This paper explores changes in the formulation of botanical remedies produced in medieval and early modern Europe related the impact of print technology and the rise of Paracelsian medicine. The *materia medica* of the Renaissance was built upon the ancient natural triad of products that were usually grouped into three broad classifications based on their origin (the categories of plants, animals, and stones) which translated in a literary sense to herbals, bestiaries, and lapidaries. While these separate works were often bound together, indicating some manner of joint use, the recipes and remedies such texts advocated were most often segregated by these natural and textual divisions. This study looks beyond the traditional representation of healing plants found in herbals, to the use of botanical products in mixed formulations that were representative of popular healing found in early modern printed advice manuals. Such works offered cheap medical advice and promoted lay mastery over the formulation of remedies sold in apothecary shops, promising cures for physical ailments ranging from toothaches to complications in childbirth. Evidence presented is drawn from a variety of English printed texts from the *Thesaurus Pauperum* to the works of Nicholas Culpeper, which offered their readers the ability to produce inexpensive and easily obtainable cures using plants found in their own backyards. This study links theory to practice by presenting an analysis of the botanical materials available to early modern consumers based on a series of seventeenth-century English apothecary inventories. An examination of the herbs, seeds, barks and gums stocked by an apothecary during this period, together with a consideration of their cost and availability, sheds new light on the early modern trade of and demand for medicinal plants.

Key terms: herbals, pre-modern pharmacology, popular medicine, Nicholas Culpeper, Paracelsianism, apothecaries, early modern trade, biogeography