

AYURVEDA AN ALTERNATE SOLUTION IN THE FIELD OF COSMETOLOGY

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ABSTRACT

The Cosmetic approach in Ayurveda is related to the healthy status of the body as well as the mind. Beauty as a combined unit projects the Cosmetic sense of Ayurveda. It strongly stresses that elimination of toxins is important for the health and beauty of the body. Since early age, human life has a great impact on the external appearance of oneself. Beauty is generally depended on the type and texture of the skin and other factors viz. blackening of hair, wrinkle free skin etc. Beautiful skin of person gives perceptual experience of satisfaction. Ayurvedic science deals with cosmetology in a very precise way. Beauty is not only a source of joy but gives confidence and proud in some extent. Consumer trends suggest a gradual shift from chemical-based products to Ayurvedic beauty products. In fact, the concept of beauty and cosmetics is as old as civilization. Ayurveda physicians believe that toxic materials inside our body make a person ugly and disease and Sodhana (Purification) is the best therapeutic intervention to eliminate body toxins, safe solutions, no side effects, use of natural herbs, long lasting impacts etc. have made Ayurveda as better choice in field of cosmetology.

Keywords: Ayurveda, cosmeceuticals, beauty, longevity, skin care

INTRODUCTION:

The contemporary concept of wellness includes beauty, health, fitness and anti-aging treatments, and is expected to become a US \$72.2 billion business by 2022. Matter of fact is that application of cosmeceutical is a common phenomenon among all races of a human without any difference of geographical territory and time period of history. Term "Cosmeceutical" was coined in 1984, by Albert Kligman in the National scientific meeting of Society of Cosmetic Chemists, referring to topically applied products capable of making changes to the skin status¹. The word cosmetics is define as a substance meant to be rubbed, poured, sprinkled or sprayed on or introduced into or otherwise applied to the human body for the purpose of cleansing, beautifying, promoting attractiveness, or altering the appearance. These substances may be categorized into different groups viz. skin care, hair care, anti aging, and fragrances. Since last two decades Global Beauty Market has grown up by 4.5% and among BRIC countries (Brazil, Russia, India, and China), it have been accounted for 25% of the global beauty

industry in the year 2015 and their share may be increasing day by day.² The Ayurvedic natural cosmetics business of India is growing at the rate of 20 – 25% per year much higher than India's overall cosmetics business that has a growth rate of 8 – 10%. In the current scenario, various pharmaceutical companies prepare the cosmeceutical product under section of drug and cosmetic act 1940 which are also enhances the attractiveness of the person³.

India could emerge as a major contributor to the global cosmetic industry and it may be strength of India is Ayurvedic tradition. The present review deals with the advantages of Ayurveda in Cosmetology, Ancient scriptures like Abhijnana Shakuntalam and Meghadootam of Kalidas and many mythological epics encompass the reference of cosmetics like that were used as body decorative and to create beauty spots on the chin and cheeks in the era ruled by gods and their deities.

CONCEPT OF BEAUTY IN AYURVEDA:

The Cosmetic approach in Ayurveda is related to the healthy status of the body as well as the mind. Beauty as a combined unit projects the Cosmetic sense of Ayurveda and beauty is determined in term of Prakriti (Body constitution), Sara (structural predominance), Samhanan (compactness of body), Twaka (skin completion), Pramana

(Measurement) and Dirghayu Lakshyana (symptom of long life). In this context cosmetology started from mother wombs, Dinacharya, Ratricharya, Ritucharya with the practice of medicinal herbs and minerals. Cosmetology has described very systematically in Ayurveda i.e. 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 & some aspects of normal physiology. It deals with every human being irrespective of age, sex and culture. Many interesting factors such as age, immunity, nutrition, hygiene, circulation etc. are totally responsible for the appearance and health of the skin⁴. When these are in perfect harmony a person radiates with inner and outer beauty. This trend of love for cosmeceuticals is in continuation of the ancient period as it is evident from the narration of ancient Ayurvedic literatures. There is a great demand of cosmetics even during Samhitaperiod (200 BC) to enhance the personal appearance of the person.

The Ama (toxic materials inside our body) makes a person ugly and Sodhana is the best therapeutic intervention to eliminate body toxins. It is a highly complex and sophisticated science of purification of the body and mind. Panchakarma therapy is both preventative for healthy people to maintain and improve excellent cellular function, and curative for those experiencing disease. Water is a major component for keeping skin in good condition. Snehana and Swedanabring moisture to our skin. It gives our skin greater elasticity and rejuvenates skin tissues.

In fact, the concept of beauty and cosmetics is as old as mankind and civilization. As per Ayurvedic Concept, Beauty is said to be maintained by three pillars, viz. the outer beauty or Roopam, the inner beauty, and the lasting beauty.

Cosmetology is the science of alternation of appearance and modification of beauty. Any substance or preparation intended to be placed in contact with the various external parts of human body (epidermis, hair, nails, lips, and external genitals) or with the teeth and mucous membrane of oral cavity with a view exclusively or mainly to cleaning them¹¹. The secret of Ayurvedic cosmetology is in the surrounding nature. Indians skillfully use vegetables, fruit, spices, herbals, precious stones, metals, minerals and this let them create unique products which are magic for skin care. Combined with Ayurvedic massages and cleansing procedures these treatments lead our body and skin to immediate and long-term rejuvenation. 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.

CONCEPT OF TWAK IN AYURVEDA:

The concept of Varṇa, Chaya, Prabhadealt in Ayurveda is innate entities of beauty. The word Varṇa in Sanskrit means "outward appearance, exterior form, figure, shape, colour", "colour of the face", "good colour or complexion, luster, beauty. Varṇa is not just colour but it includes all the parameters of healthy and radiant skin. Chaya is the entity which circumscribes Varṇa and Prabha is the highlighter of complexion. Thus whatever brings softness and beauty to skin along with enhancement of complexion, radiance or luminescence is termed as Varnya⁵. Therefore, the comprehensive concept of Beauty encompasses physical, psychological and spiritual states. Holistic health and Beauty go hand in hand. Ayurveda emphasizes the proper functioning of the body as a healthy body along with its tissue systems, metabolic fires, mental and physical functions form the basis of a beauty.

Specific measures for enhancement of different aspects of beauty:

- ✓ Skin care (Varnya)
- ✓ Acne care (Yuvanpidika Nasak)
- ✓ Anti-aging (Vaysthan)

- ✓ Krishnikaran (Blackening of the white scar tissue)
- ✓ Hair care (hair fall, thinning, lustrelessness, Darunak)
- ✓ Hair colouring (Kesharanjan)
- ✓ Eye care (Netra Prasadhan)
- ✓ Romsanjana
- ✓ Depilatory agent (Lomshatan)
- ✓ Foot care (Vipadikahara yoga)
- ✓ Removal of post pregnancy stretch marks (kikkishara yoga)
- ✓ Breast growth enhancer (Stanya Vriddhkar and stanya Dadyakar yog)
- ✓ Cosmetic surgical correction (Sandhan Vidhi)
- ✓ The Importance of Dosha
- ✓ The Importance of Mala
- ✓ The Importance of Agni
- ✓ Role of Dinacharya
- ✓ Role of Ritucharya
- ✓ Role of Panchkarma
- ✓ Role of Rasayana
- ✓ Role of Achara Rasayana

SKIN CARE (VARNYA):

- ✓ Skin care procedures forming the daily routine described in Vedic literature consist of numerous formula involving herb and other natural ingredients.
- ✓ They were used as external application in the form of packs, oils, herbals waters, powders etc.
- ✓ Application of these as paste has been classified into several kind based on the temperature duration and thickness of application, effect of the application for healing beautifying anti-aging etc.
- ✓ According to the Ayurveda health of the skin is dependent on Rakta Dhatu, Oja and Pitta Dosha. Any derangement in these factors leads to a cosmetic ill health.
- ✓ Amongst the fifty Dashemaniya told in Charak Samhita, Varnya Dashemaniya is one. Varnya is the group of drugs, which have Complexion promoting action.
- ✓ **Varnya Mahakashaya** - Shveta Chandan (Santalum Album), Tunga (Calophyllum

Inophyllum), Padmaka (Prunus cerasoides), Ushira (Vetiveria Zizanioides), Madhuk (Glycyrrhiza Glabra), Manjistha (Rubia Cordifolia), Sariva (Hemidesmus Indicus) Payasya (Lipomea Digitata) Sitalata (Cynodon dactylon)⁵.

- ✓ In Indian traditional, use of various ointments (lepa) is in customs. Certain herbs and pulses are grinded with simple addition of milk, water or rose water and a face pack is made for promoting complexion.

ACNE CARE (YUVAN PIDIKA NASAN):

- ✓ Vcha+Lodhra+Saindhav+Sarsapa
- ✓ Dhaniya+Vacha+Kustha,
- ✓ Narikel manjari and Vata Patra,
- ✓ Gorochan and black pepper
- ✓ Salmali kantak
- ✓ Post inflammatory scars also get cleared by them.
- ✓ Vaman Karma is a best treatment of Yuvan pidika.

ANTI-AGING (VAYSTHAPAN):

These Dravyapromote nutrition through improving Agni (digestion, metabolism) and by promoting the competence of Srotas(microcirculatory channels in the body)which determine skin health and youthfulness.

KRISHNIKARAN (BLACKENING OF THE WHITE SCAR TISSUE) ⁶:

Use of Bhallataka oil (Semicarpus Anacardium) mixed with ash of hoofs of domestic a marshy animal.

HAIR CARE (HAIR FALL, THINNING, LUSTURELESSNESS):

- ✓ **Massage scalp regularly** - Coconut oil or Sesame oil, infused with herbs like Amalaki (Emblca officinalis), Brahmi (Bacopa Monnieri), Bhringaraj (Eclipta Alba) or Japa (Hibiscus), helps maintain the color and luster of hair. Bhringraja oil, Neelibhringadi oil, Mahabhringraja oil and Brahmi-Amla oil helps to control complaints related to the scalp and hair⁵⁻⁶.

- ✓ Regular cleansing of scalp and hair
- ✓ Regulate dietary habits

DANDRUFF (DARUNAK)7:

It is a type of dermatitis (dry eczema) mostly found in on the scalp. thin mica like scaling (exfoliation) on scratching with acute burning and itching sensation are found. Scalp is rough and itching having no discharge.

Treatment-

- ✓ An emulsion prepared with the oil of Sandalwood and lemon juice, apply 2-3 times in a week, followed by head bath with Herbal shampoo.
- ✓ A past prepare from Haritaki churn and Amlaphlasthi with milk should be applied.

HAIR COLOURING (KESHARANJAN):

Hair dyes are very popular since times. Following are well described in Ayurveda, Bhringraj (Eclipta Alba), Sikakai (Acacia Concinn), Reetha, (Sapindus Trifoliatus), (Indigofera Tinctoria), Amla (Emblica Officinalis)

EYE CARE (NETRA PRASADHAN) 6:

Eyes are very important from cosmetic points of view in Ayurveda there is a mention of use of five types of Collyrium Anjan to increase the beauty of it. Many types of Chakshushya Dravya describe in Ayurveda -

Mamira (Coptis Teeta), Piyaranga (Thalictrum Foliosum), Chakshushya (Casia Absus), Katak (Strychnos Potatorum)⁷.

ROMSANJANA6:

- ✓ Ash of elephant tusk and Rasanjana mixed together.
- ✓ Ash of skin, hair, hoof, horn & bone of quadrupeds is applied to already an ointed with oil.
- ✓ Kashisa, young leaf Naktmala pounded them with the juice of Kapittha.

DEPILATORY AGENT (LOMSHATAN) 6:

Depilatories remove part of the hair shaft and are easy painless to use. Now a days waxing process is in vogue.

Powdered shell 2 part + orpiment 1 part

- These should be pouched with sour gruel (shukt).
- Oil of Bhallatak mixed with letex of Snuhi.
- Ash of Kadali & Dirghvrint Bhasma, orpiment salt and seed of shami.
- Pounded with cold water.

FOOT CARE (VIPADIKAHARA YOGA) 6:

Vipadika (Rhgades) is a disease of palm and sole in which there are many crack marks along their edges. These are effectively treated by Vipadikahara tail (an ointment).

REMOVAL OF POST PREGNANCY STRETCH MARKS (KIKKISHAR YOG) 5

Post pregnancy marks are also a very embarrassing problem for women and to remove it, Ayurveda described for paste for local application; e.g.

- Sweta Chandan, (Santalum Album), Mrinala (Nelubium Nuciferum)Dhatki (Woodfordia Fruticosa), Sirisa (Albizia Lebbeck), Sarsapa (Brassica Campestris) and Ushira (Vetiveria Zizanioides)
- Irrigation of breast and abdomen by decoction of Patola (Tricosanthes Dioica), Nimba (Azadirachta Indica), Manjistha (Rubia Cordifolia), and Surasa (Ocimum Sanctum).

BREAST GROWTH IN ENHANCER (STANYA VRIDDHKAR AND STANYA DADYAKAR YOG):

There are few herbal formulation described in Ayurveda, which are especially used for proper development of breast and tightening of it; e.g. Methi Modak, Saubhagya sunthi, Mundi tail nasyam, Marichyadam tailam, Dadimadya tailam, Kshirparni tailam.

COSMETIC SURGICAL CORRECTION (SANDHAN VIDHI) 6:

In Sushruta Samhita, for the first time explanation of the techniques of surgical correction (plastic surgery)

of injured and amputated body parts like nose, ear, lips, and the cosmetic correction of developmentally malformed.

THE IMPORTANCE OF DOSHA:

A number of factors determine skin health and youthfulness. These include - Proper moisture balance (Kapha in balance),

Effective functioning of the metabolic mechanism that co-ordinate of the various chemical and hormonal reaction of the skin (Pitta in balance)

Efficient circulation of blood and nutrients to the different layers of the skin (Vata in balance).

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, goods sunscreens for protection from the sun, and good facial skin oils should be used daily. Tanning treatment and therapies that expose delicate sensitive skin for extended periods of time to steam/heat should be avoided.

For Kapha skin, at daily warm oil massage and cleansing of skin with gentle exfoliating should be performed.

THE IMPORTANCE OF MALA:

Ayurveda strongly stresses that elimination of wastes is important for the health and Beauty of the body. Keeping the tissues cleansed of wastes and facilitating their regular elimination through normal channels is the key to freshness and vitality. Only a clean body can be at its peak and utilize the nutrients it receives, likewise, only an open mind free to enjoy the world.

THE IMPORTANCE OF AGNI:

Unique to Ayurveda is the concept of Agni. It is Agni that has the power to digest food well, making all nutrients available to the tissues. It also cleans toxins and excess waste from the systems. Keeping the digestive tract cleans and the outer body fresh and glowing. So, of course, strong, healthy and

balanced Agni is necessary to keep the body and mind balanced and beautiful.

ROLE OF DINACHARYA:

As cosmetic approach of the Ayurveda is related to a healthy state of the body and mind, the Beauty and health both are given equally importance in Ayurveda. For that in daily routine some procedures are included which keep the person fit or healthy and young for a long time. The procedures also increase Beauty of hair, skin, eyes, etc., which are the organs having a great cosmetic Value. They delay the old age too. It shows how the people were conscious to look young and beautiful during that period.

ROLE OF RITUCHARYA:

Likewise 'Dinacharya', the description of 'Ritucharya' is also given in almost all the Ayurvedic texts for the purpose of maintaining the health as well as Beauty. 'Ritusandhi' is the particular stage when many environmental changes are occurring and it affects public health. Therefore, ancient Acharyas have mentioned special routines which have to be followed during a particular season.

ROLE OF PANCHKARMA:

The hidden treasures of Ayurvedaspeak about removal of toxins by Panchakarmaprocedures.

SHODHANACHIKITSA:

- ✓ When doshas are vitiated in large quantity and disease is chronic then Shodhana Chikitsa should be administered first.
- ✓ Shodhana Chikitsa that has been classified under Panchakarma are Basti, Vamana, Virechan, Raktamokshana, Nasya.

SHAMANACHIKITSA

- ✓ When Doshas are minimally imbalanced and the body is weak, Shamana Chikitsa is more important. It can be classified as external and internal.
- ✓ Administration of proper food and medicines orally is internal treatment and the application of

medicated oil, Lepa (ointment), etc. is external treatment.

- ✓ Ayurveda has said that for all skin diseases 'Khadira' is best as oral medicine and 'Aragwadha' is best for local application.

ROLE OF RASAYANA:

- ✓ Among the Ashtanga Ayurveda, 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 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.

ROLE OF ACHARA RASAYANA:

- ✓ It signifies the physical and mental conducts of a man and it has been designated as a Rasayana, a vitalizer for entire span of life.
- ✓ This is a measure having no involvement of drugs and if it is sincerely taken into practice, it may replenish and maintain total life process free from ailments.

DISCUSSION & CONCLUSION:

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. Outer beauty is the direct indication of overall health. This depends on your food habits, purity of blood & routine. A person looks beautiful and healthy, which can be gained through yoga, meditation and natural beauty enhancement process. The market of Ayurvedic beauty products is growing fast as several companies have introduced segment with branded products in categories viz. skin care, hair care, soaps and essential oils etc. Concern about harmful chemicals in beauty products has increased consumer interest in natural cosmetics. Abundance of Ayurvedic Cosmeceuticals is at every level of society from home remedies to branded products. Just as with one's diet and daily routine, knowledge

of the Doshasis the answer to us 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. Our skin is our protective barrier between world and outer world. The quantity of our skin reflects our inner vitality and health. Look after your skin so that you are protecting your world. No amount of bleaching, chemical creams or application of makeup though dexterity of a skilled beautician can hide the shallow look if skin is unhealthy. Herbal and botanical ingredients replace chemical component of majority of products. The botanical actives market in Europe and North America is worth US \$ 840 million and consumption for these products increased by 8%⁹. In the present scenario, India is captivating the mainstream cosmetics industry in a big way. It starts from high end brands creating makeup shades based on the countries bright colors to skin and hair care lines capitalizing on Ayurveda. Indian herbs and Ayurveda products are being sourced and tested for use in the cosmetics industry and practiced beauty parlors.

Ayurveda believes that stress, fear, any other negative thought or emotion can hamper skin's natural glow and shine. It is notable that mental stress can aggravate hyper-pigmentation, thus "Achara Rasayan" should be adopted. To keep oneself fit and healthy at all ages Ayurveda has proposed numerous suggestions, if followed with dedication it maintains health and skin⁵.

- ✓ It suggests that the natural urges should not be suppressed.
- ✓ The bathing water must be cleaned and processed with medicinal and aromatic herb.
- ✓ Massaging of body should be done regularly with Varnya Dravya.
- ✓ The remedy of Nasyam must be administered to cure diseases that affect head, nose and throat to increase the complexion of skin also.

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. 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 cosmeceutic sector. This review may help cosmetic and personal care industry, marketers and modern scientists understand various different trends as Ayurveda an alternate solution in the field of cosmetology.

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