

REVIEW ARTICLE SWASTHAVRITTA- A BOON TO COSMETOLOGY

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Article Received on 17/08/2020

Article Revised on 07/09/2020

Article Accepted on 27/09/2020

ABSTRACT

The word "Cosmetics" means any substance used to clean, improve or change the complexion of skin, hair, nails, teeth or eyes etc. Cosmetology is a science of ornamentation with distinct values. Ayurveda, world's oldest system of health deals with all aspect of human life. Ayurveda emphasizes on external and internal beauty. Beauty consciousness and the knowledge of application of herbs, minerals and animals products are as old phenomena as the human existence. Ayurveda never isolate the involvement of mental and spiritual well being from the concept of beauty. Beauty is the desire of every individual to give pleasure to the sense. 'Swasthavritta' is knowledge of maintenance of healthy life (disease free) of an individual, which also deals with internal and external beauty via Dinacharya (Daily regimen), Ritucharya (Seasonal regimen) etc. It is essential for the preservation, restoration or bestowing of bodily beauty and also in the surgical correction of disfigured physical defects. Ayurvedic science deals with cosmetology in a very precise way. Some medicinal plants like- *Haridra, Manjistha, Sariva, Chandana, Amalaki, Ghritkumari, Babul, Lavanga, Shikakai, Ritha, Bhringaraj* etc. has been prescribed for beautification of skin, hair, etc. Diet has a special role to improve and maintain beauty of an individual. *Panchakarma* procedures and *Rasayanas* are employed for beatification of skin, the marker of overall condition of individual as per Ayurveda. It can be enhances by understanding and following basic guideline mentioned in Ayurveda in the form of Swasthavritta. Diet and life style has special effect to improve and maintain beauty of an individual. Swasthavritta play an important role in cosmetology as it restores beauty in a very precise and natural ways like Dinacharya, Ritucharya, Achar-rasayana, Rasayana Chikitsa, etc.

KEYWORDS: Swasthavritta, Dinacharya, Ritucharya, Cosmetics, Cosmetology.**INTRODUCTION**

Ayurveda is not only the science of medicine but it is the soul of leading healthy life. Ayurveda believes that the basic elements of Universe is Panchamahabhuta viz., *Akasha, Vayu, Aap, Tej* and *Prithvi* to what basically we can also depict as Nature. The beauty of nature can have a profound effect upon our senses, indirectly on our skin also. Skin is the most widely spread sense organ. The healthy skin reflects the healthy body. Beauty is the desire of every individual to give pleasure to the sense. Ayurveda cosmetology started from mother wombs, *dinacharya, ratricharya, ritucharya* with the practice of medicinal herbs and minerals. According to Ayurveda, Physical Qualities (external beauty) such as shape, color and psychological qualities (internal beauty) are developed in mother wombs.

Many interesting factors such as age, immunity, nutrition, hygiene, circulation etc. are totally responsible for the appearance and health of the skin. When these are in perfect harmony a person radiates with inner and outer beauty. Ayurveda also believes that the serenity and

contentment of true beautiful face is the direct reflection of *Ojas* (the substance that maintains life) which is the by-product of a healthy, efficient, contented physiology.

Ayurveda gives emphasis on lifestyle modifications such as following daily regimens and seasonal regimens. These include guidelines about eating right food, at the right time, in right way, based on the seasons and one's constitution; regularizing bedtime rituals, practicing meditation, exercises, maintaining purity of mind and soul.

Ayurveda rely on freeing the body of 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 fast natural beauty a faster and deeper cleansing and re-balancing is accomplished by using Ayurveda's traditional rejuvenation therapy. The

rejuvenation therapy in Ayurveda teaches ways to become naturally beautiful, which is 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 the life.

Concept of Beauty in Ayurveda

Ayurveda determined beauty by prakriti (Body constitution), sara (structural predominance), sanhanan (compactness of body), twak (skin completion), Praman (Measurement) and dirghayu lakshyana (symptom of long life).^[1]

The Ama (toxic materials inside our body) make a person ugly and disease 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/mind.

Charak samhita classified cosmetics drugs as *Varnya*, *Kustagna*, *Kandugna*, *bayasthapak*, *udardaprasamana*, etc. Many *alepam* (poultice) *Pradeha*, *upnaha anjana* oil are described in Susruta Samhita and astanga hrudaya in the context of twak roga. The very common medicine are- *Kungkumadi lepam*, *Dasnga lepam*, *Chandanadi lepam*, *Dasana samskar churna*, *Kukummadi taila*, *Nilibringaraj taila*, *Himasagar taila*, etc are very well established medicine in Ayurveda.^[2]

The Cosmetic approach in Ayurveda is related to the healthy status of the body, mind as well as soul. More precisely it can be said that physical, mental and spiritual Beauty as a combined unit projects the Cosmetic sense of Ayurveda. Maharshi Sushruta has described 'Swastha Purusha' as a person has equilibrium of the *Doshas* and the *Agni* with balanced and specific functioning of the *Dhatus* and *Malas* reflecting the physical health, pleasant condition of mind, soul and senses is the mental factor constituting the health. Both the states lead to the healthy Personality which is the basis of Beauty.

Cosmetology: Cosmetology is the science of alternation of appearance and modification of beauty. Any substance or preparation intended to be placed in contact with the various external parts of human body (epidermis, hair, nails, lips, and external genitals) or with the teeth and mucous membrane of oral cavity with a view exclusively or mainly to cleaning them, changing their appearance and/or correcting body odors and /or protecting them or keeping them in good conditions.^[A,H]

Sadavritta 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 dharaniya vegas such

as *kama*, *krodha*, *lobha*, *moha*, *irshya*, *dvesha*, *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.^[3-4]

Role of dinacharya

According to Vagbhataacharya, *Dinacharya* (daily regimen) means the various activities followed by an individual from morning till sleep at night. The important *dinacharya* to be followed are as follows.^[6-8]

1. Dantadhavan – Brushing teeth: The one should attend to the acts of cleansing after considering the condition of body. Dantadhawana (brushing), Jihwanirlekhana (tongue-cleaning), Gandushadharana (gargling), Mukhaprakshalana and yoga helps to maintain the facial structures healthy.

2. Anjana – Collyrium : One should apply *anjana* daily, which is beneficial for eyes. Eye is full of the fire element and is particularly prone to *kapha*, *rasanjana* should be applied once every seven days to eliminate *kapha*.

3. Nasya – Nasal medication: 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.

Nasya gives well developed and cheerful Face, old age will be delayed. Person who is habituated to nasal medication get the benefits of skin, shoulders, neck, face, and chest become very firm, high and lustrous. Sensory organs become strengthened, grey hair disappear.

4. Gandushavidhi – Procedure of Gargle: Gandusha is of four types: *Snighdha*, *Saman*, *Sodhana*, *Ropana*. (Acc to A.H) Use of Murdhataila; arrest and cure the falling of hair and also graying. It generates pleasantness and sharpness of sensory organs, gives strength to the voice, lower jaw and head. It prevents lip cracking.

5. Dhumapana – Inhaling Smoke: Regular practice of Dhoompana according to guidelines leads to enhanced strength in head region, sensory as well as motor functions and strengthens function of voice.

Dhoompana increases strength of hair, skull, sense organs and voice.

6. Abhyang – oil massage: It is one of the most important daily procedures indicated in Ayurveda for prevention and promotion of health. It gives strength to clarity and sharpness of vision and nourishment, sound sleep and good skin, charming body and least affected by old age.

PadaAbhyanga promotes health and beauty of foot and sole.

7. Udvartana – Massage: Massage of the body (without oily substances) subsides or normalizes *kapha*, liquefies and dissolves fat (excess), bestows steadiness and strength to the organs and makes skin healthy and smooth.

'*Prasada*' is an interesting term. All the qualities required for the best skin can be covered by this word.

8. Vyayam – Exercise: The one who does exercise daily will get benefits like feeling of lightness of the body, capacity to do hardwork, stimulation of digestive fire, reduction of fat (which is excess), strong and symmetrical body etc. Exercise is essential for health and vibrant Beauty because it helps clear the channels of the body so that the entire tissues can thoroughly be cleansed via sweat and other elementary channels and be well supplied with nutrients. Exercise is especially helpful for the skin because in order for the skin to renew itself and be fresh and clear, it needs to be cleared wastes.

9. Snana – Bath: Bath stimulates digestive power, is aphrodisiac, and increases the life span and enthusiasm and strength. It also promotes *Ojas*

10. Ahar – Food: it plays a vital role in maintaining physical and mental health. Nutritious ahara maintains 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.

In Charak Samhita, Charak Acharya has mentioned different *vidhis* of food taking. One should follow all rules to get proper nutrition and fit health. Because *aahar* is the only entity which successively converts into all 7 *dhatu*s of the body.

11. Keshaprasadhanam – Hair care: Scalp hair is one of the important parts of individual's beauty. Proper ahara, *vihara* and *shiroabhyanga* keep hair healthy. *Shirolepa* and *shirovasti* are also effective for hair growth and rejuvenation.

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

-> Physical beauty is as important as inner beauty. So one should wear clean clothes and ornaments enhance charms, prosperity and produce happiness.^[5]

-> Hygiene is also one important factor of beauty. In order to maintain hygiene one should cut their nails, cutting of hairs, beard & moustache, nail etc.

Role of ritucharya

Ritucharya is a seasonal regimen that one should follow to get healthy lifestyle and beauty too. It is an important purpose to be fit in individual Ritu. A particular stage

when one season changes into other season is called as 'Ritusandhi'. It is a time period of 7 days, in which many environmental changes take place. The *Sanchay*, *Prakopa* and *Prasham* of particular *doshas* also take place in particular season. To survive good health, one should follow seasonal regimen.

Ritushodhana which have to be followed us during particular season. Toxins or unprocessed metabolic deposits saturated in the body and they alter the normal psychobiological cellular intelligence and loss body luster and beauty. Ritushodhana therapy is equally defensive for fit people to persist and develop superb microcellular function, and curative for that experiencing disease.^[6-8]

Ritucharya in context to cosmetic aspect

During cold seasons like *Shishir* and *Hemant*, one should expose to sun to survive in cold and for good complexion (Vit.D synthesis). *Kumkuma* and *Darpa* (saffron and musk) are to be anointed and body is exposed to fumes of *Aguru*. One should apply oily substance (moisturizer) to prevent drying of skin.

During spring one should use paste of *karpura*, *Sandal* and *Agaru* on the body and diet mainly consisting of barley and wheat. In this season person should go through purification process (*Vaman*) to diminished aggravated *dosha*.

In *Grishma* ritu the Sun, with his rays, draws up excessively the moisture of the nature hence, in that season sweet, cold, liquid and fatty foods and drinks are beneficial. One can take *Diwaswapn* during this season. One should take sleep in cool room during day and on the top of the mansion with abundant air and cooled with moon rays during night, having pasted *Sandal* on one body.

In this way, the *Aahara* and *Vihara* mentioned for the protection from excessive cold and heat during that season show carefulness and awareness about Beauty and health.

During *Varsha* ritu, the digestive power of an individual is mild. So that one should take care of *Ama* and aggravated *doshas* and also stimulate to digestive power. Normally purification therapy is done in *samanya* ritu (Normal season).

Role of Achara Rasayan

Ayurveda's complete Beauty aspect includes physical, mental and spiritual well being.

All activities all living creatures are aimed at happiness; and happiness can't be obtained without right conduct and hence everyone should follow right conduct (righteousness).

One who follows the code of conduct for the health lives a life of hundred years without any abnormalities. Such person, praised by the noble ones, fills up the human world with his fame, acquires virtues and wealth, and earns friendship of all living beings. Individual also be aware about Dashavidhapapakarm.^[11]

Role of Rasayana Therapy

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. 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.

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Sesame Oil is used as basic oil in Ayurveda. It contains Lignan compounds called Sesamin and Sesamol, which are biologically active. These compounds enhance

oxidative stability of the oil. They have potential to be used as anti oxidant compounds as well as having a moisturizing effect.

Buttermilk and goat's milk powders traditionally used in Indian face mask preparations have soothing and emollient properties. They also contain vitamin A, B6, B12 and E. They 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 and Shikakai nuts of the Acacia Concinna shrub. The pods are rich in Saponins and make a mild detergent, which has a neutral pH.

Aritha powder, extracted from Soapnuts (*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 could be used as a base instead of petroleum and plastic derivatives. There are significant evidences already generated for Ayurveda skin care in vitiligo, psoriasis, eczema and acne vulgaris.^[12]

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

Some Medicinal Plants used in Cosmetology.

Moisturizers and Skin Tonics	
Aloe vera (Kumari)	Moisturizer, Sunscreen & Emollient
Curcuma longa (Turmeric)	Antiseptic, Antibacterial, Improves complexion
Ocimum sanctum (Tulasi)	Anti-aging, Antibacterial & Antiseptic
Triticum sativum (Godhuma/Wheat)	Antioxidant, Skin nourisher, anti-wrinkle
Rosmarinus officinalis (Rosemary)	Skin rejuvenator & Cleansing
Daucus carota (Wild carrot)	Natural toner and skin rejuvenator
Anti-Aging (Vayasthapana)	
Terminalia chebula (Haritaki)	Anti-oxidants, Astringent & Anti-septic
Emblica officinalis (Amalaki)	Anti oxidants, Anti-Allergy Properties
Tinosporia cordifolia (Guduchi)	Anti oxidants, Anti-microbial activity
Terminalia belerica (Bibhitaki)	Anti-Bacterial, Anti-Oxidant, Anti-Allergy
Piper longam (Pippali)	Anti-aging, Anti-microbial activity
Emblica ribes (Vidanga)	Anti-aging, Anti-fungal, Anti-Bacterial
Sun Screen and Sun Tan	
Aloe vera (Kumari)	Moisturizer, Sutinicum sativum Antioxidant
Cyperus rotundus (Musta)	Sun tanning
Moringa oliefera (Shigru)	Sun tanning
Deodorants (Gandha Dravyas)	
Crocus sativus (Kumkuma)	Deodorants, Improves complexion. useful in hyperpigmented spots
Santalum album (Swetacandana)	Deodorants, improves the skin complexion,
Lavandula angustifolia (Lavendar)	Soaps, cosmetics, perfumes and decorations
Distilled products of Rose & Jasmine (Mogra)	These are applied in the form of paste (Alepa) or Arka (Perfumes) over the body
Hair Care	
Acacia concinna (Sikakai)	Natural Detergent & Anti-dandruff

Abrus precatorius (Gunja)	Prevent greying of hairs
Azadirachta indica (Nim)	Reduces hair loss, Anti-dandruff
Eclipta alba (Bhringaraj)	Reduces premature graying of hair, Alopecia
Lawsonia alba (Mehndi)	Natural Hair dye, Antidandruff, Conditioner
Emblica officinalis (Amalaki)	Toner, Anti-dandruff, Protects & reduces hair loss
Bacopa monnieri (Brhami)	Hair tonic, Promotes hair growth
Sesamum indicum (Til)	Promotes hair growth, blackens the hair
Hedychium spicatum (Shati,Gandhari)	Promotes hair growth
Aloe Vera (Kumari)	Cleanser & Revitalizer
Hedychium spicatum (Shati,Gandhari)	Promotes hair growth
Indigofera tinctoria (Nilini)	hair growth, darkening of the hair
Hastidantamasi (Ash of elephant ivory)	Improves hair length, strength and texture
Terminalia bellerica (Bibhitaki)	Prevents graying of hair

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.

Due to hectic life style and consumption of junk food various skin diseases like acne vulgaris, wrinkling of skins, black spots, etc. grows. It can be corrected by using Ayurvedic ways without any toxic effects. Ayurveda believes that stress or fear or any other negative thought or emotion can hamper skin's natural glow and shine. Besides emotion there are certain disorders that have adverse effect on body and skin. Few such ailments can be like that of Eczema, Psoriasis and Acne etc. There are other diseases relating to hyperpigmentation also that spoil the skin.

It is notable that mental stress can aggravate hyper pigmentation and thus *Achar Rasayan* should be adopted to have truthful, calm and easy life style and temper. To keep oneself fit and healthy at all ages Ayurveda has proposed numerous suggestion that if followed with dedication it maintains health and skin.^[13]

Ayurveda suggests that the natural urges should not be suppressed. The bathing water must be cleaned and processed with medicinal and aromatic herb. Massaging of body should be done regularly with *Varnyadravya*. Hair massaging should be done regularly to keep it healthy and shiny. Natural products like *Bhringaraj* oil, coconut oil, castor oil or any other processed with *Heena*, *Amla*, *Aloevera*, *Brahmi*, *Neem* and *Jatamansi* should be used. Massage also relieves insomnia and induces good sleep. The remedy of *Nasya* must be administered to cure diseases that affects head, nose and throat and to increase the complexion of skin also.^[12]

Ojas is one of the unique concept of Ayurveda which is not compare with modern science in direct manner. According to Ayurveda all avayavas are pervaded with oja and its absence will lead to dead. Para ojas is the purest form of all 7 dhatus of body which is responsible

for eternal beauty of human being. In Sutrasthana of Charaka Samhita, acharya mentioned that wearing gems, stones and ornaments increases oja. It demonstrated that eternally and physically beauty is important since existence of human and civilization.^[14]

CONCLUSION

Everyone wants to be beautiful and for that people are using many beauty products and so on. That's why the demands and production of those products is increasing day by day. But adverse effect of many products is seen in users and therefore people are attracted towards Ayurveda. The great demand of Ayurveda in the field of cosmetology has been established due to its unique perception regarding beauty; as it is efficient, cheaper and long-term beauty therapies without one harmful effect. But as we know, diet and lifestyle has special role to improve and maintain the beauty of an individual. So by following the Ayurveda in the form of Dinacharya, Riticharya, Achara Rasayana, Rasayana Chikitsa; we can promote and restore beauty in natural way.

'Swasthavritta' is knowledge of maintenance of healthy life (disease free) of an individual, which deals with internal and external beauty via Dincharya (Daily regimen), Ritucharya (Seasonal regimen), Achar Rasayan (Sadvritta), Ashtang yoga, Meditation, Pranayam etc.

If individual wants to be a beautiful physically and eternally, one should follow all guidelines of Swasthavritta. This will lead to disease free life and longevity and helps in achieving all 4 pursuit of life (*Dharma, Artha, Kama, Moksha*).

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