

REVIEW ARTICLE: CONCEPTS OF COSMETOLOGY IN AYURVEDA**Dr. Mudit Chauhan***

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Article Received on
02 September 2023,

Revised on 23 Sept. 2023,
Accepted on 13 Oct. 2023

DOI: 10.20959/wjpr202318-29791

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ABSTRACT

The term "Cosmetics" encompasses substances employed for cleansing, enhancing, or altering the condition of skin, hair, nails, teeth, or eyes. This category spans a wide array, including beauty preparations such as perfume, skin cream, nail polish, lipstick, and contact lenses, as well as grooming aids like soap, shampoo, shaving cream, and deodorant. Meanwhile, Ayurveda stands as a pioneering and ancient medical science practiced in countries like India and Nepal. Ayurveda places equal emphasis on both external and internal beauty. The journey of Ayurvedic cosmetology begins in the womb, shaped by the moment of "Shukra-Shonita Samyoga".^[1] Concepts like Kaanti, Chhaya, Varna, and Prabha are eloquently elucidated, rooted in the principles of Matrija, Pitrija, Rasaja, and Satmayaja bhavas, with the dominance of Mahabhuta.^[2] Matruja bhava contributes to soft

tissues like skin, while pitruja bhava is responsible for hard structures such as hair, nails, and teeth.^[2] Maintaining skin health and youthful vigor is achieved through a harmonious balance of Tridosha, Saptadhatu, and the principles of Dinacharya, Ratricharya, and Ritucharya. Ayurvedic classics like Charak Samhita and Sushruta Samhita provide comprehensive descriptions of numerous Rasayana herbs and formulations designed to address beauty, health, fitness, and age-related concerns. Today, individuals across various age groups, from teenagers to those in the 35–55 age bracket, display a heightened interest in beauty-related matters. Ayurvedic cosmeceuticals have garnered acclaim for their safe and holistic effects. Building upon the extensive wisdom of Ayurveda, herbal extracts, fruit extracts, and essential oils are now harnessed as medicinal aids, dietary supplements, and personal care products that actively protect the skin, hair, nails, and deter premature aging. This places India in a prominent position as a significant contributor to the global cosmetic industry.

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

INTRODUCTION

Cosmetology is the art and science of enhancing appearance and refining beauty, a subjective attribute shaped by individual perceptions and the characteristics of people, animals, places, or objects. The use of cosmetics dates back centuries, initially serving as a simple means of adorning the eyes, notably with "Kajal." Over time, cosmetics have evolved into a necessity for both men and women, contributing to the expression of one's personality.

Throughout history, cosmetic preparations have held significance, finding dual purpose in religious rituals and sensory enjoyment in India. Various cosmetics, such as kajala, tilaka, aguru, chandana, and haridra, have been externally applied to deities during Indian rituals. Notably, ancient texts like the Charak Samhita classified cosmetic substances as Varnya, Kustagna, Kandugna, Vayasthapak, Keshya, among others, while the Susruta Samhita and Astanga Hridaya detail poultices, known as alepam. Medicinal plants like Haridra, Manjistha, Sariba, Chandana, Amalaki, Gritkumari, Babul, Lavanga, Sikakai, Aritha, and Brinaraj have been prescribed for enhancing the beauty of skin, hair, teeth, and nails. Renowned Ayurvedic remedies such as Kumkumadi lepam, Dasnga lepam, Chandanadi lepam, Kukummadi taila, Nilibringaraj taila, Himasagar taila, and Sesame Oil have established their prominence in Ayurvedic medicine.

Modern cosmetics encompass a wide range of products, including lipstick, mascara, eye shadow, foundation, skincare lotions, cleansers, shampoos, hair dyes, styling gels, sprays, perfumes, colognes, powders, and nail polish. In the United States, cosmetics fall under the purview of the Federal Food, Drug, and Cosmetic Act (FDC Act) and the Drug and Cosmetic Act of 1940, where "cosmetic" encompasses articles intended for application on the human body or its parts, serving purposes such as cleansing, beautification, enhancing attractiveness, or altering appearance.

The pursuit of external beauty is intricately linked to one's inner well-being, a synergy underpinned by Ayurveda. The complexion of one's skin, influenced by health, age, dietary habits, and environmental conditions, significantly contributes to perceived beauty. In a world where physical beauty is often assessed through visual scrutiny, nurturing internal beauty is equally crucial, and Ayurveda plays an indispensable role in achieving this balance.

As testament to its relevance, India's Ayurvedic natural cosmetics industry is experiencing robust growth, with an annual rate of expansion ranging from 15% to 20%.

Factors Explored in Ayurvedic Samhita

The concept of beauty in Ayurveda is intricately linked to several factors, including Prakriti (body constitution), Sara (structural predominance), Sanhanan (compactness of body), Twak (skin complexion), Praman (measurement), and Dirghayu lakshyana (symptoms of long life). Ayurveda acknowledges that an individual's Varna, or complexion, can vary based on their race and geographic origins. Vagbhata, for instance, posited that complexion is influenced during gestation and is influenced by the mother's ahara vihara (diet and lifestyle choices). The type of ahara—Madhura (sweet), Vidahi (spicy), or Mishrita (mixed)—consumed by the mother is believed to produce Goura, Krishna, and Shyama varnas, respectively.

In the realm of normal varna, we find Krishna (black), Shyama (bluish), Shyamavadat (bluish-white), and Avadat (white). Conversely, abnormal varnas include Nila (blue), Shyava (grey), Tamra (coppery), Haridra (green), and Shukla (albinotic or abnormal white).

To maintain both external and internal beauty, Ayurvedic classics provide guidance on Dinacharyas (daily routines), Achara (behavior), Raayana (dietary regimen), Sadvritta (good conduct), and control over Dharneeya Vegas (natural urges). These principles collectively contribute to the holistic well-being and attractiveness of an individual.

The Role of Dinacharya

Dinacharya, as elucidated by Vagbhata, encompasses the daily routines and activities an individual engages in from morning till night. These essential daily practices include.

Mukhasodhana: This entails various practices such as Dantadhawana (brushing), Jihwanirlekhana (tongue cleaning), Gandushadharana (gargling), Mukhaprakshalana, and yoga. These activities contribute significantly to maintaining the health of facial structures.

Abhyanga: Abhyanga, or massage, plays a pivotal role in enhancing blood circulation, opening body pores, eliminating toxins, and ensuring the well-being of the skin. Types of abhyanga include Shiro abhyanga (beneficial for preventing hair fall and premature graying of hair), pada abhyanga (nourishing both the feet and the eyes through Gandhari and Hastjihwa Nadi).

Udavratana: This procedure is highly sought after for achieving skin radiance. It involves the gentle rubbing of the skin using Varnya dravyas paste, which not only imparts fairness but also tenderness to the skin, akin to a lotus, by removing dark spots and pimples.

Anjana: The use of Anjana, as referenced in ancient scriptures for cosmetic purposes, underscores its importance. Ayurveda recognizes Anjana for both therapeutic and cosmetic purposes.

Keshaprasadhanam: Proper care of scalp hair is integral to an individual's overall beauty. Maintaining healthy hair involves adhering to appropriate ahara vihara (diet and lifestyle). Practices such as Shiroabhyanga, Shirolepa, and Shirovasti are effective for hair growth and rejuvenation.

These daily rituals are instrumental in nurturing one's well-being, enhancing external beauty, and ensuring the vitality of various bodily structures, including the skin, hair, and facial features.

Yoga and Dhyana: When practiced properly and systematically, Yoga and Dhyana contribute significantly to maintaining both the physical and mental beauty of the body.

Nasya: The ancient wisdom of "Nasahi sirso dwaram" emphasizes the significance of Nasya. Consistent use of pratimarsha Nasya not only enhances skin tone and complexion but also proves beneficial for hair care.

Ahara (Diet): Diet plays a pivotal role in preserving both physical and mental health. Nutrient-rich foods maintain the overall complexion of the skin while promoting regular hair and nail growth. According to Acharya Charak, excessive salt intake can lead to premature graying of hair, baldness, and skin wrinkling.

Varnya Ahara: Ayurveda elaborates on Varnya Ahara, which includes foods like Hamsa (swan) mamsa and Koorma (turtle) mamsa. These dietary choices are known to enhance the texture of the skin, contributing to a healthier appearance.

The Role of Rasayana in Skin Beauty: Within the realm of Ashtanga Ayurveda, Rasayana emerges as a key discipline that not only prevents skin aging but also sustains the radiance,

complexion, and overall well-being of the entire body, while also extending the potential for a healthy lifespan.

Rasayana, at its core, seeks to establish and maintain harmony among the Doshas (biological energies) and Dhatus (body tissues). This harmonious balance between Rasayana, skin health, and hair vitality is of intrinsic significance. Rasayanas serve as agents that rejuvenate the Rasa dhatu, thus naturally enhancing the beauty of the skin.

Some noteworthy Rasayana formulations encompass Chyavanprash, Narasimha Rasayana, Amritaprasa, and Brahma Rasayana. These Rasayana preparations are instrumental in nurturing skin beauty and promoting overall vitality.

The Significance of Antioxidants

Antioxidants are remarkable molecules that play a pivotal role in preventing the oxidation of other molecules. They serve as the primary defense against the harm inflicted by free radicals. As we age, the initial signs of aging, such as freckled skin, wrinkles, and age spots, often stem from the actions of free radicals. Antioxidants step in to mitigate the impact of these free radicals, reducing their presence in the body and thereby safeguarding our skin.

Dietary sources abound with antioxidants, including essential nutrients like Biotin, Omega-3 fatty acids, Iron, Zinc, and Vitamins A, C, and E, as well as valuable minerals like Lycopene and Selenium.

Sesame oil, renowned for its moisturizing properties, boasts Lignin—a potent antioxidant. Traditional Indian face mask formulations have harnessed the soothing and emollient qualities of buttermilk and goat's milk powders, which also contain a wealth of vitamins such as A, B6, B12, and E. These natural ingredients offer compelling alternatives to chemical bases and emollients. Shikakai, a time-honored herb rich in Saponins, finds utility in hair shampoos for its cleansing properties.

Utilization of Medicinal Plants in Cosmetology

Moisturizers and Skin Tonics:	
Aloe vera (Kumari)	Functions as a moisturizer, sunscreen, and emollient.
Calendula officinalis (Marigolds)	Known for its wound-healing properties.
Cichorium intybus (Kasani)	Effective against skin blemishes.
Curcuma longa (Turmeric)	Acts as an antiseptic, antibacterial agent, and enhances complexion.

Daucus carota (Wild carrot)	A natural toner and skin rejuvenator.
Glycyrrhiza glabra (Yastimadhu)	Famed for its skin-whitening properties.
Ocimum sanctum (Tulasi)	Exhibits anti-aging, antibacterial, and antiseptic qualities.
Rosa damascene (Gole Mohammad)	Renowned for its toning and cooling attributes.
Rosmarinus officinalis (Rosemary)	Functions as a skin rejuvenator and cleanser.
Rubia cordifolia (Manjishtha)	Known for its wound-healing and anti-aging effects.
Triticum sativum (Godhuma/Wheat)	An antioxidant, skin nourisher, and anti-wrinkle agent.
Anti-Aging (Vayasthapana):	
Terminalia chebula (Haritaki)	Contains antioxidants and serves as an astringent and antiseptic.
Embllica officinalis (Amalaki)	Offers antioxidant and anti-allergy properties.
Tinosporia cordifolia (Guduchi)	Possesses antioxidants and antimicrobial activity.
Terminalia belerica (Bibhitaki)	Known for its antibacterial, antioxidant, and anti-allergy properties.
Sida veronicaefolia (Nagbala)	Exhibits aphrodisiac and rejuvenative effects.
Embllica ribes (Vidanga)	Acts against aging, fungi, and bacteria.
Piper longam (Pippali)	Exhibits anti-aging and antimicrobial activity.
Sun Screen and Sun Tan:	
Aloe vera (Kumari)	Serves as a moisturizer, while Triticum sativum provides antioxidants.
Moringa oliefera (Shigru)	Offers protection against sun tanning.
Cyperus rotundus (Musta)	Aids in preventing sun tanning.
Hair Care:	
Acacia concinna (Sikakai)	Acts as a natural detergent and anti-dandruff agent.
Abrus precatorius (Gunja)	Helps prevent premature graying of hair.
Aloe Vera (Kumari)	Functions as a cleanser and revitalizer.
Azadirachta indica (Nim)	Reduces hair loss and fights dandruff.
Bacopa monnieri (Brahmi)	Serves as a hair tonic, promoting hair growth.
Cedrus deodara (Devadaru)	Addresses dandruff issues.
Centella asiatica (Mandukparni)	Contributes to the darkening of hair.
Eclipta alba (Bhringaraj)	Combats premature graying and alopecia.
Embllica officinalis (Amalaki)	Functions as a toner, anti-dandruff agent, and hair loss reducer.
Hibiscus rosasinensis (Japapushpa)	Acts as a natural hair dye, prevents hair fall, and fights dandruff.
Hedychium spicatum (Shati, Gandhari)	Promotes hair growth.
Indigofera tinctoria (Nilini)	Stimulates hair growth and darkens hair.
Lawsonia alba (Mehndi)	Serves as a natural hair dye, anti-dandruff agent, and conditioner.
Rosmarinus officinalis (Rosemary)	Nourishes, softens, and restores the hair shafts.
Sapindus trifoliatus (Soap Nut/Phenil)	Acts as a natural detergent and cleanser.
Tribulus terrestris (Gokshur)	Helps control hair fall.
Triticum sativum (Godhuma/Wheat)	Provides nourishment, lubrication, and luster.
Terminalia belerica (Bibhitaki)	Prevents graying of hair.
Sesamum indicum (Til)	Promotes hair growth and blackens the hair.
Hastidantamasi (Ash of elephant ivory)	Enhances hair length, strength, and texture.

Deodorants (Gandha Dravyas):	
Santalum album (Swetacandana)	Acts as a deodorant and improves skin complexion.
Lavandula angustifolia (Lavender)	Used in soaps, cosmetics, perfumes, and decorations.
Terminalia catappa (Almond)	Found in soaps, perfumes, and skin toning products.
Crocus sativus (Kumkuma)	Functions as a deodorant and improves complexion, particularly beneficial for hyperpigmented spots.
Distilled products of Rose & Jasmine (Mogra)	Applied as paste (Alepa) or perfumes (Arka) over the body.

Sadavrita and Dharniya Vegas

These aspects are closely intertwined with the psychosomatic dimensions of both the body and the mind. A myriad of emotional factors, such as the pressures of work, anxiety, depression, stress, and strained relationships, can have profound effects on the physiological harmony of the entire body. These effects often manifest as alterations in complexion, premature skin aging, and the untimely graying of hair.^[29]

Similarly, destructive mental states known as Dharaniya Vegas, including emotions like desire (kama), anger (krodha), greed (lobha), attachment (moha), jealousy (irshya), aversion (dwesha), and ego (ahankara), can lead to similar consequences. In the realm of Ayurveda, an array of practices is thoughtfully elucidated to counteract these effects and promote both mental and physical well-being. These include yoga, meditation, pranayama (breathing exercises), achara rasayana (healthy lifestyle practices), as well as Sadavrita and Dharniya Vegas, all of which contribute to achieving a state of balance and serenity.^[30]

CONCLUSION

According to Ayurvedic teachings, the characteristics of cosmetics, particularly those related to skin complexion and hair, are influenced during the garbhashthapana kala—the period of conception and fetal development. The maintenance of healthy skin and hair, as well as overall bodily beauty, is contingent upon a combination of external and internal factors. A harmonious blend of dietary choices (ahara), lifestyle practices (vihara), daily routines (dincharya), emotional well-being (sadavrita and dharniya vegadharana), and the incorporation of natural antioxidants plays a pivotal role in achieving and preserving cosmetic beauty. Notably, the global cosmetic market is witnessing a significant surge in products that incorporate Ayurvedic ingredients, reflecting the growing recognition of Ayurveda's influence on modern cosmetics.

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