

# ENHANCING BEAUTY THROUGH AYURVEDA

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## ABSTRACT:

Ayurveda is an ancient medical science which was developed in India. Skin is the basic element of the external appearance. Beauty is generally depended on the type and texture of the skin one has. Also the beauty is not only depended on the skin but also on the other factors like hair falling, hair blackening, wrinkle free skin etc. In today's era, beauty is very much essential to be one in thousand faces. It is essential for the preservation, restoration or bestowing of bodily beauty and also in the surgical correction of disfigured physical defects. Beauty as in common is related to skin unanimously. Beautiful skin of person gives perceptual experience of satisfaction. Ayurvedic science deals with cosmetology in a very precise way. Cosmetics drugs is widely been described as Varnya, Kustaghna, Kandughna, Vayasthapak, etc. Some medicinal plants like Haridra, Manjistha, Sariva, Chandana, Amalaki, Ghritkumari, Babul, Lavanga, Shikakai, Ritha, Bhringaraj etc. has been prescribed for beautification of skin, hair, Antiaging etc. Diet has a special role to improve and maintain beauty of an individual. Panchakarma procedures and Rasayanas are employed for beautification of skin, the marker of overall condition of individual as per Ayurveda.

**Keywords:** Cosmetology, Beauty, Rasayana, Ayurveda.

## INTRODUCTION :

Beauty is the desire of every individual to give pleasure to the sense. Beauty is not always related to women rather men are more beauty consciousness as the evolution shows male animals are more beautiful. Some are beauty by birth and some are want to become beautiful<sup>1</sup>. The concept of using herbs for beautification is well defined in Ayurveda. The cosmetic preparations are used for worship and for sensual enjoyment in India since vedic period. The external application of *kajala*, *tilaka*, *aguru*, *chandana*, *haridra* etc to God and Goddess are seen in many rituals of India<sup>2</sup>. 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 them, changing their appearance and/or correcting body odors and /or protecting them or keeping them in good conditions<sup>3</sup>. 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. According to Ayurveda happiness, gloom, sadness and relaxation are the aspects that are reflected by the face and by the body and can't be disguised with cosmetics. In other words, Ayurveda emphasizes on external and internal beauty. It is believed in Ayurveda that one can enhance internal beauty by understanding and following the basic principle of Ayurveda. There's a secret beauty or the third level of beauty in Ayurveda and is also known as the state of 'self-realization'. It is said that a self-realized person is eternally beautiful and does not need to use any external cosmetics or designer clothes. 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 the 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 the 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 a 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 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%<sup>4</sup>.

#### CONCEPT OF BEAUTY IN AYURVEDA :

Ayurveda, the 5000 years old healing system from India, has a unique perspective on Beauty. Holistic and all-encompassing, the Ayurvedic definition of Beauty reads thus – "*Roopam, gunam, vayastyag, iti shubhanga karanam*". According to Ayurveda, there are three pillars of beauty.

1. **Roopam** is outer Beauty – personified by shining, healthy hair and a clear, radiant complexion.
2. **Gunam** refers to inner beauty – the beauty that shines from within, characterized by a warm, pleasing personality and innocence of mind and heart.
3. **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.

Ayurveda determined beauty by *prakriti* (Body constitution), *sara* (structural predominance), *sanhanan* (compactness of body), *twak* (skin completion), *Praman* (Measurement) and *dirghayu lakshyana* ( symptom of long life). Beauty is not only a source of joy but gives confidence and proud in some extent. Ayurveda cosmetology started from mother wombs, *dinacharya, ratricharya, ritu charya*

with the practice of medicinal herbs and minerals. *Charakan* narrated that beauty of female is enhanced by finding a suitable man, similarly a man can enhanced his appearance by getting with similar mind, psyche and liking with excellent quality partner. Beautiful woman is always praised in our ancient text as virtue, wealth; affluence and creation depend on women. There was a provision for appointing a beautiful woman (*kalinee*) in the *Rasasala* (pharmacy) for *rasabandha* and the characteristic of *Kalinee* is well described in *Rasaratna samuchachaya* and *Anandakanda*. If the *kalinee* is not available then the specific way to convert ordinary woman to *kalinee* is also possible by the administration of one *karsa* (3 gm) of purified sulphur along with ghee for twenty one days<sup>5</sup>

#### Enhancing Beauty Through Ayurveda :

- Diet and Nutrition
- Mode of life
- Through Social behaviour
- Sodhana (Panchkarma / remove the Toxins)
- *Rasayana* (Health promoting drugs measures)

#### AYURVEDA COSMETOLOGY STARTED WITH

**Mother womb** :In *Charka Sharira Sthan* – 8 several *Garbhopghat-kara bhava* of a pregnant women which causes abnormalities in the foetus have been told such as –

- Pork diet – offspring having red eyes and very rough body hairs
- Fish diet – offspring with delayed closure of eyes or stiff eyes
- Sweet diet constantly – diabetes, obesity, dumb
- Sour diet – disease of skin and eyes
- Salty diet – early wrinkles or grey hairs or baldness
- Indulgence in certain activities are prohibited during menstrual period of lady in *Susruta Samhita*. Their use also causes cosmetic disturbances. Such as –

- Collirium – makes the child blind
- Weeping – defective vision
- Oil massage – leprosy
- Paring of nails – bad nails (kunakha)
- Laughing to much – child with black colour teeth, lips, palate and tongue
- Combing hairs – child will be bald

**Cosmetic importance of Dincharya :**

Dincharya	Importance
Anjana , Aschayotana	Clear and brightness of the eyes
Dhoompana	Decreased foetid smell from nose and mouth, Swarabheda, Alopecia, Gray hair and Falling
Nasya	One who practices nasya regularly is not affected by graying of hairs, white hairs and hair falls
Dantopdhavna, Jhivanirlekhna	Remove foul smell from mouth and better to teeth
Mouth Freshners	Mouth fresheners such as jaati, katuka, pooga, lavanga, kankola, tamboola, kapoor, ela have been described.
Moordhain Taila	One who moistness his head daily with Sneha does not suffer from headache, alopecia, greying of hairs, nor do his hair falls, hairs becomes firm rooted, long and black, sense organs become cheerful and face with pleasant glow
Shareer Parimarjana	Alleviates foul smell, itching and dirt
Chhaurkarma	Nutritive, aphrodisiac, life promoter and provides cleanliness and beautification
Swachha Vastra-Dharna	Enhances charm, fame, life span.

**1. Ritucharya:**

Ritu	Charya
Shushira	Almond oil for a good moisturizer, Udvardana with fine paste/powder of Kumkum, take Chyavanprash, and also used for digestion of cardamom, oregano, cumin, black piper, turmeric and rosemary etc
Basanta	Physical exercise, Udvardana, Dhoompana, Gargling and Collyrium. One should bath with hot water and used paste of Chandana and Agru on body.
Greshma	Applying Chandana paste on body, and should be adorned with pearls and gems.
Varsha	Rubbing, Anointing, Use fragrances and Garlands, wear light and clean clothes
Sarad	Hansodaka should be used for bath, drinking and Plunging (Avagaha). Garlands of seasonal flowers, clean cloths, moon rays in nights are recommended.

Heamant	Massage, Anointing,(utsadana), Heated room, and Sun bath.
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### SPECIFIC MEASURES FOR ENHANCEMENT OF DIFFERENT ASPECTS OF BEAUTY :

- **Skin care (Varnya) :** Skin care procedures forming the daily routine described in Ayurvedic literature consist of numerous formula involving herb and other natural ingredients. They were used as external application in the form of packs, oils, herbal waters powders etc. According to Ayurveda the health of the skin is dependent on Rakta dhatu, Ojas, and Pitta Dosa. Any derangement in these factor leads to a cosmetic ill health. Almost the fifty Dashemaniis told in Charaka Samhita, Varnya Dashmani {Sweta Chandana ( *Santalum album* ), Nagkeshara ( *Mesua ferrea* ), Padmaka ( *Prunus cerasoides* ), Usheera ( *Vetiveria zizanioides* ), Madhuka ( *Glycyrrhiza glabra* ), Manjista ( *Rubia cordifolia* ), Sariva ( *Hamidesmus indicus* ), Payasya ( *Ipomoea digitata* ), Sita ( *Cynodon dactylon* ), Lata ( *Cynodon dactylon* )} is one. Varnya is the group of drugs, which have complexion promoting action.
- **Hair care (Kesyaa):** Kesyaa is the group of herbs and animal products, which have beneficial action on the hair in terms of their length, strength and texture. e.g. Bhringraja ( *Eclipta alba* ) Narikela ( *Cocos nucifera* ) Til ( *Sesamum indicum* ) Nilini ( *Indigofera tinctoria* ) and Hasti danta masi ( Ash of elephant ivory). Local application for **Romasanjanna** like Ash of elephant tusk & Rasanjan together, and Ash of skin, hair, hoof, horn, & bone of quadrupeds is applied to already anointed with oil. Another one is Kashisa, young leaf naktmala pounded them with the juice of Kapittha.
- **Hair Dye -** Hair dyes are very popular since ancient era, Following are well described in Ayurveda :-Bhringraja ( *Eclipta alba* ), Sikakai ( *Acacia Concinna* ), Ritha ( *Sapindus trifoliatus* ), Nilini ( *Indigofera tinctoria* ), Amalki ( *Emblica officinalis* ) etc.
- **Eye care (Netra Prasadana) :** Eye are very important from cosmetic point of view and in Ayurveda there is mention of use of 5 types of **collyrium (anjana)** to increase the beauty of it. Many types of chakshushya dravya describe in Ayurveda, like as Mamira ( *Coptis teeta* ), Piyaranga ( *Thalictrum Foliosum* ), Chakshushya ( *Casia absus* ), Katak ( *Strychnos potatorum* ) etc.
- **Herbs for Acne (Yuvana Pidika Nasana) :** Vacha ( *Acorus calamus* ), Lodhra ( *Symlocos racemosa* ), Saindhava (Rock salt), & Sarsapa ( *Brassica campestris* ).
- Dhaniya ( *Coriandrum sativum* ), Vacha ( *Acorus calamus* ), Lodhra ( *Symlocos racemosa* ) & Kustha ( *Saussurea Lappa* ).
- Gorochna (Bovine gall stone/Bezoar) and black pepper.
- Salmali Kantaka (Thorn of *Salmalia Malabarica*) with milk.
- **Post inflammatory scar also get cleared by them.**
- **Foot care (Vipadikahara Yoga) :** Vipadika<sup>6</sup> (Rhagades) is a disease of palm and sole in which there are many crack marks along their edges. These are effectively treated by vipadikahara taila/ Vipadikahara Malhar (An ointment) and also pralepa with : Raal, Saindhava lavana, Madhu Ghruta mixed with Katu taila.
- **Daroonaka (Dandruff) :** It is a type of dermatitis (Dry ezema) mostly found on the scalp. Present with Mica like scaling on scratching.
- Treating with An emulsion prepared with the oil of Sandal wood and lemon juice, apply 2-3 times in a week, followed by head bath with herbal Sampoo.

- A past prepare from haritki Churna & Amalki phal majja with milk should be applied.
- **Deodorants/Perfumes (Sugandha Dravya)** : Perfume were also used in cosmetics and beauty aids. Medicated Fumigation (Dhupan) was an advanced method for medicinal Purposes. There are certain herbs, which are used for fragrance and to avoid foul body odour e.g. Sweta Chandana (*Santalum album*), KumKuma (*Crocus sativus*), Distilled products of Rose, Jasmine (Mogra) etc.
- **Mouth freshners** : Chewing betel leaves along with fragrant material like nutmeg, mace etc (Tambulam) was used with a view to rendering mouth clean and fragrant. ( **CH. S. SU. – 5/76-78**)
- **Brest growth enhancer (Stana vriddhikar and Stana dadhyakar Yoga)**: There are few herbal formulations described in Ayurveda which are specifically used for proper development of breast and tightening of it e.g.-Methi modaka, Saubhagya Sunthi, Marichyadyam tailam, Dadimadym tailam, Grobustie oil etc.
- **Removal of post Pregnancy Strech marks (Kikkisa Hara Yoga)** : Post Pregnancy marks are also a very embarrassing problem for women & to remove it Ayurveda describes few pastes for local application e.g.-Sweta Chandan (*Santalum album*) and mrinala (*Nelumbo nucifera*). One another formulation is Dhataki (*Woodfordia fruticosa*), Sirisa (*Albizia lebbek*), Sarsapa (*Brassica campestris*) & usira (*Vetiveria zizanioides*).
- Irrigation of breast & abdomen by decoction of patola (*Tricosanthes dioica*), Nimba (*Azadirachta indica*), Manjistha (*Rubia cordifolia*), And Surasa (*Ocimum sanctum*).
- **Sandhana vidhi (Cosmetic surgical correction)** : Sushruta, for the first time, explained the techniques of surgical correction (Plastic surgery) of injured and amputated body parts like nose, ear and lips, and the cosmetic correction of developmentally malformed.
- **Shodhana Chikitsa** : Panchkarma treatment is a very renowned tool to cure many big problems (**Remove body Toxins**) for skin related issues, Panchkarma has many therapies for skin protection and treatment like - Virechna (Very effective for skin), Vamana, Swedna, Basti, Udvartna (Scrub), Mukha-lepa (Herbal Face Pack) , Potli massage.

Botanical Name	Part used	Common name	Form	Use
<i>Cichorium intybus</i>	Seed	Chicory	Powder past	Eye care, Relies sore
<i>Citrus aurantium</i>	Peel	Orange	Paste	Skin creams, Soaps, Cleanser, Face wash
<i>Crocus sativus</i>	Stigma	Saffron	Liquide	Post bath
<i>Curcuma longa</i>	Rhizome	Turmeric	Powder/Paste	Antibacterial property, Face creams etc.
<i>Daucus carota</i>	Seeds	carrot	Oil	Natural source of vit. A
<i>Lawsonia alba</i>	Leaves	Heena	Powder/Paste	Shampoo/Hair oil
<i>Moringa olifera seed</i>	Seeds	Sobhanjana	Oil/Decoction	Hair oil/Chachhusya
<i>Acacia concinna</i>	Pods	Shikakai	Powder	Shampoo/Soaps
<i>Allium sativum</i>	Bulbs	Garlic	Powder/Paste	Promotes skin healing
<i>Aloevera</i>	Leaf	Aloe	Powder/Paste	Moisturizer, Radio-protective sunscreen
<i>Avena sativum</i>	Fruit	Oat	Powder/Paste	Skin tonic/Moisturizer

<i>Azarechta indica</i>	Leaves	Neem	Powder/Paste	Shampoo's, Tooth paste, Soaps
<i>Acorus calamus</i>	Rhizome	Sweet flag	Powder/Paste	Aromatic, Dusting Lotions
<i>Calandula officinalis</i>	Flowers	Marigold	Paste	Promotes skin care, Scar healing

- **Herb Extracts for Cosmetic :**

### 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 emphasis on *Dinacharya*, *ritucharya*, panchakarma therapy etc. for enhancing beauty. Ayurveda also 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.

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