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## Review Article:

### Concept of Beauty and Ayurveda Medicine

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#### Abstract:

Beauty of a person gives perceptual experience of pleasure or satisfaction. *Ayurveda* has never segregated the involvement of mental and spiritual well-being from the concept of beauty. *Ayurveda* determines the beauty by *prakriti* (body constitution), *sara* (structural predominance), *sanhanan* (body compactness), *twak* (skin complexion), *praman* (measurement) and *dirghayu lakshana* (signs of long life). Beauty is not only a source of joy but gives confidence and pride to some extent. *Ayurveda* cosmetology starts from the mothers' womb, *dinacharya*, *ratricharya*, *ritucharya* with the practice of medicinal herbs and minerals. In *Ayurveda* it is believed that toxic materials within our body make a person ugly and diseased. *Shodhana* (Purification) is the best therapeutic intervention to eliminate body toxins. *Charak samhita* classified cosmetic drugs as *Varnya*, *Kustagna*, *Kandugna*, etc and many *alepam* (poultice) are described in *Susruta Samhita* and *Astanga Hrudaya*. Some medicinal plants like- *Haridra*, *Manjistha*, *Sariva*, *Chandana*, *Amalaki*, *Gritkumari*, *Babul*, *Lavanga*, *Sikakai*, *Aritha*, *Brinaraj* etc. have been prescribed for beautification of skin, hair, teeth, nails etc. Diet has a special role in improving and maintaining beauty of an individual. *Panchakarma* procedures are employed for beautification of skin, the marker of overall condition of individual as per *Ayurveda*. There are significant evidences already generated for *Ayurveda* skin care in Vitiligo, Psoriasis, and Eczema and Acne Vulgaris. Consumer trends suggest a gradual shift from chemical-based products to *Ayurvedic* beauty products. India could emerge as a major contributor to the global cosmetic industry. This can be possible, as one of the strengths of Indian tradition is *Ayurveda*.

**Keywords:** *Ayurvedic* cosmetics, Beauty, Herbo-cosmoceutical, *Panchakarma*

## Introduction

Beauty is the desire of every individual and gives pleasure to the senses. Beauty is not always related to women, rather men are more conscious. Evolution shows males being more beautiful. Some people are born beautiful and some wish 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. It includes any substance or preparation intended to be placed in contact with the various external parts of human body mainly to cleanse them, changing their appearance and correcting body odors or protecting them and 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 body for cleansing, beautifying, promoting attractiveness.

*Ayurveda* emphasizes on external and internal beauty. It is said that a self-realized person is eternally beautiful and need not use any external cosmetics or designer clothes. However, in *Ayurveda* the therapies, treatment and tips are concerned with physical beauty which is considered to be the path to the secret of beauty. Health promotion, beauty management and healing in *Ayurveda* relies on freeing the body from *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 attaining natural beauty, faster acting, deep cleansing and re-balancing procedures are helpful, which can be accomplished by using *Ayurveda's* traditional rejuvenation therapy. The rejuvenation therapy teaches ways to become naturally beautiful, 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* determines 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 pride to some extent. *Ayurveda* cosmetology starts from the mother's womb, and later by following *dinacharya*, *ratricharya*, *rutucharya* supported by the proper use of medicinal herbs and

minerals. *Charaka* narrate that the beauty of a female is enhanced by finding a suitable man, similarly a man can enhance his appearance by getting someone with similar mind, psyche and liking for an excellent quality partner. Beautiful woman is always praised in our ancient text as virtue, wealth, affluence and creation. 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* (12 gm) of purified sulphur along with ghee for twenty one days [5].

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 psycho-biological processes such as enzyme production, neuro-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 can get deposited in weaker tissues of the body. If unaddressed, these can become a disease. Weak zones occur in the body due to

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 psycho-biological cellular intelligence and vanish 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. The *Ama* (toxic materials inside our body) makes a person ugly and diseased and *Sodhana/ panchakarma* (Purification) is the best therapeutic intervention to eliminate body toxins. It is a highly complex and sophisticated science of purification of the body and mind. Water is a major component for keeping skin in good condition. Water present in the deeper epidermal layers moves upward to hydrate cells in the stratum corneum in the skin, eventually being lost to evaporation. *Snehana* and *Swedana* moisturize the skin, provide more elasticity and rejuvenate skin tissues. As cells of 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 the skin from the external elements but the shedding of that outer layer can unclog pores.

#### **Ayurveda medicine as Cosmetics:**

Drugs are classified in *Charaka samhita* as *Varnya*, *Kustagna*, *Kandugna*, *bayasthapak*, *udardaprasamana*, etc. Many external applications like *alepam*, *pradeha*, *upnaha*, *anjana* are described in *Susruta Samhita* and *Astanga Hrudaya* in the context of *twak roga*. The very common and well established ones are- *Kunkumadi lepam*, *Dashanga lepam*,

*Chandanadi lepam, Dasana samskar churna, Kukummadi taila, Nilibringaraj taila, Himasagar taila*, etc. Buttermilk and goat's milk traditionally used in Indian face mask preparations have soothing and emollient properties. They also contain vitamin A, B<sub>6</sub>, B<sub>12</sub> and E. They can 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, collected from *Acacia concinna* shrub. The pods are rich in saponins and make a mild detergent, which has a neutral pH. *Ritha* powder, extracted from Soap nuts (*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 can be used as a base instead of petroleum and plastic derivatives. There are significant evidences already generated for *Ayurveda* skin care in vitiligo, psoriasis and eczema and acne vulgaris. [6].

The *Ayurvedic* cosmetics may be grouped under [6, 7]

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

List of medicinal plants listed in *Ayurveda*, proven to be having cosmoceutical properties:

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

1. *Aloe vera* – Moisturizer, Sunscreen & Emollient.
2. *Calendula officinalis* – Wound healing.
3. *Cichorium intybus* – Skin blemishes
4. *Curcuma longa* – Antiseptic, Antibacterial, Improves complexion
5. *Daucus carota* – Natural toner and skin rejuvenator
6. *Glycyrrhiza glabra* – Skin whitening
7. *Ocimum sanctum* – Anti-aging, Antibacterial & Antiseptic
8. *Rosa damascena* – Toning & Cooling
9. *Rosmarinus officinalis* – Skin rejuvenator & Cleansing
10. *Rubia cordifolia* – Wound healing & Anti-aging
11. *Triticum sativum* – Antioxidant, Skin nourishes, anti-wrinkle

#### B. Sun Screen

1. *Aloe vera* – Moisturizer
2. *Suticum sativum* – Antioxidant

#### C. Sun Tan

1. *Cyperus rotundus*
2. *Moringa oliefera*

#### Discussion

The market for *Ayurvedic* beauty products is growing fast. Many companies have entered the segment with branded products in categories such as skin care, hair care, soaps and essential oils. Concern about harmful chemicals in beauty products has increased consumer interest in natural cosmetics. More and more products now

include herbal and botanical ingredients. The botanical actives market in Europe and North America is worth US\$ 840 million. Consumption for these products is growing at 8% [8]. Today, India is captivating the mainstream cosmetics industry in a big way. It starts from high end brands creating makeup shades based on the country's bright colors to skin- and hair-care lines capitalizing on.

### Conclusion

*Ayurveda*, an ancient medicinal system using herbs and other natural ingredients [9]. Indian herbs and Ayurveda products are being sourced and tested for use in the cosmetics industry and practiced beauty parlors [10]. However, there is a long way to go before herbs can make it as ingredients in viable botanical products. These herbs are currently used in their crude form, either dried into powders or pulverized with pestle and mortar. The end product contains a large amount of inactive unnecessary compounds [11]. The products are often biologically ineffective because there aren't enough active components in the formulae. The concentration and action of bioactive compounds extracted from herbs have to be increased [12]. These formulae have to be tested in scientific trials with an evidence based approach. These could emerge as a major contributor to the global cosmetic industry.

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