

# CONCEPTUAL AND APPLIED ASPECTS OF BEAUTY IN AYURVEDA

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## AN APPROACH OF COSMETOLOGY THROUGH AYURVEDA

*The Cosmetic approach in Ayurveda, related to the healthy status of the body as well as the mind. More precisely, it can be said that physical, mental and spiritual beauty as a combined unit for the Cosmetic sense of Ayurveda. Skin is the aashaya of Ras dhatu. Ayurveda determined beauty by prakriti, sara, sanhanan, pramana. In today's era, beauty is very much essential to be one in thousand faces. Lifestyle factors such as unhealthy food choices, stress or environment have effect on internal and external beauty. Acharaya Charak has classified cosmetic drugs as Varnya, Kustaghna, Kandughna, Vayasthapak, Udardaprasamana etc. and many alepam are described in Susruta Samhita and Astanga Hridaya. Some medicinal plants like – Haridra, Manjistha, Sariva, Chandana, Amalaki, Ghritkumari, Babul, lavanga, shikakai, Ritha, bhringaraj etc. has been prescribed for beautification of skin, hair and eyes. Diet has a special role to improve and maintain beauty of an individual. The Ama is act as a toxin and Sodhana/panchkarma is the best therapeutic intervention to eliminate the body toxins. The use of chemical – based products is increasing in the market for beautification which has many side effects on skin in future. So, people should be encouraged for Ayurvedic formulation described by Archayas as it is herbal and safe for the skin.*

**Keywords** –Ayurvedic Cosmetics, Beauty, herbal Ayurvedic products, Panchkarma

## INTRODUCTION

**One must be healthy and well from inside to be able to look good on the outside.** Ayurveda is not only the science of medicine but it is the soul of leading healthy life<sup>[1]</sup>. Beauty is the desire of every individual to give pleasure to the sense. The concept of using herbs for beautification is well defined in Ayurveda. The external application of kajala, tilaka, aguru, Chandana, haridra etc. to God and Goddess are seen in many rituals of India<sup>[2]</sup>. The skin is considered as a protective covering for more delicate & functionally sophisticated internal viscera<sup>[3]</sup>. What an individual eats will be reflected on the skin. So, the concept of eating healthful food for nourished skin is true because every month our body cells are replaced by new ones, if healthy food is taken liver

purifies the body and there is formation of new cells which will be imitated in the skin. With outer beauty the inner beauty is also very significant because without it there is no use of outer beauty. Many Acharyas have described *sativaka*, *rajsika*, *tamasika* types of *mana* in which *sativaka mana* is *uttama* or *Pradhan*. *Satvikamana* and *ahara* are more advantageous for inner and outer beauty. Cosmetology is the science of alternation of appearance and modification of beauty. Ayurveda cosmetology started from *garbha*, *dinacharya*, *ratricharya* with the practice of medicinal herbs and minerals. Cosmetology has described very systematically in Ayurveda, the measures to attain it, maintain it and also to enhance it through proper diet and nutrition, serenity of mind, and other specific measures to take care of different aspects of beauty. Because of its visibility skin reflects our emotions and some aspects of normal physiology. Cosmetology deals with every human being irrespective of age, immunity, nutrition, hygiene, circulation etc. are totally responsible for the appearance and health of the skin. When these are in

perfect harmony a person radiates with inner and outer beauty. Skin is the *aashaya* of *Ras dhatu*. If *ras*, *raktaadhi dhatu*s are nourished properly by *ahara ras* it is perceived in *twacha*. *Ayurveda* also believes that the serenity and contentment of true beautiful face is the direct reflection of *Ojas* which is the by-product of a healthy, efficient, contented physiology<sup>[4]</sup>. According to *Ayurveda* Human body functions through various channel systems called “*Srotamsi*”, containing both microscopic and macroscopic structures. They function as digestive assimilation/elimination, immune power etc. and responsible for wellness and beauty. They supply nutrients, filtration of toxins, excretion of wastes and much more. If these waste materials are insufficiently metabolized, then it can accumulate in the *srotas* and unable to transfer nutrients to different parts of the body. These toxins can deposit due to genetic factors or more commonly, lifestyle factors, such as unhealthy food choices, stress or environmental influences (*Mithayaahara vihar*). It can stop the normal psycho-biological cellular intelligence and loss body luster and beauty. *Panchkarma* therapy is both preventive for healthy people to maintain and improve cellular function, and curative for diseased person.

The *Ama* (toxin material) formed in the body due to *mandgani*<sup>[5]</sup> and the cause of *Mandagi* is *Adhayan*, *Vishamashan*, *Atyaashan* means irregular eating habits, too much eating, eating *pathya* – *apathya* together, drinking cold water after taking food, eating junk foods, lack of exercise. These are the factors for the formation of *Ama* in the body and these kind of junk food is also responsible for fast aging process and loss of skin luster. This *Ama* further causes obstruction in the *Srotas* and there is lack of important nutrients to the body or skin. This *Ama* act as an antigen in the body and causes different autoimmune disorders. In different studies, it is concluded that the different chemical products used for beautification have side effects on the skin. These products play important role in the initiation of “*Ama*” formation. This *Ama* should be eliminated from the body by *Sanshamana* or *Shodhana Chikitsa*.

*Ayurveda* gives emphasis on lifestyle modifications such as following daily regimens and seasonal

regimens. These include guidelines about 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<sup>[6,7]</sup>. However, in *Ayurveda* the therapies, treatment and tips are concern with physical beauty which is considered to be the path to secret of beauty. Health promotion, beauty management and healing in *Ayurveda* rely on freeing the body of *ama* (toxins), restoring cellular nutrition, facilitating complete elimination and re-establishing the balance of the *doshas*. Diet and lifestyle are two things that help achieve good health and beauty. As *Ayurveda* relates to every aspect of the mind, body and soul, it considers beauty as an intimate part of the human personality. To serve the purpose of fast natural beauty a faster and deeper cleansing and re-balancing is accomplished by using *Ayurveda*’s traditional rejuvenation therapy. The rejuvenation therapy in *Ayurveda* teaches ways to become naturally beautiful, which is not just limited to physical body but extends to subtle qualities and vitality of a person. Hence, rejuvenation therapy is regarded as an integral part of ongoing self-care that helps beauty be with you throughout life and fresh start in the process of making health-supporting lifestyle changes.

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’s growing at the rate of 15 – 20% per year – much higher than India’s overall cosmetics business that has a growth rate 7 – 8%<sup>[8]</sup>.

## CONCEPT OF TWAK AND AYURVEDIC COSMETOLOGY

Skin care is one of the most important components of natural beauty, no matter what your age, skin tone or skin type. Skin is the reflection of an individual’s health.<sup>[9]</sup> *Twacha* is the *ashaya* of *Ras dhatu*. So for *twacha* to be free from *vikara* the *dhatu*s should get proper nutrition from *aahara ras*. *Agni* plays a very

important role in providing nutrition or *Aahar ras* because *ama* formation initiates when there is *mandagi* and *dhavtagni* will also be affected. *Sushruta* described the process of formation of *Twak* in the developing foetus. He said that skin is produced by all three *Doshas*, particularly by the *Pitta Dosha* during the course of development of *Garbha*<sup>[10]</sup>. *Ayurvedic* herbal medicines act as nutria – cosmetics which nourish the tissues and micro channels of the body. They improve circulation, therapy revitalizing the tissues. One of the most important reasons for the increased use of *Ayurvedic Cosmetology* is that this system can clearly bring out a clear glowing skin with inner happiness and relaxation.

### AYURVEDIC MEDICINES AS COSMETICS

*Charak Samhita* classified cosmetic drugs as *Varnya*, *Kustagna*, *Kandugna*, *Vayasthapak*, *Udardaprasamana*, etc. Many *alepam*, *pradeha*, *upnaha*, *anjana*, oil are described in *Sushrut Samhita* and *Astanga hridaya* in the context of *twak roga*.

#### Vayasthapana (Anti - aging)<sup>[11]</sup>

- According to *Acharya Sushruta*, the substances which decreases the aging process increases the longevity and increases the mental as well as physical strength and which destroys the disease process is called *Rasayan*. *Rasayan dravayas* act as *Vayasthapak* like *Haritaki*, *Amalaki*, *Guduchi*, *Bibhitaki*, *pippali*, *Nagbala* act as Anti-oxidant, Anti-microbial and have rejuvenative effect.
- *Rasayan* is the one that prevents ageing of the skin and the entire body and deals with optimum life span.
- To maintain the balance between the *Doshas* and the *dhatu*, *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*.

**Varnya**<sup>[12]</sup> – These drugs have complexion promoting action. They mainly help in detoxification of blood and improves skin glow.

- *Manjishtha (Rubia cordifolia)* – Purifies the blood, skin diseases, improves complexion of skin.
- *Lodhra (Symplocococcus racemosa)* – Improves skin glow, blood purifier used in Leucoderma, Leprosy, Psoriasis & inflammation.
- *Raktchandan (Petrocarpus santalinus)* – Natural skin toner and rejuvenator, Antiseptic, Anti-Allergic and Anti-Inflammatory.
- *Kumkum (Crocus sativa)* - Improves complexion, useful in hyperpigmented spots.
- According to *Susrut Lodhraadi and Alaadhi Ganah* are *varnprasadhak*.

When *pitta* is vitiated, *twak varna* gets *vikrit*. *Rakt* also gets vitiated by *pitta* and causes different skin problems. *Varnyadravayas* mainly worked by correcting *pitta dosha* and *sudhi* of *rakt*.

#### Kushthahara<sup>[13]</sup>

- *Ela (Elatteria cardamomum)* – Anti-microbial, Anti-ulcer, Anti-Allergy properties.
- *Kushtha (Saussurea lappa)* – Anti-bacterial, Anti-viral, Anti-fungal & Anti-allergy.
- *Daruharidra (Berberis aristata)* – Anti-bacterial, anti-fungal, anti-viral, anti-inflammatory.

#### Saman chikitsa

- *Ayurveda* has said that for all skin diseases *Khadira* is best as oral medication and *Aragwadh* is best for local application<sup>[14]</sup>.
- *Shirish*, *Nagkesara* and *Lodhraare* used for Hyperhydrosis and as an anti-sweating agent.
- The herbs that are described in *Eladi Gana* can eliminate toxins from the body, clear the complexion that leads to glow on the skin and alleviates pruritus, *Kushtha* and boils<sup>[15]</sup>.
- *Mahamanjithasi kwath* formulation used for curing different skin diseases, can eliminate toxins from the body and gives glow by purifying *Rakt*.

#### LIST AYURVEDIC MEDICINAL PLANTS USED IN COSMETICS

Aloe vera – Moisturizer, Sunscreen & Emolient.

*Curcuma Longa* – Antiseptic, Antibacterial, Improves complexion.

*Glycyrrhiza glabra* – skin whitening.

*Cyperus rotundus* – Sun tanning

*Rosmarinus officinalis* – Skin rejuvenator & cleansing

*Terminalia chebula* – Astringent, Anti-bacterial, anti-fungal & antiseptic properties.

### Ingredients for Hair Care

Acacia concinna – Natural Detergent & anti-dandruff.

Aloe – vera – Cleanser, Revitalizer and good for improving hair texture.

Azadirachta indica – Reduces hair loss, anti-dandruff.

Bacopa monnieri – Hair tonic, promotes hair growth

Embllica officinalis – Toner, anti-dandruff, protects and reduces hair loss.

Lawsonia alba – Natural hair dye, antidandruff, conditioner

The very common medicine are *Kumkumadi lepam*, *Dasanga lepam*, *Chandanadi lepam* etc. are very well established medicine in *Ayurveda*. Sesame oil is used as a base in many oil in *Ayurveda*. It contains Lignan compounds called Sesamin and Sesamol, which are biologically active. These compounds enhance oxidative stability of the oil. They have potential to be used as anti-oxidant compounds as well as a moisturizing effect. Buttermilk and goat's milk powders traditionally used in Indian face mask preparations have soothing and emollient properties. They also contain vitamin A, B6, B12 and E. They would make beneficial alternatives to chemical bases and emollients. *Shikakai* is a traditional herb used in hair shampoos. *Aritha* powder, extracted from Soapnuts (*Sapindus Percarp*) contain Saponin is very beneficial for hairs and used from ancient time for hair cleansing.

Water is a major component for keeping skin in good condition. The 14L of water should be taken daily for detoxification of body. It naturally improves the inner as well as outer beauty of an individual.

The organic green tea of *Ayurveda* is loaded with antioxidants and nutrients that have powerful effects on the body. The substances found in green tea can reduce the formation of free radicals in the body, protecting cells and molecules from damage. These free radicals are known to a role in aging and all sorts of diseases. It is an excellent source of powerful antioxidant which boost immune system. Not only is green tea good for physical health, but it could also keep one looking great as it has anti – inflammatory property. It keeps skin looking more youth as the age. It helps in increasing metabolism so that nutrients can be available for the body and skin.

*Snehana* and *Swedana* bring moisture to our skin. It gives our skin greater elasticity and rejuvenates skin tissues. As cells in our face make their way to the surface over their lifecycle, they die and become saturated with keratin, or skin debris. Keratin is important because it protects skin from elements but shedding of that outer layer can unclog pores. *Snehana* and *Swedana* are believed to be inhibit trans – epidermal water loss, restoring the lipid barrier and restore the amino-lipid of the skin. *Ayurveda* always advocated vegetarian diet in appropriate quantity and advice for plenty of water intakes for restore the beauty and youthfulness.

### DISCUSSION AND CONCLUSION

The market for *Ayurvedic* beauty product is growing fast. Concern about harmful chemicals in beauty products has increased consumer interest in natural cosmetics. More and more products now include herbal and botanical ingredients. In *Ayurvedic* treatises the concept of *twak* is discussed with utmost importance so as to explain pathogenesis or *samprapti* of many skin diseases. Due to hectic lifestyle and consumption of junk food can cause skin diseases like acne vulgaris, wrinkling of skin, black spots etc. it can be corrected by using *Ayurvedic* ways without any toxic effects. *Ayurveda* believes that *mansik bhav* like *krodh*, *ersha*, *dukh* or any other negative thought can hamper skin's natural glow and shine. It is noticed that mental stress can aggravate hyperpigmentation and thus *Achar Rasayan* should be adopted to have truthful, calm and easy lifestyle. To keep oneself fit and healthy at all ages *Ayurveda* has proposed numerous suggestions that if followed with dedication it maintains health and skin. *Ayurveda* suggests that the natural urges should not

be suppressed. Massaging of body should be done regularly with *Vranyadravya*. Natural products like coconut oil, bhringaraj oil, castor oil or any other processed with Heena, Amla, Aloevera, Brahmi, Neem should be used. Coconut oil can be applied on the face as it provides nourishment to the skin and prevent it from acne and other skin problems. The good sleep for 7-8 hours in night is also very beneficial for good luster of skin. It has been seen that yoga has effect on both inner and outer beauty. A consistent yoga practice can lower stress levels as it fully targets the mind, body and soul. One must be healthy and well from inside to be able to look good on the outside.

### CONCLUSION

Just as with one's diet and daily routine, knowledge of the *Doshas* is the answer to your skin questions. Naturally, the health and radiance of our skin depends as much on our general health as what materials we use to wash and moisturize. Your skin is your protective barrier between world and outer world. The quality of your skin reflects your inner vitality and health. *Rasayanprayog* can be used as the rejuvenation therapy for skin. Whereas *Shodhan* can be used for purification of toxic materials of skin. Under shaman *chikitsa*, *Bahirparimarjan chikitsa* can be used to boost up the skin texture.

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