

THEORIES AND TRENDS OF SKIN CARE AND AGING-AYURVEDIC CONCEPT

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INTRODUCTION

Ayurveda mentioned *Soundarya* as *Godess Luxmi* and *virupata* as *Aluxmi*¹. So Beauty is the desire of every individual to give pleasure to the sense. Even everyone wants to stay young and become young .In India ,the cosmetic preparations are used for worship also. The external application of *tilak*, *kajal*, *aguru*, *chandan*, *haridra* etc. to God and Goddess are seen in many rituals in India.

According to the Drugs and Cosmetics act (India) 1940,cosmetics may be defined as ,any substance intended to be rubbed, poured, sprinkled, or otherwise applied to human being for cleansing, beautifying, promoting attractiveness.

But according to Ayurved use of cosmetics was not only directed towards developing external appearance, but also achieving longevity with good health. (*Ayu and Arogya*) There is evidence of highly advanced concepts of self beautification and a large array of cosmetics used by males and females. Many of these practices depended on the season (*rutu*) and daily routine (*Dinacharya*).Based on the vast and established knowledge of Ayurveda, herbal extracts, essential oils, fruit extracts are now being effectively used in medicines, food supplements and personal care.

AIMS

To study the theories and different trends of personal and skin care

OBJECTIVES

1)To study Ayurvedic concept of *Soundarya*

2)To study market, consumer, research etc trends to evaluate newer aspects.

LITERATURE REVIEW

According to *Brihatrayi* i.e.(*Charak*, *Sushruta*, *Vagbhata*) *samhita* cosmetic drugs classified as *Varnya*, *Vayasthapan*, *Sandhaniya*, *Twachya*, *Vranaropaniya*, *Twagrasayana* etc,

Varnya -Youthful radiance. Group of drugs have the ability to enhance the radiance or bright skin complexion or enhance the glow.²

example-sandalwood, Lotus, Khas ,etc

2) *Kushthagna* i.e. curative of dermatitis.

e.g. *Khadira*, turmeric., *vidanga* etc

3)*Kandughna* i.e. antipruritics

e.g.*Neem* ,*Kutaja*, *Musta*, *Daruharidra*

4) *Vayasthapan* i.e. rejuvenators.The ingredients that nourish the skin and ensure its optimum physiological functions and has an overall antiaging property is called *Vayashapan*. That means maintaining youthfulness. One of its many properties is to enhance collagen synthesis.

5) *Sandhaniya* i.e.union promoters-Protection from normal wear and tear. *Sandhaniya* herbs help coalesce discontinued tissues and healing and regenerative functions of the skin ,repairing effects of aging.

Mocharasa, *priyangu*.

6) *Vranaropan*-Deep healing drugs-Enhance healing abilities in the skin.

e.g. *Jati, Mocharasa* etc

7) *Twagrasayana* herbs i.e. strengthening the skin's metabolism and enhance the luster.

e.g. *Amalaki*.

8) *Udardaprashamana* herbs i.e. antiurticarials

e.g. *Khdir Badar, Arjun*, etc

MODERN LITERATURE REVIEW

The ideal anti aging intervention should be applicable for both cosmetic maintenance of an age-appropriate healthful appearance, stemming the development of degenerative diseases, optimizing the function of aging brain and other tissues and acting on biologic systems known to prolong lifespan. There is more of a consensus about what factors contribute to biologic aging. The oxidative theory has gained scientific acceptance and considerable traction in the public's mind and antioxidants are a popular ingredient in dietary and skin care products.

Resveratrol³ has been the subject of intensive investigation in recent years and is reported to be an extremely potent antioxidant, a modulator of genetic expression via signal transduction, an inhibitor of inflammatory mediators, and to have other actions including phyto-hormonal effects. This combination of biological properties and cosmetic effect makes resveratrol a unique anti aging agent

Phyto-hormonal effect-Resveratrol is known to bind the estrogen receptor and protect against osteoporosis.

It is having antioxidant property by reducing of serum oxidative damage markers to greater degree. It also acts on cellular signaling mechanisms related to UV-mediated photoaging. So preventive effect on photoaging.

MATERIALS

1) Literature study

2) Trend's study

METHODS

Trend's study

Market Trends

Today new challenges are presented to government regulatory agencies as new molecules from natural sources with true biological activity are being discovered and tested. Traditional recipes of historical significance have become important segments of cosmetics market. But hybrid cosmetics are difficult to classify. The tightening of government regulations for products claims and safety testing are on horizon. For products designated as natural, the Natural Products Association (NPA)⁴ brought out its natural personal care standard to help ease consumer confusion in this market segment. NPA's new standard requires a minimum of 95% of ingredients from natural sources. Standards for organics include the USDA⁶ National Organic Program (NOP), which enforces the Organic Food Production Act (OFPA). Organic and Sustainable Industry Standards (OASIS) allow both organic and made with organic in global marketplace.

Consumer trend

Consumer trends suggest a gradual shift from chemical based products to Ayurvedic beauty products. Growing concern over side effects of chemical based products is the main reason behind this trend. The Ayurvedic natural cosmetics business of India is growing 20-25% per year much higher than India's overall cosmetics business.

Changes in the gender divide. The market share of men's cosmetics is significantly growing since last few years. The demand for looking good and maintaining youthful healthy skin is no longer just for women. Anti aging skin care lines for men can be designed using cosmeceutical ingredients such as vitamins, phytochemicals, acids, essential oils, anti oxidants. The youngest age group being addressed for skin care are babies, with baby care products including talc, oil, sunscreens, lotions etc.

Product and ingredient trends

Nutricosmetics⁵ is the latest trend. The often used for nutritional cosmetics and relates to 'eat and drink products in co-ordination with usual skin care routine for better overall results. Many such products contain vitamins, phytonutrients and other natural ingredients to achieve the desired results. Anti-oxidants used in such nutricosmetics or oral anti aging products include vitamin A, E, C, fatty acids like alpha lipoic acid and botanicals like green tea etc. Superior products also include the drugs which promote skin health, anti inflammatory action, antistress component. Some common drugs are Aloevera, Garlic, Green tea.

In the anti aging market segment, 'Beauty from Within' is very popular tag line. but Ayurveda already mentioned it. The Ama makes person ugly and *rogi*. So treatment mentioned *shodhan*. It is the best intervention to eliminate body toxins. Even *Snehan and Swedan* bring moisture to the skin. It gives greater elasticity and rejuvenates skin tissues. *Snehan and Swedan* are believed to be inhibit trans epidermal water loss, restoring the lipid barrier and restore the amino lipid of the skin. Ayurveda always advocates vegetarian diet and proper water intake for restore the beauty and youthfulness.

Price trend

Producing efficacious anti aging cosmetics requires a lot of science and research, which can prove expensive. Hence many cosmetics are situated at the premium end of the market. However mega companies like P&G (Olay)⁷ are now aiming to be more affordable everyday consumer in the mass market.

Research trend

According to Ayurveda, a number of factors determine skin health and youthfulness. These include proper moisture balance, proper metabolism that coordinate all the various chemical and hormonal reactions and efficient circulation of blood and nutrients to *Sapta dhatus*. So an effective Ayurvedic cosmetics should provide support for proper functioning of *Tridoshas* and *Sapta dhatus*⁷, mainly *rasa* and *rakta*. So two types of therapies *Urjaskar* i.e. promotive and *vyadhihara* i.e. curative. It include warm oil massage, good

sunscreens and gentle oils, cleansing of skin with gentle exfoliates.

DISCUSSION AND CONCLUSION

The aging process is challenging human experience common to everyone, and the desire to stay young prevails in the majority of us. The latest trends in health, beauty and wellness sectors are giving rise to a new realm of possibilities by fusing anti aging cosmetics with traditional Indian medicines. So the market for Ayurvedic beauty products is growing fast. Ayurveda offers vast information on principles of anti aging herbs helping in the exploration of possibilities of developing new anti aging cosmetics with natural ingredients. The future for beauty-from-within functional cosmetics that offer multifunctional benefits in the area of anti-oxidant cellular protection and skin health with anti-inflammatory and anti stress properties is bright. Backed by sound science and substantiated structure and function, they will have a big market in the anti aging cosmeceutical sector.

This review may help cosmetic and personal care industry, marketers and scientists to understand various trends of potential use to research on anti aging cosmeceutical approaches to delaying, defying and preventing aging (*Jara*)

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