

CONCEPT OF BEAUTY AND COSMETOLOGY IN AYURVEDA – A REVIEW

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ABSTRACT

Beauty of person gives perceptual experience of pleasure or satisfaction. *Ayurveda* never isolate the involvement of mental and spiritual well being from the concept of beauty. *Ayurveda*, the world's ancient science of health care and healing, works on four levels-body, breath, mind and spirit. When these are in perfect harmony, a person radiates with inner and outer beauty. In fact, the concept of beauty and cosmetics is as old as mankind and civilization. *Ayurveda* physician 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 choicest cosmetology. India could emerge as a major contributor to the global

cosmetic industry. This will possible, as one of the strengths of India is *Ayurvedic* tradition. The present review deals with the advantages of *Ayurveda* in Cosmetology, *ayurvedic* medicines & medicinal plants proven as cosmoceuticals.

KEYWORDS: *Ayurvedic* cosmetics, Cosmetology.

INTRODUCTION

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.^[1]

Beauty is the desire of every individual to give pleasure to the sense. Beauty is not only a source of joy but gives confidence and proud in some extent. Ancient scriptures like *Abhijnana Shakuntalam* and *Meghadootam* of *Kalidasa* and many mythological epics encompass the reference of cosmetics like: *Tilak*, *Kajal*, *Alita* and *Agaru* (*Aquilaria agalbeha*) 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. 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.^[2] Weak zones occur in the body due genetic factors or more commonly, lifestyle factors, such as unhealthy food choices, stress or environmental influences. These toxins or unprocessed metabolic deposits can cloud the normal psychological cellular intelligence and loss body luster and beauty.

Panchakarma therapy is both preventative for healthy people to maintain and improve excellent cellular function, and curative for those experiencing disease.^[3]

One of the major benefits is that biologically active ingredients are easily absorbed into the deeper layers of skin and influence it at the cellular level. These organic ingredients are based on the same biological principles as the human body. This is the reason why the human body responds extremely well to natural substances, while it has an inbuilt resistance.

Concept of Beauty in Ayurveda

Ayurveda cosmetology started from mother wombs, *dinacharya*, *ratricharya*, *ritucharya* with the practice of medicinal herbs and minerals.

According to *Ayurveda*, human body functions through various channel systems called "*Srotamsi*" containing both microscopic and macroscopic structures such as the respiratory system, lymphatic/circulatory system, reproductive system and nervous systems, among others. These channels function as innumerable psychobiological processes such as enzyme production, neuron-transmitter secretion, hormonal intelligence, respiratory capacity and digestive assimilation/ elimination, immune power etc and responsible for wellness and beauty.

These act rhythmically and in concern with one another to perform complex decision-making regarding the supply of nutrients, filtration of toxins, excretion of wastes and much more. If these waste materials are insufficiently metabolized, toxins or incompletely processed foods and experiences can become deposited in weak areas of the body. If unaddressed, these can become a disease. Water is a major component for keeping skin in good condition. Water originates in the deeper epidermal layers and moves upward to hydrate cells in the stratum corneum in the skin, eventually being lost to evaporation. *Snehana* and *Swedana* bring moisture to our skin. It gives our skin greater elasticity and rejuvenates skin tissues.^[4]

AYURVEDA MEDICINE AS COSMETICS

Charak samhita classified cosmetics drugs as *Varnya*, *Kustagna*, *Kandugna*, *bayasthapak*, *udardaprasamana*, etc. Many *alepam* (poultice) *Pradeha*, *upnaha*, *anjana*, *taila* are described in *Susruta Samhita* and *Astanga hrudaya* in the context of *twak roga*. The very common medicine are-*Kungkumadi lepam*, *Dasnga lepam*, *Chandanadi lepam*, *Dasana samskar churna*, *Kukummadi taila*, *Nilibringaraj taila*, *Himasagar taila*, etc are very well established medicine in *Ayurveda*.

Sesame Oil is used as a base in much oil in *Ayurveda*. It contains Lignin compounds called Sesamin and Sesamolin, 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 having a moisturising 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 make beneficial alternatives to chemical bases and emollients. Shikakai is a traditional herb used in hair shampoos. The material is extracted from the Shikakai pods and Shikakai nuts of the *Acacia Concinna* shrub. The pods are rich in Saponins and make a mild detergent, which

has a neutral pH. *Aritha* powder, extracted from Soapnuts (*Sapindus Pericarp*) also contains Saponins, which acts as a foaming agent. It was used as soap in *Ayurvedic* tradition. The oils also maintain integrity of cosmetic products and could be used as a base instead of petroleum and plastic derivatives. There are significant evidences already generated for *Ayurveda* skin care in vitiligo, psoriasis, eczema and acne vulgaris.^[5,6]

The *Ayurvedic* cosmetics may group under

1. Cosmetics for enhancing the appearance of facial skin
2. Cosmetics for hair growth and care
3. Cosmetics for skin care, especially in teenagers (acne, pimples and sustaining)
4. Shampoos, soaps, powders and perfumery, etc.
5. Miscellaneous products

List of medicinal plants listed in *Ayurveda* for proven cosmoceutical (Table).

A. Medicinal Plants used as Moisturizers, Skin Tonics & Anti-Aging

1. <i>Aloe vera</i>	Moisturizer, Sunscreen & Emollient
2. <i>Curcuma longa</i>	Antiseptic, Antibacterial, Improves complexion
3. <i>Glycyrrhiza glabra</i>	Skin whitening
4. <i>Ocimum sanctum</i>	Anti-aging, Antibacterial & Antiseptic
5. <i>Triticum sativum</i>	Antioxidant, Skin nourisher, anti-wrinkle
6. <i>Rosa damascena</i>	Toning & Cooling
7. <i>Rosmarinus officinalis</i>	Skin rejuvenator & Cleansing
8. <i>Rubia cordifolia</i>	Wound healing & Anti-aging
9. <i>Daucus carota</i>	Natural toner and skin rejuvenator

B. Sun Tan

1. <i>Cyperus rotundus</i>	Sun tanning
2. <i>Moringa oliefera</i>	Sun tanning

C. Astringent

1. <i>Mesua ferrea</i>	Strong Astringent
2. <i>Pistacia Integerrim</i>	Astringent, Rubefacient, Anti-bacterial
3. <i>Terminalia chebula</i>	Astringent, Anti-bacterial, Antifungal & Antiseptic

D. *Ayurvedic* Ingredients for Dental Care Product Uses

1. <i>Azadirachta indica</i>	Toothache, Anti-bacterial, Dental carries
2. <i>Acacia Arabica</i>	Swelling, Bleeding gums & Syphilitic infections
3. <i>Barleria prionitis</i>	Toothache, Bleeding gums & strengthens teeth
4. <i>Mimosops Elengi</i>	Astringent, keep gums healthy
5. <i>Salvadora persica</i>	Potent Antimicrobial
6. <i>Syzygium aromaticum</i>	Local anesthetic, relieves toothache
7. <i>Symplocos Racemosus</i>	Strengthen gums and teeth

E. Dermatological Applications

1. <i>Allium sativum</i>	Antifungal, Antiseptic, Tonic
2. <i>Azadirachta indica</i>	Potent Antibacterial
3. <i>Celastrus paniculata</i>	Wounds healing, Eczema
4. <i>Nigella sativa</i>	Antibacterial, Leucoderma
5. <i>Pongamia glabra</i>	Herpes, Scabies, Leucoderma
6. <i>Psoralea corylifolia</i>	Leucoderma, Leprosy, Psoriasis & Inflammation
7. <i>Psoralea corylifolia</i>	Leucoderma, Leprosy, Psoriasis & Inflammation

F. Ingredients for Hair Care Product Uses

1. <i>Acacia concinna</i>	Natural Detergent & Anti-dandruff
2. <i>Azadirachta indica</i>	Reduces hair loss, Anti-dandruff
3. <i>Bacopa monnieri</i>	Hair tonic, Promotes hair growth
4. <i>Eclipta alba</i>	Reduces premature graying of hair, Alopecia
5. <i>Emblica officinalis</i>	Toner, Anti-dandruff, Protects & reduces hair loss
6. <i>Hibiscus rosa sinensis</i>	Natural Hair dye, Prevent hair fall, Antidandruff
7. <i>Hedychium spicatum</i>	Promotes hair growth
8. <i>Lawsonia alba</i>	Natural Hair dye, Anti-dandruff, Conditioner
9. <i>Sapindus trifoliatus</i>	Natural detergent & Cleanser
10. <i>Sesamum indicum</i>	Promotes hair growth, Blackens the hair
11. <i>Rosmarinus officinalis</i>	Nourishes, Softens & restores the hair shafts
12. <i>Triticum sativum</i>	Provides nourishment, lubrication & luster
13. <i>Terminalia bellerica</i>	Prevents graying of hair
14. <i>Aloe Vera</i>	Cleanser & Revitalizer
15. <i>Cedrus deodara</i>	Anti-dandruff

DISCUSSION AND CONCLUSION

Consumers worldwide are going green, and this is especially true in the cosmetics market. Over the last few years, growth in the beauty market has been driven by products that use natural or herbal components, and the market share of natural-based products has been increasing gradually. Companies are feeling pressure to focus on sustainability and reduce their environmental footprints while consumers are more aware and better informed than ever before. They are becoming conscious of the ingredients that go into the products they use and are averse to chemicals that are known to cause side effects. On the supply side, companies are engaging in advanced research of plant-derived peptides, encapsulated actives, active plant stem cells, complex extraction processes and clinical testing to deliver products that are acceptable to the well-informed clients.^[7] The India market has been traditionally inclined toward natural products for their beauty needs, and Indians have a history and knowledge of using natural products. While consumers in the rest of the world have to be educated about the benefits of natural herbs, this knowledge is well-inherited in India from generations. The need is for companies to translate the ancient *ayurvedic* recipes into modern, easy to-use

formats with superior quality. Concern about harmful chemicals in beauty products has increased consumer interest in natural cosmetics. More and more products now include herbal and botanical ingredients.^[8] *Ayurvedic* cosmetics are still competing with synthetic products, and they need to strive to ensure quality that is similar to synthetic brands.^[9]

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