A REVIEW ARTICLE ON AYURVEDIC 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). Skin is the basic element of the external appearance. External beauty has gained a lot of attention & demand in ancient as well as in today’s era. The increased demand of beautification is evident by number of beauty contests, beauty centres, marketing of various cosmetic items like creams, lotions, powder etc. Along with increased demand of beautification, the problems are also increasing due to changed life style excessive use of cosmetics and polluted atmosphere. 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”. Kanti, Chhaya, Varna, Prabha are beautifully explained and depends on Matrija, Pitrija, Rasaja and Satmavaya Bhavas with predominance of Mahabhuta. Matrija Bhava contributes soft parts like skin and Pitraja Bhava contributes hard parts like hair, nail and teeth. 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.

KEYWORD: Cosmetics, Dinacharya, Rasayana.

INTRODUCTION
Civilization and cosmetology have inter-relationship and have social impact since the ancient period. In today’s world, beauty is at the epicentre of the consideration in the corporate and executive resources. Everybody wants beautiful look because physical appearance is directly related to his/her self-esteem. So, cosmetology is gaining paramount importance in present scenario. Technological advances have evolved to such an extent that everyone can buy his/ her share of beauty. At the same time modern cosmetology and cosmetic-surgery have their own limitations and various hazardous side effects. On the other hand, Ayurveda is serving the society with its knowledge of safe cosmetics since ancient period. So, there is a need to give an alternative medicine to overcome the hazardous of modern medicaments. Review of classical literature reveals that beautiful appearance is natural since the time immemorial and ailments affecting the beauty were treated vigorously. Importance of beauty was incorporated in daily and circadian regimens that can make a person look more beautiful and prevent from ailments. Acharyas has depicted various guidelines for personal care in daily and seasonal regimen like use of medicated bath and ointments, perfumed materials, protective aids, and beautiful clothes with modes and medicaments, certain phenomenon like Agni, Pprakriti etc. are also being mentioned which plays important role in determination of a person’s beauty. In the context of Twak Roja, Acharya has mentioned about Kumukamadi Taila, Mukhakantikar Varnak Ghrita, Chandanadi Lepa, Nilbringaraj Taila, etc. So, we can say Ayurvedic cosmeceuticals considered safe and holistic option for improving beauty and they are easily available for the use of common people. Ayurvedic cosmeceuticals resist aging, tonifying skin, imparts calming and smoothing effects, moistened skin thus prevents dryness and prevent premature aging.

Skin and Doshas[1]
1. Ayurveda cosmeceuticals maintain balance of Kapha which determine skin health and
youthfulness. Warm oil massage and cleansing of skin promotes maintaining health of Kapha skin.

2. The Pitta pacifying products retain metabolic mechanisms thus control chemical and hormonal reactions of skin. Sunscreens, skin protective cream and facial skin oils, etc. can be used for curing health of Pitta predominate skin.

3. The efficient circulation of blood and nutrients govern by Vata thus Vata pacifying products helps in the nourishment of skin. Warm oil massage and natural moisturizers may help to cure health of Vata skin.

**Skin and Dhatu**

1. *The Rasa Dhatu* supports body tissues and maintain health of skin thus drugs potentiating Rasa Dhatu improves health of skin.

2. *Rakta Dhatu* detoxifies skin thus prevent diseases associated with the accumulation of toxins, therefore drugs which purify Rakta also boost health of skin.

3. *Mamsa Dhatu* provides firmness to the skin and maintains rigidity.

**Cosmetology in Ayurvedic Classics**

Many descriptions are available in Ayurvedic texts for showing the importance of cosmetology. The stress has been paid upon good looking personality (external appearance) of the, Physician, Attendants, and the Patients. Various terms like *Samukha*, *Sadarshana*, *Subhaga* etc. have been used in Ayurveda[3] and their relation has been established with the types of *Prakriti*, *Sara*, *Samhanana*, *Pramana* etc. Moreover, the description of *Dinacharya* and *Ritucharya* also indicates the cosmetic sense of that period.[1] The description of dietary regimens and *Pathya-Apathy* is also one of the important factors which are considered for enhancement of Beauty. The unique concept of Ayurveda like *Vyayama*, *Abhyanga* (Massage), different types of *Snana* etc. are the best indicators of value of Cosmetology during that period. Moreover, the concept of *Rasayana* therapy highly suggests the importance of *Yuvavastha* in which person wants to look more attractive. Though Ayurveda considers the importance of Beauty irrespective of age or sex, it has been given equal importance to health along with Beauty. Only healthy body and mind fulfills criteria of a beautiful person.

**Charak Samhita**

Maharshi Charak has grouped different herbs according to their effects such as *Varnya*, *Keshya*, *Vayasthapanama* etc. which add to the Beauty of an individual.[4] Many hygienic performances like *Abhyanga*, *Snana*, *Lepa* etc. are stated to enhance beautification of the physique and the psyche also.[5] Certain dietary regimens are also indicative of importance of food in creating and maintaining Beauty. “*Astauninditiya Adhyaya*” explains and demarks the limitation of the healthy outlook, unhealthy outlook and sense of Beauty in it.[6]

**Sushruta Samhita**

A little advanced Cosmetology is seen in *Sushruta Samhita*. This is evident from the ‘*Upkramas*’ explained under the heading of ‘*Vaikritapaham*’ as *Alepana*, *Pariseka*, *Utsadana*, *Pandukarma*, *Roma sanjanana* etc.[7] Elaborate description of *Kshudra Rogas*[8] which are fundamentally related to Cosmetic science also support aesthetic sense of that period. Moreover, *Sushruta* was the first person who established “Plastic Surgery” like ‘*Auroplasty*’ & ‘*Rhinoplasty*’. [9]

**Sangraha Period**

In *Astanga Sangraha* and *Astanga Hridaya* two groups of herbs labelled as *Rodhradigana* and *Eladigana* are characterized as the Varnya group. Both the Acharyas have also described *Mukha Lepa*, *Mukha Lepa Vārya* and *Samyak Prakta Mukha Lepa Laksana*. In *Astanga Hridaya* Acharya *Vagbhata* has mentioned six prescriptions of *Mukha Lepa* according to *Ritu Bheda*.[10]

**Concept of Cosmetology in Ayurveda**

The Cosmetic approach in Ayurveda is related to the healthy status of the body as well as mind. The description available in Ayurvedic texts in context to Cosmetology ingeneral and healthy personalities can be mainly categorized into three divisions as –

(1) Factors determining Beauty.

(2) Factors contributing towards Beauty.

(3) Factors improving Beauty.

(1) Factors determining Beauty

Some of the factors are described in *Ayurveda*, which play keen role in the determination of beauty of a person: viz a) *Prakriti*, b) *Sara*, c) *Samhanana*, d) *Varna*, e) *Prabhia* f) *Chhaya*, g) *Pramana* of various *Angavayas* determines the organic Beauty and h) *Dirghayu Lakshanas* described ints texts give the aesthetic sense and fundamental base of Personality and Beauty. From the Ayurvedic point of view *Prakriti* is inherent constitutional factor influencing the Beauty of a person. Vagbhata has described different *Prakritis* on the basis official appearances, especially of eyes.[11] The anatomical consideration of organs like eye, skin, teeth, nail etc. along with *Svara*, *Varna* etc. are given prime importance.[12] while describing the eight *Saras*. Maharshi Charak has mentioned that the skin of the *Tvaksara Purusha* is *Snigdha* (lusterous), *Shlakshana* (silky touch), *Komala* (soft), *Prasanna* (attractive), *Suksma* (thin) and *Prabhayuktia* (shiny).[13] While describing *Swastha Purusha Lakshanas* Charak said that a person having *Sama Samhanana*, *Sama Mamsa*, ample power, strength of the sense organs remains unaffected by the diseases.[14] It shows importance of health in the individual Personality. The measurements of individual organs of a healthy person have been given in the Ayurvedic texts in context to *Pramana Pariksha* of a person.[15] Apart from the metrical assessment, the individual organ’s shape and contours are also found to be preferred in the texts of Ayurveda. Kashyapa and Charach have described the personality and longeevity of
the person as per different anatomical characters e.g. hair, skin, head, ears, eyes, eyebrows, nose, mouth, lips, neck, chest hands, axilla etc. according to their different shapes and contours.

(2) Factors contributing towards Beauty
1. **Dosha, Dhatu** in their normal functioning status contribute to maintain the Beauty.
2. ‘Agni’ in equilibrium state, by digestion and metabolism produces **Bala, Varna, Ojas, Dhi, Dhriti, Smriti** etc.
3. Similarly **Matrijadi Shad Bhavas** and **Panchamahabhautic** combinations contribute in creating inherent Beauty.
4. Age, Sex, Religion, Race and anthropology also have considerable impact upon the Beauty.

All the Dhatus in their excellency (Dhatu Sarata) are responsible for the maintenance of beauty of a person. Correct selection of diet and proper digestion determines the health of all the dhatus, which increases beauty of a person. Further, the elimination of wastes which is important to health and Beauty of the body as the nourishment it receives. Agni also has specific role in the contribution of beauty of a person viz. It has the power to digest food well, making all nutrients available to the tissues. It powers the mind to be intelligently disciplined to achieve inner beauty. Collectively the **Panchamahabhootas** take part in the formation of body organs during **Garbhavastha** and is also responsible for **Varnotpatti**.

3) Factors Improving Beauty
Ayurveda elaborates description of adjuvants like –
1. Dinacharya
2. Ritucharya
3. Rasayana
4. Diet as Hitatama, Matravat, Sadapathy dravyas

**Role of Dinacharya**
As Cosmetic approach of the Ayurveda is related to healthy status of the body and mind, the Beauty and health both are given equally important in Ayurveda. Therefore, in the texts of Ayurveda all the remedies prescribed or described are for the both perspective health as well as Beauty. For that in daily routine some procedures are included which keep the person fit or healthy and young for a long time. The procedures also increase Beauty of hair, skin, eyes etc. which are the organs having a great cosmetic Value. They delay the old age too. In ‘Dinacharya’ following procedures are included:

1. **Anjana Karma**: For vision of the eyes.
2. **Dhoompana**: Increases strength of hair, skull, sense organs and voice.
3. **Nasya**: Face becomes cheerful and well developed, old age will be delayed.
4. **Dantadhavana**: For the health and Beauty of the teeth.
5. **Taila Gandusha**: Strength of Jaws, Development of face, prevents lip cracking, strengthen the teeth.
6. **Shiro Abhyanga**: Prevent alopecia, greying of hair, hair fall. Hair become firm rooted, long and black. Sense organs become cheerful. Face with pleasant glow.
7. **Abhyanga**: Body becomes firm, smooth skinned, charming and least affected by old age.
8. **Pada Abhyanga**: Health and Beauty of foot and sole.
9. **Udvartana**: Remove foul smell, dirt etc. of body.
10. **Snana**: Good promoter of Ojas.

**Rasayana Therapy**
Rasayana therapy is also unique concept of Ayurveda. It is highly indicative of higher Cosmetic sense of the Acharyas. By the invention of Rasayana therapy they tried to keep the person younger and attractive till the old age. They also tried for making the person younger again after he developed the changes of old age. Thus, Rasayana therapy is very much useful to maintain Yuvavastha, delay the changes of Vridhdhavastha and cure the changes of older age.

**The Importance of Diet for Beauty**
According to Ayurveda it is the perfect digestion and assimilation of our food together with the regular and efficient evaluation of wastes that is essential for a strong, well-balanced and beautiful being. Together they are responsible for producing clear skin, bright eyes, glossy hair, strong nails, stamina, clarity and a gentle compassionate nature.

### COSMETOCOLOGICAL MEDICAMENTS

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Name of medicaments</th>
<th>Cosmetological use</th>
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<tbody>
<tr>
<td><strong>Lepa</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td><strong>Mukhakantikara Lepa</strong></td>
<td>Enhance lustre, treats acne and melisma</td>
</tr>
<tr>
<td>2.</td>
<td><strong>Vyangahara Lepa</strong></td>
<td>Melasmas</td>
</tr>
<tr>
<td>3.</td>
<td><strong>Jayaphala Lepa</strong></td>
<td>Melasmas</td>
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<tr>
<td>4.</td>
<td><strong>Arka Ksheera+Haridra Lepa</strong></td>
<td>Decreases tanning over face</td>
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<td>5.</td>
<td><strong>Patrangadi Lepa</strong></td>
<td>Increases fairness</td>
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<tr>
<td>6.</td>
<td><strong>Tikta Patola Swaras Lepa</strong></td>
<td>In treatment of Alopecia</td>
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<td>7.</td>
<td><strong>Manjistha+Manahasheela</strong></td>
<td>In treatment of Acne</td>
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<td>8.</td>
<td><strong>Sarjadi Lepa</strong></td>
<td>Cracked lips</td>
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<tr>
<td>9.</td>
<td><strong>Shirishadi Pradeha</strong></td>
<td>Skin disorder and excessive sweating</td>
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<tr>
<td>10.</td>
<td><strong>Kapala Ranjako Lepa</strong></td>
<td>Canities</td>
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DISCUSSION
Ayurveda is the tradition, life as well as medical science. It believes in creating beauty from both inner and outer aspect i.e., on the background of complete physical and mental health. Review of classical literature reveals that, treatment modalities of almost all the ailments affecting beauty are described. The science of Ayurveda had utilized many herbs and floras to make cosmetics for beautification and protection from external affects. As synthetic and chemical preparations/products have got certain limitations with known adverse effect, global beauty companies have already decided to concentrate on natural, herbal production. The natural content in the botanicals does not cause any side effects on the human body; instead enrich the body with nutrients and other useful minerals. There is common belief that chemical based cosmetics are harmful to the skin and an increased awareness among consumers for herbal products triggered the demand for natural products and natural extracts in cosmetics preparations. The increased demand for the natural product has created new avenues in cosmeceutical market. On the supply side, companies are engaging in advanced research of plant-derived peptides, encapsulated actives, active plant stem cells, complex extraction processes and clinical testing to deliver products that are acceptable to the well-informed clients.

CONCLUSION
The herbal or natural cosmeceuticals helps to improves natural beauty and delay sign of early aging. These natural cosmeceuticals improve beauty due to the presence of chemicals such as essential oils, proteins, alkaloids, flavonoids, vitamins and minerals, etc. The Ayurveda cosmeceuticals act by virtue of their Vayasthapana, Varnya, Sandhiniya, Tvachya, Shothahara and Tvachagnivardhini effects. Gotukola, Neem, Amla, Henna, Bael, Haritaki, Shikakai, Bhringraj, Reetha and Brahmi, etc. are some examples of natural cosmeceutical which are used for the beautification purpose. Ayurveda cosmeceuticals offer advantages of safety, compatibility and patient compliance. Natural products are free from hazardous chemical reactions with the human skin and not possess unwanted side effects. Ayurveda drugs acts at cellular level, provides healing properties, gives calming and soothing effects. The Ayurveda beauty products can also be applied for treating conditions like pigmented skin, skin-sensitivity, dark circles, dandruff, hair damage and premature ageing, etc.

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