Ethnopharmacology is the systematic study of the use of medicinal plants by a defined ethnic group. Taking into account that over 30% of the global population still rely on medicinal plants for the treatment of their ailments and that less than 1% of the Plant Kingdom has its full chemical and pharmacological profiles elucidated, it seems reasonable to use it as a tool to studying medicinal plants. In this context, examples of medicinal plants used by different communities in Brazil and other countries for the treatment of different conditions such as diabetes, cancer, viral infections, among others, will be shown. Based on this information, strategies to evaluate their pharmacological activities will be discussed as well as the determination of the possible active principle or group of compounds responsible for such activities. Examples of my research (from 2008 to date) will be discussed aiming to show the importance of ethnopharmacological information in the process of drug discovery from nature.