

REVIEW ARTICLE: AYURVEDIC CONCEPTS ON COSMETOLOGY

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ABSTRACTS

The word "Cosmetics" means any substance used to clean, improve or change the complexion of skin, hair, nails, teeth or eyes. It includes beauty preparations (perfume, skin cream, nail polish, lipstick or contact lens) and grooming aids (soap, shampoo, shaving cream and deodorant). Ayurveda is a pioneer and one of the most ancient medical science practiced in India, Nepal and other South Asian countries. Ayurveda emphasizes on both external and internal beauty. Ayurveda cosmetology started from mother's womb which is determined at the time of "Shukra-Shonita Samyoga".^[1] Kaanti, Chhaya, Varna, Prabha are beautifully explained and depends on Matrija, Pitrija, Rasaja and Satmayaja bhavas with predominance of Mahabhuta.^[2] Matruja bhava contributes soft parts like skin and pitruja bhava contributes hard parts like hair, nail and teeth.^[2] A proper balance among Tridosha, Saptadhatu, Dinacharya, Ratricharya and Ritucharya help to maintain skin health and youthfulness. Charak samhita and Sushruta Samhita are important Ayurveda classics giving detailed description of abundant Rasayana herbs with several formulations for management of beauty, health, fitness and age related conditions. The person of 35–55 age group and even teens are highly curious to beauty concern. Ayurvedic cosmeceuticals are always ahead for their safe and holistic action. Based on the vast and established knowledge of Ayurveda, herbal extracts, fruit extracts and essential oils are now being effectively used as medicines, food supplements and personal care that actively protect the skin, hair, nail and prevent premature aging. Thus India could emerge as a major contributor to the global cosmetic industry.

KEYWORDS: Beauty, Cosmetology, Anti-aging, Antioxidants.

INTRODUCTION

Cosmetology is the science of alteration of appearance and modification of beauty. Beauty is decided by the judgement of eyes and characteristics of person, animal, place or object. Cosmetics have been used for many centuries as simple eye coloring (Kajal) in the beginning but now it becomes need for both men and women to high light personality. The cosmetic preparations are used since Vedic period for worship and sensual enjoyment in India. The external application of kajala, tilaka, aguru, chandana, haridra etc to God and Goddess are seen in many rituals of India.^[3] Charak samhita classified cosmetics drugs as Varnya, Kustagna, Kandugna, vayasthapak, keshya, etc and many alepam (poultice) are described in Susruta Samhita and Astanga Hridaya. Some medicinal plants like- Haridra, Manjistha, Sariba, Chandana, Amalaki, Gritkumari, Babul, Lavanga, Sikakai, Aritha, Brinaraj etc have been prescribed for beautification of skin, hair, teeth, nails etc. The very common medicine are- Kumkumadi lepam, Dasnga lepam, Chandanadi lepam, Kukummadi taila, Nilibringaraj taila, Himasagar taila, Sesame Oil, etc are

very well established medicine in Ayurveda. Common cosmetics include lipstick, mascara, eye shadow, foundation, skin lotion, cleanser, shampoo, hair dyes, styling products (gel & spray), perfume, cologne, powder, nail polish,^[4] etc.

In the United States, the Federal Food, Drug, and Cosmetic Act (FDC Act) as well as per the Drug and cosmetic act 1940, "cosmetic" means any article intended to be rubbed, poured, sprinkled or sprayed on, or introduced into, or otherwise applied to, the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance and includes any article intended for use as a component of cosmetic.^[5] Beauty and skin care go hand in hand for those who want to show off their best with confidence. Complexion of skin is important for determining the beauty that depends upon health, age, diet, habits and environmental conditions. The whole world is behind the physical beauty which is judged by the eyes. But to maintain external beauty, internal beauty plays vital role which is gained through Ayurveda. Thus the Ayurvedic

natural cosmetics business of India is growing at the rate of 15-20% per year.^[6]

Factors explained in Ayurvedic Samhita

Beauty of an individual depends on Prakriti (Body constitution), Sara (structural predominance), Sanhanan (compactness of body), Twak (skin completion), Praman (Measurement) and Dirghayu lakshyana (symptom of long life) explained in Ayurveda. Varna of an individual varies as per race and geography.^[7] While Vagbhata explained it is determined in the garbhashta depending on the ahara vihara followed by mother.^[8] The Madhura, Vidahi and Mishrita ahara taken by mother produce Goura, Krishna and Shyama varna respectively.^[9] Normal varna includes Krishna (black), Shyama (bluish), Shyamavadat (bluish white) and Avadat (white). Abnormal varnas are Nila (blue), Shyava (grey), Tamra (coppery), Haridra (green) and Shukla (albinotic or abnormal white).^[10] Similarly Dinacharyas, Achara Raayana, Sadvritta and control over Dharneeya Vegas are explained in classics for maintaining external and internal beauty of an individual.

Role of Dinachrya

According to Vagbhata, Dinachrya (daily regimen) means the various activities followed by an individual from morning till sleep at night. The important dinachrya to be followed are as follows.

Mukhasodhana- Dantadhawana (brushing), Jihwanirlekhana (tongue cleaning), Gandushadharana (gargling), Mukhaprakshalana and yoga helps to maintain the facial structures healthy.^[11]

Abhyanga- means massage increases blood circulations, open body pores, removes toxins and keeps the skin healthy. Shiro abhyanga, pada abhyanga and shareera abhyanga are types of abhyanga. Shiro abhyanga prevents hairfall and early graying of the hairs. Pada abhyanga not only nourishes the pada but also nourishes the eyes through Gandhari and Hastjihwa Nadi.^[12]

Udavratana- is highly demanded procedure for lusture of skin. It is done by smooth rubbing of the skin using varnya dravyas paste which gives fairness and tenderness of the skin like a lotus by removing dark spots and pimples.^[13]

Anjana- There is reference of Kajal from ancient scriptures for cosmetic purpose shows the importance of anjana.^[14] Use of anjana is both therapeutic and cosmetic purpose explained in Ayurveda.

Keshaprasadhanam- Scalp hair is one of the important parts of individual's beautifulness. Proper ahara vihara and shiroabhyanga keep hair healthy. Shirolepa and shirovasti are also effective for hairs growth and rejuvenation.^[15]

Yoga & Dhyana- helps to maintain physical and mental beauty of the body if done properly and systematically.

Nasya- we know "Nasahi sirso dwaram." Regular use of pratimarsha nasya increases tone of skin and improves its complexion as well as useful for hair care too.^[16]

Ahara- it plays vital role in maintaining physical and mental health. Nutrisious ahara maintain entire skin complexion, regular hair and nail growth. Acharya Charak mentioned that more intake of salt causes early graying of hairs, baldness and wrinkling of skin.^[17] Varnya ahara like Hamsa (swan) mamsa^[18] and Koorma (turtle) mamsa,^[19] are explained in Ayurveda which increase texture of skin.^[20]

Role of Rasyana and Skin Beauty

Among Ashtanga Ayurveda, Rasayan is the one that prevents ageing of the skin, maintains prabha, varna and the entire body as well as deals with optimum life span.^[21] Rasayan strives and contributes to maintain the balance between the Doshas and the Dhatus. Rasayan, skin and hair have an innate relation. Rasayanas revitalize the Rasa dhatu and provide natural skin beauty. Some important rasayana Yogas include- Chayavanprasa, Narsimha Rasayana, Amritaprasa and Brahma Rasayana.

Antioxidants

Antioxidants are the molecule that prohibits the oxidation of other molecules and they are the first line of protection against the damages caused by free radicals.^[22] When we become older the initial signs seen are freckled skin, wrinkles and age spots caused by free radicals. Antioxidants help in reducing the number of free radicals in our body that damage our skin. Apart from this antioxidants present in dietary foodstuffs such as Biotin, Omega-3 fatty acids, Iron, Zinc, Vitamins A, C & E, minerals such as Lycopene and Selenium.^[23] Sesame oil contains Lignin having anti oxidant properties and moisturising effect. Buttermilk and goat's milk powders traditionally used in Indian face mask preparations have soothing and emollient properties which contain vitamin A, B6, B12 and E. They would make beneficial alternatives to chemical bases and emollients. Shikakai is a traditional herb rich in Saponins used in hair shampoos.

Some Medicinal Plants used in Cosmetology

Moisturizers and Skin Tonics ^[24]	
Aloe vera (Kumari)	Moisturizer, Sunscreen & Emollient
Calendula officinalis (Marigolds)	Wound healing
Cichorium intybus (Kasani)	Skin blemishes
Curcuma longa (Turmeric)	Antiseptic, Antibacterial, Improves complexion
Daucus carota (Wild carrot)	Natural toner and skin rejuvenator
Glycyrrhiza glabra (Yastimadhu)	Skin whitening
Ocimum sanctum (Tulasi)	Anti-aging, Antibacterial & Antiseptic
Rosa damascene (Gole Mohammad)	Toning & Cooling
Rosmarinus officinalis (Rosemary)	Skin rejuvenator & Cleansing
Rubia cordifolia (Manjishtha)	Wound healing & Anti-aging
Triticum sativum (Godhuma/Wheat)	Antioxidant, Skin nourisher, anti-wrinkle
Anti-Aging (Vayasthapana) ^[25]	
Terminalia chebula (Haritaki)	Anti-oxidants, Astringent & Anti-septic
Emblca officinalis (Amalaki)	Anti oxidants, Anti-Allergy Properties
Tinosporia cordifolia (Guduchi)	Anti oxidants, Anti-microbial activity
Terminalia belerica (Bibhitaki)	Anti-Bacterial, Anti-Oxidant, Anti-Allergy
Sida veronicaefolia (Nagbala)	Aphrodisiac, Rejuvenative effects
Emblca ribes (Vidanga)	Anti-aging, Anti-fungal, Anti-Bacterial
Piper longam (Pippali)	Anti-aging, Anti-microbial activity
Sun Screen and Sun Tan ^[26]	
Aloe vera (Kumari)	Moisturizer, Sutinum sativum Antioxidant
Moringa oliefera (Shigru)	Sun tanning
Cyperus rotundus (Musta)	Sun tanning
Hair Care ^[27]	
Acacia concinna (Sikakai)	Natural Detergent & Anti-dandruff
Abrus precatorius (Gunja)	Prevent greying of hairs
Aloe Vera (Kumari)	Cleanser & Revitalizer
Azadirachta indica (Nim)	Reduces hair loss, Anti-dandruff
Bacopa monnieri (Brhami)	Hair tonic, Promotes hair growth
Cedrus deodara (Devadaru)	Anti-dandruff
Centella asiatica (Mandukparni)	Darkening of hair
Eclipta alba (Bhringaraj)	Reduces premature graying of hair, Alopecia
Emblca officinalis (Amalaki)	Toner, Anti-dandruff, Protects & reduces hair loss
Hibiscus rosasinensis (Japapushpa)	Natural Hair dye, Prevent hair fall, Anti-dandruff
Hedychium spicatum (Shati, Gandhari)	Promotes hair growth
Indigofera tinctoria (Nilini)	hair growth, darkening of the hair
Lawsonia alba (Mehndi)	Natural Hair dye, Antidandruff, Conditioner
Rosmarinus officinalis (Rosemary)	Nourishes, Softens & restores the hair shafts
Sapindus trifoliatus (Soap Nut/Phenil)	Natural detergent & Cleanse
Tribulus terrestris (Gokshur)	control hair fall
Triticum sativum (Godhuma/Wheat)	Provides nourishment, lubrication & luster
Terminalia belerica (Bibhitaki)	Prevents graying of hair
Sesamum indicum (Til)	Promotes hair growth, blackens the hair
Hastidantamasi (Ash of elephant ivory)	Improves hair length, strength and texture
Deodorants (Gandha Dravyas) ^[28]	
Santalum album (Swetacandana)	Deodrants, improves the skin complexion,
Lavandula angustifolia (Lavendar)	Soaps, cosmetics, perfumes and decorations
Terminalia catappa (Almond)	Soaps, perfumes and skin toning
Crocus sativus (Kumkuma)	Deodrants, Improves complexion. useful in hyperpigmented spots
Distilled products of Rose & Jasmine (Mogra)	These are applied in the form of paste (Alepa) or Arka (Perfumes) over the body

Sadavrita and Dharniya Vegadharana

These are related to psychosomatic properties of the body and mind. Various emotional factors trigger work pressure, anxiety, depression, stress and unbalanced relationship which in turn affects the entire body physiology which leads to altering complexion with unnatural glow and early wrinkling of skin as well as early graying of hairs.^[29] Similarly dharniya vegas such as kama, krodha, lobha, moha, irshya, dwesha, ahankara etc also develop the same. To overcome this mind body relaxation like yogas, meditation, pranayama, achara rasayana, sadvrita and dharniya Vegas are beautifully explained in Ayurveda.^[30]

CONCLUSION

Cosmetics especially skin complexion and hair are determined during garbhasthapana kala as described in Ayurveda classics. Both external and internal factors are responsible for maintenance of the skin and hair as well as beauty of entire body. Various ahara, vihara, dincharya, sadavrita, dharniya vegadharana and antioxidants in the form of natural sources play vital role for healthy skin and hair for cosmetic purpose. Various cosmetic products available in the market have Ayurvedic ingredients, hence global cosmetic marketings are rapidly increasing in current trend.

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