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## Ayurvedic Approach Towards Cosmetology

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**ABSTRACT:** Beauty provides pride and confidence to some range and happiness. Ayurveda has never isolated the connection of mental and spiritual health from the concept of beauty. Ayurveda decides the beauty by *Sara* (Structural dominance), *Prakriti* (Body constitution) *Sanhanana* (Body density), *Pramana* (Measurement), *Twaka* (Skin complexion), and *Dirghayu Lakshana* (Signs of long life). Beauty care in Ayurveda starts from the mothers' womb and also from *Dinacharya* (Dayroutine), *Ratricharya* (Night routine), *Ritucharya* (Seasonal routine) with the practice of medicinal herbs and minerals. According to Ayurveda noxious substance which present in our body reason behind the ugliness and diseased of a person. *Shodhana* (Purification) is the prime therapeutic procedure to eliminate body toxins. In *Charaka Samhita Acharya Charaka* mentioned cosmetic drugs as, *Kushtaghna*, *Varnya*, *Kandughna* etc. and many *Pralepa* (Poultice) are narrated in *Sushruta Samhita* by *Acharya Sushruta* and *Ashtanga Hridaya* by *Acharya Vagbhata*. For beautification of hairs, skin, teeth, nails etc. some medicinal plants have been prescribed like- *Haridra*, *Sariva*, *Manjishtha*, *Amalaki*, *Chandana*, *Baboola*, *Gritkumari*, *Sikakai*, *Lavanga*, *Brinaraj*, *Ritha* etc. *Ahar* (Diet) has a special part in maintaining and improving beauty of an individual person. *Panchakarma* procedures are useful for beautification of skin. In skin diseases like Vitiligo, Psoriasis, Eczema and Acne Vulgaris Ayurveda has already proved itself. In global cosmetic industry India could come out as a major contributor. This can be possible, as one of the strengths of Indian tradition is Ayurveda.

**Keywords:** - Beauty care, *Shodhana*, *Varnya*, Vitiligo, *Amalaki*.

**Introduction:** - Ayurveda emphasizes on both external and internal beauty. Beauty of a person gives perceptual experience of pleasure and satisfaction. Beauty is not always related to women rather than men are also conscious as the evolution shows. Some are wanted to become beautiful and some are beauty by birth. Cosmetology is the science of alteration of appearance and modification of beauty.<sup>1</sup> The word “cosmetics” means any substance used to clean, improve or change the complexion or texture of skin, hairs, nails, teeth, eyes, lips, eyebrows. Those who wants to show off their best with confidence needs beauty and skin care simultaneously. Complexion of skin is important and depends on race, geography, hereditary characters, health, age, diet, habits, and environmental conditions. The whole world is behind the external beauty which is judged by the eyes. But to maintain it, internal beauty plays vital role which is gained through Ayurveda.

Ayurveda is the pioneer and one of the most ancient medical sciences practiced in India. According to Ayurveda beauty of human being started from mother’s womb at the time of “*shukra-shonita Samyoga*”.<sup>2</sup> Hence *Pitruja, matruja, rasaj, satmyaj bhava* with *specific mahabhuta* decides *Kaanti, chaaya, Prabha, Varna*.<sup>3</sup> Like, *Matruja* parts are soft like skin and viscera and *Pitruja* parts are hard like nails, hairs, teeth bones.<sup>3</sup> The cosmetic preparations are used since Vedic period for worship and sensual enjoyment in India. *Charak Samhita* classified cosmetics drugs as *Varnya Kushthaghna, Kandughna, Udardprashaman, Keshya, Vayasthapak* and many *alepan* (poultices) *,pradeha, upnaha, Anjana*, are described in *Sushruta and Ashtanga Samhita*.

**Ayurvedic Samhita and Cosmetology:** - According to Ayurvedic Cosmetology Beauty depends on *Prakriti* (Body constitution) *sara* (structural predominance), *samhanan* (compactness of body) *Twak* (skin completion), *Praman* (Measurement), *Dirghayu lakshana* (symptoms of long life) stated in *ayurvedic samhitas*.

**Ahara:** According to Ayurveda *Ahar of Garbhini* (mother) decides *varna* of feotus.<sup>4,5</sup>

Normal Varna	Abnormal Varna	
<i>Madhura Ahara – Goura or avdata (Fair) varna</i>	<i>Nila (Blue)</i>	<i>Haridra (Green)</i>
<i>Vidahi Ahara - Krishna (Black)</i>	<i>Shyava (Grey)</i>	<i>Shukla (Abnormal white)</i>
<i>Mishrit Ahara - Shyama (Bluish)</i>	<i>Tamra (Coppery)</i>	

*Ahara* (Diet) is most important factor to maintain external and internal beauty lifelong. Charak mentioned that more intake of salt causes early graying of hairs, baldness and wrinkling of skin<sup>6</sup> *Rasayana* like *Chavyanprasha, Bramhi Rasayan* contributes to maintain balance between *Dosha* and *Dhatus*. Ayurveda suggests *satwik Ahara* in appropriate quantity according to season (ritu). Otherwise, the toxic materials in our body get produced called as ‘*Ama*’ due to which person doesn’t get nourishment to cells and hence get diseased.

**Shodhan** is the best therapeutic intervention to eliminate body toxins. **Panchakarma** is sophisticated & highly complex science of purification of body & mind. **Snehan and Swedan** bring moisture to our body providing elasticity. As cells in our face make their way to the surface over their lifecycle they die and become saturated with keratin or skin debris. Due to Panchakarma rejuvenation of skin tissues occurs. Tila taila is used as a base of most of the many oils in Ayurveda. As it contains sesamin & sesamol which are biologically active, enhances the oxidative stability of the oil. Many face packs mentioned in Ayurveda contain Buttermilk and goats' milk as they contain Vit.E, Vit.B6&B12. They are better choices than chemical base cosmetics.

**Mukhashodhan, Dantdhavan, Jivhanirlekhana, Gandushdharan, Kaval** these procedures with proper herbs according to ritu (season) helps to maintain elasticity of facial muscles providing anti-aging effect as it tightens the skin and reduces the age spots caused by free radicals as herbs contain anti-oxidants.<sup>7</sup> Regular use of **Nasya** increases the tone of skin and improves the complexion as well as useful for hair care too<sup>8</sup>

**Udavartana** is procedure for lusture of skin done by rubbing using *varnya* drugs paste which gives fairness and tenderness of the skin like a lotus by removing dark spots and pimples.<sup>9</sup>

There is reference of **Kajal** from ancient scriptures for cosmetic purpose shows the importance of **Anjana**.<sup>10</sup> It is used for both cosmetic and therapeutic purpose.

**Keshprasadhana: Saptala** is traditional herb used in hair shampoos. Its pods are rich in saponin which has neutral pH.<sup>11</sup> **Arishtak** also contain saponin used in hair shampoos. **Shirolepa and shirobasti** are also effective for hair growth and rejuvenation.

**Vihar -Achara Rasayana-** Beauty depends on psychosomatic factors also. Various factors like stress, anxiety, depression, work pressure affects the entire body which results in early wrinkled skin, greying of hairs, hairfall. **Dharniya Vegas** like *krodha, kama, lobha, moha, irshya, dwesha, ahankara* also develops the same. To overcome this, **Yoga Pranayama, achar rasayana, Sadvritta palan and Dharniya Vega dharan** are well explained in Ayurveda which should be followed by everyone in *Dincharya*.

**Discussion : Medicinal Plants used in Ayurvedic Cosmetology:**

<b>Anti-Aging (Vayasthapana)<sup>12</sup></b>	
<i>Terminalia chebula (Haritaki)</i>	Anti-oxidants, Astringent & Anti-septic
<i>Emblica officinalis (Amalaki)</i>	Anti-oxidants, Anti-Allergy Properties
<i>Tinospora cordifolia (Guduchi)</i>	Anti-oxidants, Anti-microbial activity
<i>Terminalia belerica (Bibhitaki)</i>	Anti-Bacterial, Anti-Oxidant, Anti-Allergy
<i>Sida veronicaefolia (Nagbala)</i>	Aphrodisiac, Rejuvenative effects
<i>Emblica ribes (Vidanga)</i>	Anti-aging, Anti-fungal, Anti-Bacterial
<i>Piper longam (Pippali)</i>	Anti-aging, Anti-microbial activity
<b>Sun Screen and Sun Tan<sup>13</sup></b>	
<i>Aloe vera (Kumari)</i>	Moisturizer, Sutigum sativum Antioxidant
<i>Moringa oliefera (Shigru)</i>	Sun tanning
<i>Cyperus rotundus (Musta)</i>	Sun tanning
<b>Moisturizers and Skin Tonics<sup>14</sup></b>	
<i>Aloe vera (Kumari)</i>	Moisturizer, Sunscreen & Emollient
<i>Calendula officinalis (Marigolds)</i>	Wound healing
<i>Cichorium intybus (Kasani)</i>	Skin blemishes
<i>Curcuma longa (Turmeric)</i>	Antiseptic, Antibacterial, Improves complexion
<i>Daucus carota (Wild carrot)</i>	Natural toner and skin rejuvenator
<i>Glycyrrhiza glabra (Yastimadhu)</i>	Skin whitening
<i>Ocimum sanctum (Tulasi)</i>	Anti-aging, Antibacterial & Antiseptic
<i>Rosa damascene (Gole Mohammad)</i>	Toning & Cooling
<i>Rosmarinus officinalis (Rosemary)</i>	Skin rejuvenator & Cleansing
<i>Rubia cordifolia (Manjishtha)</i>	Wound healing & Anti-aging
<i>Triticum sativum (Godhuma/Wheat)</i>	Antioxidant, Skin nourisher, anti-wrinkle
<b>Deodorants (Gandha Dravyas)<sup>15</sup></b>	
<i>Santalum album (Swetacandana)</i>	Deodorants, improves the skin complexion,
<i>Lavandula angustifolia (Lavendar)</i>	Soaps, cosmetics, perfumes and decorations
<i>Terminalia catappa (Almond)</i>	Soaps, perfumes and skin toning
<i>Crocus sativus (Kumkuma)</i>	Deodorants, Improves complexion. useful in
<i>Hyperpigmented spots</i>	
<i>Distilled products of Rose &amp; Jasmine (Mogra)</i>	These are applied in the form of paste (Alepa) or Arka (Perfumes) over the body
<b>Hair Care<sup>16</sup></b>	
<i>Acacia concinna (Sikakai)</i>	Natural Detergent & Anti-dandruff
<i>Abrus precatorius (Gunja)</i>	Prevent greying of hairs
<i>Aloe Vera (Kumari)</i>	Cleanser & Revitalizer
<i>Azadirachta indica (Nim)</i>	Reduces hair loss, Anti-dandruff
<i>Bacopa monnieri (Brhami)</i>	Hair tonic, Promotes hair growth
<i>Cedrus deodara (Devadaru)</i>	Anti-dandruff
<i>Centella asiatica (Mandukparni)</i>	Darkening of hair
<i>Eclipta alba (Bhringaraj)</i>	Reduces premature graying of hair, Alopecia
<i>Emblica officinalis (Amalaki)</i>	Toner, Anti-dandruff, Protects & reduces hair loss
<i>Hibiscus rosasinensis (Japapushpa)</i>	Natural Hair dye, Prevent hair fall, Anti- dandruff

<i>Hedychium spicatum</i> (Shati, Gandhari)	Promotes hair growth
<i>Indigofera tinctoria</i> (Nilini)	hair growth, darkening of the hair
<i>Lawsonia alba</i> (Mehndi)	Natural Hair dye, Antidandruff, Conditioner
<i>Rosmarinus officinalis</i> (Rosemary)	Nourishes, Softens & restores the hair shafts
<i>Sapindus trifoliatus</i> (Soap Nut/Phenil)	Natural detergent & Cleanse
<i>Tribulus terrestris</i> (Gokshur)	Control hair fall
<i>Triticum sativum</i> (Godhuma/Wheat)	Provides nourishment, lubrication & luster
<i>Terminalia belerica</i> (Bibhitaki)	Prevents graying of hair
<i>Sesamum indicum</i> (Til)	Promotes hair growth, blackens the hair
<i>Hastidantamasi</i> (Ash of elephant ivory)	Improves hair length, strength and texture
<b>Dental Care</b>	
<i>Azadirachta indica</i>	Toothache, Dental carries
<i>Acacia arabica</i>	Swelling, bleeding gums
<i>Barleria prionitis</i>	Toothache, Bleeding gums, Strengthens teeth
<i>Mimosops elengi</i>	Astringent, keep gums healthy
<i>Syzygium aromaticum</i>	Local anesthetic, toothache
<i>Symplocos racemosus</i>	Strengthens gum & teeth
<i>Salvadara persica</i>	Potent Antimicrobial

**Conclusion:** According to Ayurveda both internal and external factors are responsible for beauty of a person. Various factors like *ahara*, *vihara*, *dincharya*, anti-oxidants in the form of natural sources play vital role for healthy skin hair and entire body. Thus, to maintain & enhance beauty through natural way the use of Ayurvedic products is rapidly increasing in current trend. Thus, India could emerge as a major contributor to the global cosmetic industry.

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