

## COSMETOLOGY AND AYURVEDA

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## ABSTRACT

Cosmetology deals with various aspect of beauty. Beauty is the quality of being physically attractive, the qualities in a person or a thing that give pleasure to the senses or the mind. **Purpose:** The increased demand of beautification is evidence by number of beauty contests, beauty centres etc. increased demand & beautification the problem is also increasing due to changed life style, excessive use of cosmetics and polluted atmosphere. Ayurveda emphasizes on both external and internal beauty. Ayurveda cosmetology not only directed towards developing on attractive external appearances, but towards achieving longevity with good health. **Method:** The references available regarding the different type of herbal drugs as varnya, kandughna etc. along with various formulation and treatment procedures in classical text were studied and compared with the available information in the contemporary medical literatures. **Result & Conclusion:** A proper balance among tridosha, saptadhatu, Dincharya, Ratricharya and Ritucharya help to maintain the skin health and youthfulness. Ayurveda classified various formulation of lepa, alepa, taila, ghruta, rasayana etc. and panchakarma procedure. Present scenario suggests a gradual shift from chemical-based products to ayurvedic beauty products.

**KEYWORDS:** Ayurveda, Cosmetology, Beauty, Varnya, Panchakarma, Ayurvedic herbs.

## INTRODUCTION

Cosmetology is the science of attraction of appearance and modification of beauty. In ayurveda the role of cosmetology is very important. Cosmetology works of improving the appearance of consumers face, hair, using make-up and beauty treatments as ayurveda the concept of beauty has an age-old origin skin-twacha is the term for skin in ayurveda. Cosmetology is going paramount importance in present scenario. Acharyas of ayurveda state that the function of ayurvedic herbs is to purify the blood and eliminate vitiated doshas (vata, pitta, kapha) that causes skin disorders and other diseases. A sparshanendriya (A tactile sensory organ skin) is also present in bhrajaka pitta that regulates the temperature of the living body and absorbs all local medicinal applications. Some medicinal plants like Haridra, Manjishtha, Sariva, Chandan, Amalaki, Gritkumari, Babul, Lavanga, Sikekai, Aritha, Bhringraj, etc. have been prescribed for beautification of skin. Hair, teeth, nails etc. The very common medicines are kumkumadi lepa, dashanga lepa, chandanadi lepa, kumkumadi tailam, nilibhringadi tailam etc. are very well-established medicine in ayurveda.

## AIM

To study the importance of cosmetology in Ayurveda.

## OBJECTIVES

- 1) To explain the role of ayurveda in cosmetology.
- 2) To study the beneficial effect of cosmetology in healthy life style with the help of ayurveda

## MATERIAL AND METHOD

1. Ayurvedic Granthas and Samhitas
2. Modern text
3. Online data and journals

## LITERATURE REVIEW

Ayurveda is the oldest healing science in Sanskrit. Ayurveda based on the belief that health & wellness depends on a delicate balance between the mind, body and spirit. Its main goal is to promote good health, not fight diseases but treatment may be geared towards specific health problems.

## Cosmetology in Ayurvedic classics

Many descriptions are available in Ayurvedic texts for showing the importance of cosmetology. Various terms like sumukha, sudarshana, sabhaga etc. have been used in ayurveda for good looking personality. The description of dincharya, ritucharya, dietary regiments and pathya- apathya is important factors for enhancement of beauty. The unique concept of ayurveda like vyayama,

abhyanga (massage) different type of snana etc. are the best indications of value of cosmetology during that period.

**Charaka Samhita** – Charaka has grouped different herbs according to their effects such as varnya, keshya, vayasthapana etc. which add to beauty of an individual's many hygienic performances like abhyanga, snana, lepa etc. are stated to enhance beautification.

**Sushruta Samhita** – Upkramas explained under the heading of vaikritapaham as alepana, pariseka, utsadana, pandukarma, roma, sanjanana etc. sushruta was the first person who established 'Plastic Surgery' like Auroplasty & Rhinoplasty.

**Sangraha period** – Asthanga samgraha & Hridaya two groups of hands labelled as 'Rodhradigana' & 'Eladigana' are characterized as the varnya group.

#### List of medicinal plants commonly used as cosmetics

##### A. Medicinal plants used as moisturizers, skin tonics and anti-aging

1. Aloe vera- sunscreen & emollient
2. Calendula officinalis – wound healing
3. Cichorium intybus – skin blemishes
4. Curcuma longa – Antiseptic, antibacterial, improves complexion
5. Daucus carota – Natural toner & skin rejuvenator
6. Glycyrrhiza glabra – skin whitening
7. Ocimum sanctum- Anti aging, antibacterial & antiseptic
8. Rosa damascene – Toning & cooling
9. Rosmarinus officinalis – skin rejuvenator & cleansing
10. Rubia cordifolia – Wound healing & anti-aging
11. Triticum sativum – Antioxidant, skin nourisher, anti-wrinkle

##### B. Dermatological

1. Allium sativum – Antifungal, Antiseptic, Tonic
2. Alpinia galangal – Antibacterial
3. Azadiracta indica – Potent antibacterial
4. Celastrus paniculate – wound healing, eczema
5. Nigella sativa – Antibacterial, Leucoderma
6. Pongamia glabra – Herpes, Scabies, Leucoderma
7. Psoralea corylifolia -Leucoderma, Leprosy, Psoriasis and inflammation.

##### C. Ingredient for hair care products

1. Acacia concinna – Natural detergent & anti-dandruff
2. Aloe vera – Cleanser & revitalizer
3. Azadiracta indica – Reduces hair loss, anti-dandruff
4. Bacopa monnieri – Hair tonic, promotes hair growth
5. Cedrus deodara – Anti dandruff
6. Centella asiatica – Darkening of hair
7. Eclipta alba – Reduces premature greying of hair, Alopecia
8. Emblica officinalis – Toner, anti-dandruff, protects and reduces hair loss

9. Hibiscus rosa sinensis – Natural hair dye, prevent hair fall, anti-dandruff
10. Hedychium spicatum – promotes hair growth
11. Lawsonia alba – Natural hair dye, antidandruff conditioner
12. Rosmarinus officinalis – Nourishes, softens and restores the hair shafts
13. Sapindus trifoliatus – Natural detergent & cleanse
14. Triticum sativum – Provides nourishment, lubrication & lustre
15. Sesamum indicum – Promotes hair growth, blackens the hair

#### Some Cosmetological medicine

Different types of cosmetological medicines as described in our classical texts are Lepa, Udwartana, Taila, Ghrita, Nasya, Rasayana.

##### Lepa

1. Mukhakantikara lepa – Enhance lustre, treat acne & melisma
2. Vyangahara lepa – Melasma
3. Patrangadi lepa – increase fairness
4. Sarjadi lepa – cracked lips

##### Udwartana

1. Shailayadi udwarta – Obesity
2. Twakdosahar udwarta – excessive sweating & skin ailments

##### Ghrita

1. Mukhakantikar varnak ghrita – Improves complexion & skin tone
2. Mahadadimadi ghrita – rejuvenating & enhance glow
3. Kalyanaka ghrita – Improves colour & complexion of skin

##### Taila

1. Kumkumadi taila – Melasma
2. Bhringrajadi taila – Canities
3. Manjisthadi taila – wrinkled skin & canities
4. Siddharthaka taila – Anti aging
5. Gunja taila – Scalp pruritis and seborrheic dermatitis
6. Irimedadi taila – canities, black pigmentation of teeth.

#### RESULTS AND DISCUSSION

Ayurveda is the tradition life as well as medical science. It believes in creating beauty from both inner and outer aspect. The science of ayurveda had utilized many herbs and floras to make cosmetics for beautification and protection from external aspects. As synthetic and chemical preparations/products have got certain limitations with known adverse effect, global beauty companies have already decided to concentrate natural, herbal production. So, India has the golden opportunity to come up with production and sell of cosmetic products. The natural content in the botanical does not cause any side effects on the human body. There is

common belief that chemical-based cosmetics are harmful to the skin and an increased awareness among consumers for herbal products triggered demand for natural products and natural extracts in cosmetic preparations. The India market has been traditionally inclined towards natural products for their beauty needs, and Indian have a history of knowledge of using natural products.

## CONCLUSION

Ayurveda has a comprehensive and holistic approach towards beauty care. Cosmetics as external beauty has gained a lot of attention and demand in today's world because every one wants to look beautiful and attractive but today's synthetic cosmetics causes skin health issues and irritation to mind and physical problem. Ayurvedic cosmetics are still competing with synthetic products, and they need to ensure quality that is similar to synthetic brands. Ayurvedic beauty concepts and products have bright future in cosmetology in today's and tomorrow's time. The need is for companies to translate the ancient ayurvedic recipes into modern with superior quality.

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