

SHATADHAUTA GHRITA IN CONTEMPORARY COSMETOLOGY: A MARKET SURVEY AND COST VARIATION ANALYSIS**Dr. Vasavdutta Kothari^{1*}, Dr. Kalpu Kotecha² and Dr. Mehul Mehta³**¹Assistant Professor and Head, RS&BK Department Institute of Teaching and Research in Ayurveda-Pharmacy, Jamnagar.²Assistant Professor and Head, Pharmacology Department Institute of Teaching and Research in Ayurveda-Pharmacy Jamnagar³Assistant Professor and Head, Quality Control Department Institute of Teaching and Research in Ayurveda-Pharmacy, Jamnagar.***Corresponding Author: Dr. Vasavdutta Kothari**

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ABSTRACT

Shatadhauta Ghrita is a classical Ayurvedic formulation known for its emollient and skin-healing properties, traditionally used in conditions like burns, wounds, *visarpa* etc. With rising demand for natural skincare products its commercial availability has increased. However, significant price differences and deviations from classical formulations have raised concerns about product authenticity and standardization. This study aimed to identify the number of companies producing *Shatadhauta Ghrita* and analyze commonly available pack sizes, and assess cost variation across brands. A market survey was conducted, and cost variation was calculated using standard percentage difference formulas. A total of 40 companies were identified, offering pack sizes from 15 gm to 100 gm. The highest price variation was found in the 30 gm pack (2541%), indicating a lack of pricing consistency. Some products were found to contain non-classical ingredients while still using the traditional name. These findings highlight the urgent need for regulatory oversight, including standardization, labelling transparency and price control to ensure product quality, consumer trust and the integrity of Ayurvedic formulations.

KEYWORDS: *Shatadhauta Ghrita*, cost variation, emollient.**INTRODUCTION**

In today's world, skin health and cosmetic appearance hold significant importance. Due to the adverse effects and limitations of many modern topical treatments Ayurveda is gaining increasing popularity in the field of cosmetology.

Several herbs have been mentioned in Ayurvedic texts for achieving healthy skin and a glowing complexion. Specific formulations and methods for enhancing different aspects of beauty and managing skin-related diseases are well-documented in classical texts.

According to Ayurveda, healthy skin reflects the overall health of an individual. The system prescribes numerous skincare treatments that must be followed at different stages of life for maintenance and enhancement of skin quality.^[1]

One such widely recognized Ayurvedic preparation is *Shatadhauta Ghrita*. This formulation is referenced in *Charaka Samhita*^[2] and *Sharangadhara Samhita*^[3] in

various contexts. It is traditionally used for treating various skin conditions such as *Dagdha* (burns), *Vrana* (wounds), *Visarpa* (herpes), *Kustha* (skin lesions), and other dermatological concerns.^[4,5]

As the name suggests, *Shata* means one hundred, *Dhauta* means washed, and *Ghrta* means ghee. Thus, *Shatadhauta Ghrita* refers to cow's ghee washed one hundred times with water to form a smooth, cream-like emollient.^[6]

Currently, this product is in high demand due to its emollient, healing, and complexion-enhancing properties. With increasing public interest and rising demand *Shatadhauta Ghrita* has become widely available in the commercial market, marketed not only for therapeutic purposes but also as a natural cosmetic or cold cream alternative. However, this growing popularity has led to the production of the formulation by numerous companies, each offering different pack sizes and significantly varied price points. Consequently, a significant price variation exists among different brands,

raising questions regarding product quality and standardization.

Therefore conducting a cost variation analysis is essential—not only to understand the market dynamics but also to assess pricing transparency, consumer accessibility and the integrity of Ayurvedic formulations. So a cost variation analysis was conducted to assess pricing differences across manufacturers.

AIMS AND OBJECTIVES

1. To identify the number of companies manufacturing classical *Shatadhauta Ghrita* and the commonly available pack sizes in the local market.
2. To evaluate the pricing of *Shatadhauta Ghrita* across different companies and analyze cost differences by calculating the percentage variation.

MATERIAL AND METHOD

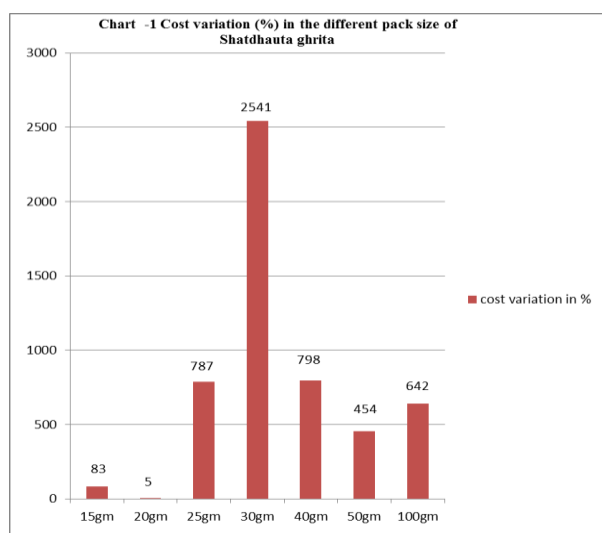
- A market survey was carried out, to identify the number of companies manufacturing classical *Shatadhauta Ghrita* and the available pack sizes.
- For cost analysis, the price variation was assessed by calculating the difference between the maximum and minimum prices of *Shatadhauta Ghrita* across different companies with same pack size.
- This was done by using the following formula^[7]

$$\text{Cost variation (\%)} = \frac{(\text{Maximum cost} - \text{Minimum cost}) \times 100}{\text{Minimum cost}}$$

Table 2: Cost variation (%) in the different pack size of *Shatadhauta ghrita*.

| Pack size | No. of companies | Minimum cost | Maximum cost | % cost variation |
|-----------|------------------|--------------|--------------|------------------|
| 15gm | 03 | 90 | 165 | 83 |
| 20gm | 02 | 100 | 105 | 5 |
| 25gm | 04 | 90 | 799 | 787 |
| 30gm | 05 | 70 | 1849 | 2541 |
| 40gm | 06 | 199 | 1789 | 798 |
| 50gm | 06 | 361 | 2000 | 454 |
| 100gm | 08 | 175 | 1299 | 642 |

The table 2 shows that the highest cost variation was observed in the 30 gm pack (2541%), followed by 40 gm (798%), 25 gm (787%), 100 gm (642%) and 50 gm (454%). The least variation was in the 20 gm pack (5%).



RESULTS

A total of 40 companies were found to manufacture *Shatadhauta Ghrita*. Many companies used the classical name on the label but did not mention the classical references. Additionally, some formulations were altered by including ingredients like rose water chandan, almond oil, aloe vera, and phenoxyethanol. Out of 40 companies 34 companies showed more than one same pack size which is shown as below table 1.

Table 1: Commonly available pack sizes of *Shatadhauta Ghrita* by various companies.

| Pack size | No. of companies |
|-----------|------------------|
| 15gm | 03 |
| 20gm | 02 |
| 25gm | 04 |
| 30gm | 05 |
| 40gm | 06 |
| 50gm | 06 |
| 100gm | 08 |

Table 1 shows that the most commonly available pack size was 100 gm (offered by 8 companies), followed by 40 gm and 50 gm (each by 6 companies). Smaller packs (15–25 gm) were less common.

In cost variation analysis marked various was observed which is shown in table 2 & chart 1

DISCUSSION

The present market survey and cost variation analysis of *Shatadhauta Ghrita*, a classical Ayurvedic formulation, highlights several important observations related to its availability, composition, and pricing.

Shatadhauta Ghrita, as described in texts, is made by washing cow's ghee one hundred times with water, producing a highly stable, smooth, and skin-friendly emollient.^[8] Its traditional use in treating burns, wounds, and chronic dermatological conditions like psoriasis, herpes etc. up scores its therapeutic value.

With increasing public interest in natural and herbal skin care products, this formulation has gained widespread popularity. However, this study found a significant variation in price among different manufacturers and

pack sizes. The most notable variation was in the 30 gm pack with a cost difference of 2541%, followed by other pack sizes like 40 gm (798%) and 25 gm (787%). This inconsistency suggests a lack of standardization in pricing, which can confuse consumers and affect the credibility of the product.

Additionally, many products labelled as *Shatadhauta Ghrita* included non-classical ingredients like rose water, *chandan* (sandalwood), almond oil, aloe vera, and preservatives such as phenoxyethanol. Although these may enhance appeal or shelf life, they deviate from classical Ayurvedic preparations and compromise the authenticity of the formulation.

Moreover many manufacturers did not cite classical references, despite using the classical name. This raises concerns about the standardization, regulatory oversight, and quality control in the marketing of Ayurvedic products. The practice of using classical names for modified formulations can mislead consumers and potentially reduce therapeutic efficacy.

CONCLUSION

Shatadhauta Ghrita is a time-tested Ayurvedic formulation valued for its skin-soothing, healing, and moisturizing properties. In the current market, its popularity has led to a surge in production by various companies. However, this study reveals a wide and concerning price variation (ranging from 5% to 2541%) across different brands and pack sizes.

Such disparity in pricing, along with deviations from the classical formulation, raises doubts regarding product authenticity, efficacy, and consumer transparency. It also reflects a lack of regulatory control and standard pricing mechanisms for classical Ayurvedic products.

Therefore, there is a pressing need for regulatory interventions to address the challenges identified in the market availability of *Shatadhauta Ghrita*. Firstly, there must be a focus on standardizing formulations in strict accordance with classical Ayurvedic texts to preserve the authenticity and therapeutic integrity of the product. Regulatory bodies should also work to prevent mislabelling or adulteration especially in cases where modern additives are introduced but the product is still sold under classical names, which can mislead consumers. Furthermore, price regulation is essential to ensure that such formulations remain affordable and accessible to the wider population, preventing exploitation through unjustified price inflation.

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