

BEAUTY AND ITS PROMOTING FACTORS

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ABSTRACT

We all are creations of beautiful nature. There is no word as ugly in nature's creations. The judgment of grades of beauty lies in the vision of viewer. One looks beautiful and radiant only when his inner beauty surfaces. This inner beauty is gained through yoga, meditation and use of natural beauty enhancers. Rupam, gunam and vayastyag are three parts of beauty. Proper digestion, assimilation and absorption is required for outer beauty i.e. rupam. Inner beauty i.e. gunam is achieved by following the satvit ahara and vihara. Meditation and abstinence from raja and tama leads to the qualitative measure of human beauty. Vayastyag i.e. looking much younger than physical age is another important aspect of beauty. Here, in this paper the factors which are responsible for enhancing and destructing these factors have been discussed in detail. Also effective measures according to doshas involved are discussed here. Skin care procedures forming the daily routine described in Ayurvedic literature consist of numerous formulas involving herb and other natural ingredients. This industry is flourishing nowadays with the need of having nourishment internally with the usual skincare routine or better overall results. Ayurveda based cosmetics are highly valued and priced due to their vast and proved effects.

Keywords- Beauty, digestion, sleep, meditation, cosmetics etc.

INTRODUCTION

Everybody wants to become beautiful and look better. People try to look better for enhancement of confidence and impress the society with other personal, professional and psychological reasons. The beauty of nature can have a profound effect upon our senses, indirectly on our skin also. The skin is considered as a protective covering for more delicate & functionally sophisticated internal viscera^[1]. Holistic and all-encompassing, the ayurvedic definition of beauty thus reads— "Roopam, gunam, vayastyag, iti shubhanga karanam." According to Ayurveda, there are three pillars of beauty. Roopam is outer beauty — personified by shining, healthy hair and a clear, radiant complexion. Cosmetics are used nowadays for roop enhancement. The word cosmetic is defined as a substance meant to be rubbed, poured, sprinkled or sprayed on or introduced into or otherwise applied to the human body or altering the appearance. Gunam refers to inner beauty — the beauty that shines from within, characterized by a warm, pleasing

personality and innocence of mind and heart. And vayastyag means lasting beauty — looking and feeling, younger than your chronological age. Thus, Ayurveda does not focus only on cosmetics to achieve the state of true beauty. The Ayurvedic natural cosmetics business of India is growing at the rate of 15-20% per year- much higher than India's overall cosmetics business that has a growth rate of 7-8%^[2]. Roopam does not specify a type of figure or the color of the skin or the length or style of the hair. Outer beauty, according to Ayurveda, is a reflection of good health — good digestion and healthy eating habits and lifestyle.

Ayurveda also believes that the serenity and contentment of true beautiful face is the direct reflection of Ojas (the substance that maintains life) which is the by-product of a healthy, efficient, contented physiology^[3]. Whether thin, medium or big, each type of body structure can be beautiful as long as good health exists. Beauty is not only a source of joy but gives confidence and pride in

some extent. Beauty is not always related to women rather men are more beauty conscious.

dharmarthou sthreesu lakshmithcha sthreesu

lokaaha prathishtithaaha |

suroopaa yauvanasthaa yaa lakshanairyaa vibhooshithaa
||

yaa vashyaa shikshithaa yaa cha saa sthree vrishyatamaa
mathaa|

” dharma (principles), money or lakshmi (goddess of prosperity) are present in woman. The whole world exists in woman. The woman who is beautiful, young, educated and who is in her senses is considered as the best aphrodisiac”. *Ayurveda* gives emphasis on lifestyle modifications such as following daily regimens and seasonal regimens. These include guidelines about eating right food, at the right time, in right way, based on the seasons and one's constitution; regularizing bedtime rituals, practicing meditation, exercises, maintaining purity of mind and soul ^[4, 5]. *Ayurveda* believes in the notion that we are what we eat. In fact, it is better to say "We are what we digest." A radiant, clear complexion begins with proper nutrition, efficient digestion and assimilation of nutrients by the body, and regular elimination. It's all about diet. When we eat, we are releasing stored energy locked up in the plant food to nourish us that transfers into our body through digestion and assimilation. But the food nourishes us only when our digestive system is working properly. If the digestive system is not working optimally, breakouts, eczema, redness, redness and dull skin can ensue.

Great skin can do wonders for the confidence and it is pocket friendly also. Here are few digestion boosters for healthy skin:

1. Avoid dairy, sugar, gluten and soy

These foods can cause sensitivity and food allergies. By causing intestinal inflammation and affecting healthy gut flora badly results in improper digestion and

diseased skin. By avoiding these four common foods, the skin can be transformed drastically.

2. Try to include several different tastes at each meal — sweet, salty, sour, bitter, pungent and astringent.

3. Take a daily probiotic

Support the gut flora by taking a daily probiotic supplement. These “good bacteria” live in our digestive tract and help keep our pH levels in a place allowing our bodies to absorb skin benefiting nutrients and also help with the removal of wastes.

4. Supplement with raw apple cider vinegar

Raw apple cider vinegar (or commonly referred to as just "ACV") is one of nature's best digestive aids. This little miracle is good for a host of functions in the body, including, the promotion of optimal digestion, cleansing your digestive tract and helping those friendly bacteria grow in the body.

5. Eat the largest meal at mid-day. Our digestive fire is strongest at that time.

6. Sip warm water through the day to help flush toxins from the body.

These suggestions sound simple. But is it easy to follow them? In our time-constrained, deadline-oriented society, good eating habits are hard to maintain. But good diet and digestion are crucial for long-term beauty, because beauty begins with good health. *Ayurveda* also emphasizes herbal supplements as aids to beauty: a supplement to help keep the skin clear through the purification of the blood; or one to internally balance the moisture and elasticity of the skin; or one to pep up the functioning of the liver. There are significant evidences already generated for *Ayurveda* skin care in vitiligo, psoriasis, eczema and acne vulgaris ^[6].

Sleep is second only to diet, according to *Ayurveda*, to achieve and maintain true beauty. The body needs rest in order to rejuvenate itself. Modern research is finding out that sleep deprivation has a very adverse impact on health and well-being, but *ayurvedic* practitioners knew

it centuries ago. Quality of sleep is as important as quantity. If we go to bed right after watching a horror movie on TV, or have an argument with someone at bedtime, we're not likely to have a restful night. Cutting down on stimulants such as caffeine is also helpful. Here are few tips for a sound sleep:

- Stick to a sleep schedule of the same bedtime and wake up time, even on the weekends. This helps to regulate the body's clock and could help falling asleep and stay asleep for the night.
- Practice a relaxing bedtime ritual. A relaxing, routine activity right before bedtime conducted away from bright lights helps separate the sleep time from activities that can cause excitement, stress or anxiety which can make it more difficult to fall asleep, get sound and deep sleep or remain asleep.
- If there is trouble sleeping, avoid naps, especially in the afternoon. Power napping may help you get through the day, but if you find that you can't fall asleep at bedtime, eliminating even short catnaps may help.
- Exercise daily. Vigorous exercise is best, but even light exercise is better than no activity. Exercise at any time of day, but not at the expense of your sleep.
- Evaluate your room. Design your sleep environment to establish the conditions you need for sleep. Your bedroom should be cool – between 60 and 67 degrees. Your bedroom should also be free from any noise that can disturb your sleep. Finally, your bedroom should be free from any light. Check your room for noises or other distractions. This includes a bed partner's sleep disruptions such as snoring. Consider using blackout curtains, eye shades, ear plugs, "white noise" machines, humidifiers, fans and other devices.
- Sleep on a comfortable mattress and pillows. Make sure your mattress is comfortable and supportive. The one you have been using for years may have exceeded its life expectancy – about 9 or 10 years for most good quality mattresses. Have comfortable pillows and make

the room attractive and inviting for sleep but also free of allergens that might affect you and objects that might cause you to slip or fall if you have to get up during the night.

- Use bright light to help manage your circadian rhythms. Avoid bright light in the evening and expose yourself to sunlight in the morning. This will keep your circadian rhythms in check.
- Avoid alcohol, cigarettes, and heavy meals in the evening. Alcohol, cigarettes and caffeine can disrupt sleep. Eating big or spicy meals can cause discomfort from indigestion that can make it hard to sleep. If you can, avoid eating large meals for two to three hours before bedtime. Try a light snack 45 minutes before bed if you're still hungry.
- Wind down. Your body needs time to shift into sleep mode, so spend the last hour before bed doing a calming activity such as reading. For some people, using an electronic device such as a laptop can make it hard to fall asleep, because the particular type of light emanating from the screens of these devices is activating to the brain. If you have trouble sleeping, avoid electronics before bed or in the middle of the night.
- If you can't sleep, go into another room and do something relaxing until you feel tired. It is best to take work materials, computers and televisions out of the sleeping environment. Use your bed only for sleep and sex to strengthen the association between bed and sleep. If you associate a particular activity or item with anxiety about sleeping, omit it from your bedtime routine.
- If you're still having trouble sleeping, Ayurvedic relaxation therapies such as shirodhara and meditation can help.

Once we start following some of these tips, a marked difference in the quality of sleep is noticed. This will result in relaxed mind, beautiful and glowing skin and fresh mood each morning.

While diet and sleep are the cornerstones, other factors are important too. Another best critical factor is Stress management. As anyone with a chronic, inflammatory

skin condition, such as psoriasis, rosacea or acne, knows dealing with unpredictable flares can cause considerable stress and have a negative effect on a person's overall well-being.

At the American Academy of Dermatology's Summer Academy Meeting 2011 in New York, dermatologist and clinical psychologist Richard G. Fried, MD, PhD, FAAD, of Yardley, Pa., discussed the skin-psyche connection and how incorporating various stress-management techniques into a dermatologic treatment regimen can help patients with skin conditions feel better physically and emotionally.

"Stress is personal, so what might be stressful for one person may be a non-stressor or even exhilarating for someone else. Stress can exacerbate or even initiate a skin condition; feelings such as of anger, anxiety, depression or tension can translate emotional states to physiological problems.

To understand the complex relationship between stress/distress and the skin, it is important to consider the biological response that happens when a person experiences stress. Neuropeptides, the chemicals released by the skin's nerve endings, are the skin's first line of defense from infection and trauma. When responding to protect the skin, neuropeptides can create inflammation and an uncomfortable skin sensation, such as numbness, itching, sensitivity or tingling. However, stressful situations can cause neuropeptides to be inappropriately released, which can lead to a flare of skin conditions.

"Until recently, it was thought that neuropeptides only stayed in the skin when they were released," said Dr. Fried. "But we now know that they travel to the brain and ultimately increase the reuptake of neurotransmitters — meaning that stress depletes the chemicals that regulate our emotions, such as serotonin, norepinephrine and dopamine. For example, when psoriasis patients feel stressed about their condition, it can aggravate their symptoms and lead to a further decline in their emotional state, which becomes a vicious cycle."

To help patients combat stress-aggravated skin conditions, Dr. Fried recommends that appropriate stress-management strategies be used in conjunction with traditional dermatologic therapies. These strategies include psychotherapy, cognitive behavioral therapy, meditation, hypnosis, tai chi, yoga, antidepressants and beta blockers. Dr. Fried noted that stress management makes patients feel more empowered and in control, which can make them more likely to comply with a treatment plan for their skin condition and see improvement.

The skin barrier function, which is the skin's protective outer layer, can be impaired by stress as well. Stress can make the skin more permeable, more sensitive and more reactive, which is why dermatologists recommend the use of over-the-counter moisturizers to enhance the skin barrier function. If stress compromises the skin's barrier function, more irritants, allergens, and bacteria can penetrate the skin and cause problems. Specifically, stress can make a person's rosacea more red or acne lesions more inflamed and more persistent. It can worsen hives, fever blisters, psoriasis and seborrheic dermatitis. Gunam — inner beauty — reflects the beauty of the mind and the soul. Serenity, a positive attitude, and purity of thought, word and action — all of these contribute to making a person beautiful.

RESEARCH TRENDS

Anti-aging cosmeceutical concepts in Ayurveda

According to Ayurveda, a number of factors determine skin health and youthfulness. These include proper moisture balance (Kapha in balance), effective functioning of the metabolic mechanisms that coordinate all the various chemical and hormonal reactions of the skin (Pitta in balance) and efficient circulation of blood and nutrients to the different layers of the skin (Vata in balance). The health of the following three dhatus (types of body tissue) are especially reflected in the skin: nutritional fluid (Rasa), blood (Rakta) and muscle (Mamsa). Rasa supports all the body tissues, particularly keeping the skin healthy, Rakta, in association with liver function, helps detoxify the skin of toxins, while Mamsa provides firmness to the

skin. An effective Ayurvedic anti-aging cosmeceutical should provide support to all these three areas. Anti-aging treatment includes two types of therapies Urjaskara (promotive) and Vyadhihara (curative). For vata skin to stay youthful, skin care products that can nourish and rehydrate the skin should be used, otherwise it may be susceptible to wrinkles and premature aging. Warm oil self-massage and all natural moisturizers may help. For pitta skin, good sunscreens for protection from the sun, and good facial skin oils should be used daily. Tanning treatments and therapies that expose delicate sensitive skin for extended periods of time to steam/heat should be avoided. For kapha skin, a daily warm oil massage and cleansing of skin with gentle exfoliant should be performed. Today there is once again a revival of preference for natural products, and in recent years there has been a great upsurge in the study of Indian herbs.^[7] Always talking or thinking about the age, or those lines you're appearing on face, will make a person feel old. Laughter, seeking new experiences and the company of good friends can keep a person looking, and feeling, beautiful, no matter what your biological age. With the dawn of a new millennium, let us go beyond the color of the skin or the height of the cheekbones to find beauty in every woman.

Anti-aging properties of Ayurvedic cosmeceutical ingredients.^[8-11]

1. Age defying activity (Vayasthapana) – The ingredient that nourishes the skin and ensures its optimum physiological functions and has an overall anti-aging property is called vayasthapana, which literally means ‘maintaining youthfulness’ or ‘arresting age’. Vayasthapana herbs give overall support to the skin by keeping all three doshas in balance. Centella asiatica (Gotu-Kola) is the foremost vayasthapana herb with anti-aging effects; one of its many properties is to enhance collagen synthesis.
2. Youthful Radiance (Varnya) – An important group of herbs called Varnya, has the ability to enhance the radiance or bright complexion of the skin. If the skin does not have a healthy glow, or varnya

quality, then it is not considered youthful in Ayurveda. Varnya herbs include sandalwood, vetiver, Indian madder and Indiansarsaparilla and so on.

3. Protection from normal wear and tear (Sandhaniya) – Sandhaniya herbs help coalesce discontinued tissue and in healing and regenerative functions of the skin, repairing effects of aging. ‘Sensitive Plant’ enhances healing and regeneration of the nerves by 30 to 40%.
4. Deep healing (Vranaropana) – Vranaropana herbs enhance deeper healing abilities in the skin. Vranaropana herbs include brahmi and lajjalu plant, and are known for their ability to heal wounds.
5. Enhancing and nurturing (Tvachya) – These herbs support moisture balance and provide overall nourishment to the skin. brahmi, Silk Cotton Tree, Costus and Rose Petal are the most widely used. Grapefruit extract and natural sources of Vitamins A, C and E nourish the skin and enhance the value of herbs. Feeding the skin properly is very important to prevent it aging.
6. Anti-inflammatory (Shothahara) – By protecting the skin against allergens, inflammatory substances, chemicals and even stress, this group of herbs provide the anti-inflammatory effect, essential to all anti-aging formulations. Many factors in the external environment can cause inflammation or breakouts. Inflammation is considered a prime cause of aging; an inflamed site forms a micro-scar that over time develops into a wrinkle or blemish. Inflammatory mediators such as leukotriene and prostaglandins, cytokines and growth factors target skin texture, integrity and tone. Containing inflammation at its root is therefore an effective antiaging strategy. And while one can protect every other part of the skin by covering it with clothing, facial skin is always exposed. Rose petal, Silk Cotton Tree and Aloe Vera are Shothahara herbs with appropriate anti-inflammatory properties. Gum resin exudates of Boswellia serrata have been used

in the Ayurvedic system of medicine in the management of several inflammatory conditions.

7. Strengthening the skin's metabolic mechanisms (Tvachagnivardhani) – This means literally to enhance the luster of the skin by enhancing the skin's metabolism. As one ages, metabolism generally slows down; similarly skin metabolism also weakens. If enzymes become imbalanced, metabolic toxins are created, ama. Ama in the skin clogs the channels, leading to wrinkles, dryness and other signs of aging. Clogged channels also create dullness and lack of youthful glow. Application of *Centella asiatica* enhances enzyme principles; topically, it improves circulation early. Also, by removing ama and deep impurities, it helps prevent varicose veins, cellulitis, aging skin, and weakened immunity to allergens and skin diseases.
8. Maintaining skin health and retarding aging (Tvagrasayana)– In Ayurveda the concept of anti-aging is embodied in rasayana. Tvagrasayana means literally 'skin rasayana', which refers to refined and powerful herbal formulae designed to prevent sickness and aging of the skin. *Phyllanthus emblica* (amalaki), a potent antioxidant, rich in Vitamin C, tannins and gallic acid, is foremost amongst the anti-aging drugs (vayasthaprana) or best amongst the rejuvenating herbs; it has properties like rasayana (adaptogenic), ajara (usefulness in aging), ayushprada (prolongs cell life), sandhaniya (improves cell migration and cell binding) and kantikara (improves complexion). Thus we can see that use of amalaki is widespread in the cosmeceutical industry.

Rasayana & Skin Beauty

Among the Ashtanga Ayurveda, Rasayan is the one that prevents ageing of the skin and the entire body and deals with optimum life span^[12].

To maintain the balance between the Doshas and the Dhatus, Rasayan strives and contributes to the process.

According to Ayurveda, Rasayan and skin have an innate relation because of which the vitiation of Rasa dhatu the skin gets spoiled.

To cure this and prevent these skin eruptions, Ayurveda has suggested Rasayanas that revitalize the Rasa dhatu.

CONCLUSION

The aging process is a challenging human experience common to everyone, and the desire to look young prevails in the majority of us. The latest trends in beauty, health and wellness sectors are giving rise to a new realm of possibilities by fusing anti-aging cosmeceuticals with traditional Indian medicine – Ayurveda. Ayurveda offers vast amounts of information on principles of anti-aging activity, skin care and anti-aging herbs, helping in the exploration of possibilities of developing new anti-aging cosmeceuticals with natural ingredients for topical applications. A number of cosmetic companies have used Ayurvedic knowledge for developing anti-aging cosmeceuticals. 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 modern scientists understand various different trends of potential use to research on anti-aging cosmeceutical approaches to delaying, defying, and preventing skin aging.

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