M. Spectrophotometric determination of binary mixtures of pseudoephedrine with some histamine H1-receptor antagonists using derivative ratio spectrum method. Journal of Pharmaceutical and Biomedical Analysis 2003; 31:801-809.
- 8. El Ragehy NA, Badawey AM, El Khateeb SZ. Stability indicating methods for the determination of loratadine in the presence of its degradation product. Journal of Pharmaceutical and Biomedical Analysis 2002; 28:1041-1053.
- 9. John Gibbons, Dan Sardella, David Duncan, Richard Pike. Degradation product of loratadine. Journal of Pharmaceutical and Biomedical Analysis 2007; 43:1191-1192.
- 10. Bo Zhou, Zu-De Qi, Qi Xiao, Jia-Xin Dong, Ye-Zhong Zhang, Yi Liu. Interaction of loratadine with serum albumins studied by fluorescence quenching method. J. Biochem. Biophys. Methods 2007; 70:743-747.
- 11. Walash MI, Belal F, El-Enany N, Eid M, El-Shaheny RN. Stability-indicating micelle-enhanced spectrofluorimetric method for determination of loratadine and desloratadine in dosage forms. Luminescence 2011; 26:670–679.
- 12. Norouzi P, Ganjali MR. A new method for the determination of loratadine at an Au microelectrode in

flowing systems with the use of fast continuous cyclic voltametry. Journal of Analytical Chemistry 2008; 63(6):566-573.

- Radhakrishna T, Narasaraju A, Ramakrishna M, Satyanarayana A. Simultaneous determination of montelukast and loratadine by HPLC and derivative spectrophotometric methods. Journal of Pharmaceutical and Biomedical Analysis 2003; 31:359-368.
- 14. Mabrouk MM, El-Fatatry HM, Sherin Hammad, Abdel Aziz Wahbi M. Simultaneous determination of loratadine and pseudoephedrine sulfate in pharmaceutical formulation by RPLC and derivative spectrophotometry. Journal of Pharmaceutical and Biomedical Analysis 2003; 33:597-604.
- 15. Chen J, Zha YZ, Gao KP, Shi ZQ, Jiang XG, Jiang WM, Gao XL. A validated HPLC-ESI-MS method for the determination of loratadine in human plasma and its application to pharmacokinetic studies. Pharmazie 2004; 59(8):600-603.
- 16. Dina El-Sherbiny T, Nahed El-Enany, Fathalla Belal F, Steen Hansen H. Simultaneous determination of loratadine and desloratadine in pharmaceutical preparations using liquid chromatography with a microemulsion as eluent. Journal of Pharmaceutical and Biomedical Analysis 2007; 43:1236-1242.
- 17. Jun Lu, Yu Chien Wei, Robert Markovich J, Abu Rustum M. The retention behavior of loratadine and its related compounds in ion pair reversed phase HPLC. Journal of Liquid Chromatography & Related Technologies 2010; 33:603-614.
- 18. Gajjela Ramulu, Yalavarthi Ravindra Kumar, Krishnamurthy Vyas, Mulukutla Suryanarayana V, Khagga Mukkanti . A New Validated Liquid Chromatographic Method for the Determination of Loratadine and its Impurities. Sci Pharm. 2011; 79:277-291.
- 19. Djordjevic S et al. Simultaneous determination of loratadine and descarboethoxyloratadine in human serum by high-performance liquid chromatography (HPLC) atmospheric pressure chemical ionization-mass spectrometry (APCI-LC-MS) method. Medical data 2013; 5(1):27-30.
- 20. Sujatha T, Balmuralikrishna K, Ramesh Raju R. RP-HPLC method for the estimation of loratadine in tablet dosage forms. Der Pharmacia Sinica 2014; 5(2):39-44.
- 21. Georgeta Pavalache, Vasile Dorneanu, Antoanela Popescu. Validation and application of a new DAD-

HPLC method for determination of loratadine from pharmaceuticals. Farmacia 2015; 63(3):366-370.

- 22. Gugulothu Sailaja, Bollikolla Hari Babu. A Validated High Performance Liquid Chromatography Method for the Simultaneous Analysis of Guaifenesin, Ambroxol and Loratidine in Bulk and Liquid Dosage form. Journal of Applied Pharmaceutical Science 2015; 5(12):61-66.
- 23. El-Kousy N, Bebawy LI. Determination of some antihistaminic drugs by atomic absorption spectrometry and colorimetric methods. J. Pharm. Biomed. Anal. 1999; 20(4):671-679.
- 24. Azza Gazy A, Hoda Mahgoub, El-Yazbi FA, El-Sayed MA, Rasha Youssef M. Determination of some histamine H1-receptor antagonists in dosage forms. J. Pharm. Biomed. Anal. 2002; 30(3):859-867.
- 25. Basavaiah K, Charan VS. Spectrophotometric Determination of Astemizole and Loratadine Based on Charge-Transfer Complex Formation with Chloranilic Acid. ScienceAsia 2002; 28:359-64.
- 26. Rele rajan V, Gurav pankaj J. A Simple extractive spectrophotometric determination of loratadine, desloratadine and rupatadine from pharmaceutical formulations. International Journal of Pharma and Bio Sciences 2012; 3(2):89-95.
- 27. Michael El-Kommos E, Samia El-Gizawy M, Noha Atia N, Noha Hosny M. Spectrophotometric determination of some non-sedating antihistamines using erythrosine B. ISRN Anal. Chem. 2013;1-9.
- 28. Sujatha T, Balmuralikrishna K, Ramesh Raju R. Visible Spectrophotometric determination of Loratadine through oxidative coupling reaction in bulk and its pharmaceutical preparations. International Journal of ChemTech Research 2014; 6(2):1091-1096.
- 29. Bassett J, Denny RC, Jeffery GH, Mendham J. Vogel's Text Book of Quantitative Inorganic Analysis, 4th ed., Longman Group Ltd., London, 1978, p.376.
- 30. Inczedy J, Lengyel T, Ure AM. IUPAC Compendium of Analytical Nomenclature: Definitive Rules, Blackwell Science Inc., Boston, 1998, p.964.
- 31. International Conference on Hormonisation of Technical Requirements for Registration of Pharmaceuticals for Human Use, ICH Harmonised Tripartite Guideline, Validation of Analytical Procedures: Text and Methodology Q2(R1), Complementary Guideline on Methodology dated 06 November 1996, incorporated in November 2005, London.