

## FROM *DINACHARYA* TO DERMO COSMETICS: A REVIEW ON FORMULATION OF AYURVEDIC HERBS IN CONTEMPORARY PERSONAL CARE SYSTEMS

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### ABSTRACT

Beauty in *Ayurveda* is not merely an external attribute but a reflection of the harmonious integration of body, mind, and soul. Classical Ayurvedic texts describe several lifestyle measures aimed at preserving health and enhancing natural beauty. Among these, *Dinacharya* (daily regimen) plays a fundamental role in maintaining physiological balance and promoting overall well-being. Daily practices such as *Dantadhavana* (tooth brushing), *Jihva-nirlekhana* (tongue scraping), *Gandusha* and *Kavala* (oral rinsing procedures), *Anjana* (collyrium application), *Nasya* (nasal therapy), *Abhyanga* and *Shirobhyanga* (oil massage), *Udvardana* (herbal powder massage), and *Sugandhi dravya dharana* are described in Ayurvedic lexicons as preventive and cosmetic practices that contribute to personal hygiene, disease prevention, and

enhancement of physical appearance. Ayurveda further emphasizes *Rasayana* therapy, a rejuvenative approach aimed at improving the quality of *Rasa Dhatu*, which is closely associated with skin health, complexion (*Varna*), and radiance (*Prabha*). With the increasing global demand for herbal and natural cosmetic products, *Ayurvedic* cosmetology has gained renewed attention. The *Ayurvedic* natural cosmetics sector in India is expanding rapidly due to growing consumer preference for plant-based, safe, and traditionally validated products.

Numerous medicinal plants described in classical texts possess both cosmetic and therapeutic properties, and modern scientific studies increasingly support their traditional applications. This review explores the continuum from *Dinacharya* practices to dermo-cosmetic applications, highlighting the relevance of *Ayurvedic* daily regimens and *Rasayana* therapies in maintaining skin health and enhancing natural beauty. The study aims to bridge traditional *Ayurvedic* knowledge with contemporary dermo-cosmetic research and applications.

**KEYWORDS:** *Dinacharya, Ayurveda, Herbs, Beauty.*

## 1 INTRODUCTION

Beauty is regarded as a divine and timeless gift to humanity, associated with dignity and value, which influences both personal identity and societal perceptions. Beauty serves not only as an aesthetic pursuit but also contributes to psychological well-being, happiness, and self-esteem. The widespread use of social media platforms and the impact of global fashion trends have significantly increased the demand for cosmetic products.<sup>[1]</sup> *Dincharya* plays an important role in it. *Dincharya* procedures like *Dantadhavan*, *Jihvanirlekhana*, *Sugandhi Dravya Dharana*, *Gandush*, *Kavala*, *Anjana*, *Nasya*, *Abhyanga*, *Shirobhyanga*, *Udavartana* etc can contribute to enhancing beauty through its cosmetic effects and may also aid in disease prevention.

In *Ayurveda*, the concept of using *Aushadha Dravya* or herbs for beautification is thoroughly described and emphasizing on holistic approach to beauty that extends beyond physical appearance. *Ayurveda* offers a comprehensive framework for cosmetology, outlining methods to achieve, maintain, and enhance beauty through a balanced diet, proper nutrition, mental tranquility, and targeted interventions for various aspects of beauty. It integrates the mind, body, and soul into a cohesive model of well-being, wherein beauty is regarded as an inherent aspect of human personality.<sup>[2]</sup>

To achieve rapid natural beauty with deeper cleansing and re-balancing is accomplished by using *Ayurveda*'s traditional rejuvenation therapy. *Rasayana*, a form of rejuvenation therapy, represents a significant contribution of *Ayurveda* to the field of cosmeceuticals. The term *Rasayana* refers to the process for achieving optimal quality of *Rasa Dhatu*. According to *Sushruta Acharya*, there are seven layers of skin, with the outermost layer, *Avabhasini*, reflecting the complexion and quality of *Rasa Dhatu*. *Rasayana* contributes to the attainment of healthy *Prabha* and *Varna*. *Shrikamya rasayana* represents a significant domain within

Ayurvedic cosmetology and is considered an effective approach for managing various skin-related disorders.<sup>[3]</sup>

In India, The *Ayurvedic* natural cosmetics sector in India is experiencing annual growth rates of 15 to 20 percent, significantly outpacing the overall cosmetics industry, which grows at 7 to 8 percent. This accelerated expansion is attributed to heightened consumer concerns regarding the negative impacts of synthetic chemical ingredients and an increasing preference for plant-based, traditionally validated, and clean beauty products.<sup>[4]</sup>

Traditional formulations with cosmetic benefits are recognized to contain activities that can be used in contemporary formulations. Several modern studies have also proven the utility of Indian herbs both as cosmetic and curative agents as per their traditionally defined applications.<sup>[5]</sup> Hence, this review seeks to trace the journey from *Dinacharya* to dermo-cosmetics, highlighting the potential of several *Ayurvedic* medicinal plants in improving skin health and complexion within modern personal care systems, by assessing the knowledge base from classic literature and recent scientific studies.

## 2 MATERIAL AND METHODS

This study reviews the translational application of *Rasayana* and *Dinacharya* concepts described in *Charaka Samhita*, *Sushruta Samhita*, and *Ashtanga Hridaya*, along with their commentaries and allied *Ayurvedic* literature. Relevant research journals were reviewed to compile and analyze the role of *Dinacharya* in enhancing and maintaining beauty.

### 2.1 *Dantadhavana*

*Dantadhavana* involves brushing with herbal twigs of bitter, pungent, and astringent plants like *Neem*, *Karanja*, *Khadira*, and *Arka*. These herbs possess antimicrobial properties, balance Kapha Dosha, increase salivation, maintain oral hygiene, and help prevent dental caries and other oral diseases.<sup>[6]</sup>

To enhance oral hygiene, modern toothbrushes increasingly employ eco-friendly and herbal ingredients. Oral-B, Organic B, Colgate Zigzag, and Green Feels are neem-based designs that emphasise the efficiency of neem in controlling plaque, while Clove and Tulsi offer analgesic and immunomodulatory benefits.

## 2.2 *Jihvanirlekhana*

*Jihvanirlekhana* is the process of cleaning the tongue using a scraper made of metal or herbal twigs, about twelve finger-breadths long and slightly curved. Regular tongue scraping removes accumulated debris and bacteria, reduces bad breath, improves taste perception, and helps maintain oral hygiene by decreasing aerobic bacterial load and oral malodor.<sup>[7]</sup>

Copper tongue cleaners (Amrutam, Zandu, Matra) utilise their inherent antibacterial properties, aligning with *Ayurvedic* principles to reduce oral bacterial load, eliminate toxins (ama), and enhance taste perception. These appliances collectively facilitate plaque removal, enhance breath quality, and promote digestive health by diminishing oral microbial load.

## 2.3 *Sugandhi Dravya Dharana* (Mouth freshner)

*Sugandhi Dravya Dharana* involve chewing aromatic substances like *Jatiphala*, *Karpura*, *Kramuka*, and *Khadira* with betel leaves. They mask halitosis, cleanse the mouth, enhance taste, balance *Kapha*, and modern evidence confirms antimicrobial, anti-inflammatory, deodorizing effects.<sup>[7]</sup> Herbal Mouth Fresheners can be formulated in various form such as spray, granules, powder, strips, etc. These preparations utilize hydrated or dehydrated herbal ingredients that not only provide nutritive value but also help mask unpleasant tastes.<sup>[8]</sup>

The variety of oral care supplements, such as *Mukhwas* mixes and *Ayurvedic* mouth sprays, highlights the integration of ancient digestive aids with contemporary convenience. For instance, *Ajwain's* carminative and antimicrobial properties are used in seed-based formulations like EATSI Tajmo Mix and Anadi Sutra Gut Ease, which combine sesame and flaxseeds for added nutrition. On the other hand, some mouth fresheners such as Qelica Ayurvedic Freshener, Geofresh Instant Spray, and Sri Sri Tattva use peppermint, clove, fennel, and cardamom essential oils to provide quick and convenient breath freshening.

## 2.4 *Gandoosha* and *Kavala*

*Gandoosha* and *Kavala* differ mainly in quantity and method. *Gandoosha* involves filling the mouth completely with medicated liquid, whereas *Kavala* uses a smaller amount for gargling. These practices help strengthen the teeth, gums, and voice; enhance taste perception; reduce oral diseases; eliminate bad odor; and promote overall oral hygiene.<sup>[7]</sup>

*Gandoosha* and *Kavala* highlight the traditional daily practice of oil pulling for oral hygiene and periodontal health. Several products available on the market, such as Dabur Red and

Patanjali Gandush, demonstrate antimicrobial and detoxifying effects through the use of neem, clove, peppermint, Tulsi, and eucalyptus. In contrast, COCO CRUSH focus on coconut-based formulations for whitening and nourishment.

## 2.5 Anjana

In Ayurveda, the eyes are considered the most important sense organs, so their protection is essential. Daily application of Anjana (collyrium) is recommended as it cleanses the eyes and enhances their clarity and brightness. However, Anjana should be avoided during tiredness, after crying, after alcohol intake, and in conditions such as anger, fever, or fear.<sup>[9]</sup>

Modern Ayurvedic eye care combines traditional wisdom with current practices to offer practical and effective solutions. Jiwadaya Netraprabha Anjana Plus helps relieve dryness, irritation, and eye strain from long hours in front of screens. Sreedhareeyam Anjana Ghritham uses a classic ghee-based approach to treat blurred vision and pterygium. Patanjali Drishti Eye Drop, made with Neem, Tulsi, and Ginger, is an affordable choice for preventive care. Together, these products continue to play an important role in eye health by blending tradition with modern needs.

## 2.6 Nasya

In Ayurveda, the nasal cavity is both a sense organ and an important route for drug administration. Nasya therapy involves administering oils, ghrita, or herbal preparations through the nose to eliminate vitiated doshas from the head region. As described by Vagbhata, the nose is the gateway to the brain, allowing medicines to influence neurological functions. Included in Dinacharya, Nasya helps prevent diseases and supports respiratory, mental, skin, and hair health, addressing conditions like acne, melasma, hair fall, and premature greying.<sup>[9]</sup>

*Anu Tailam* products, such as *Kerala Ayurveda*, *Uma Ayurveda*, and *Jiva Ayurveda*, are commonly used for sinusitis, allergic rhinitis, nasal congestion, and head tension. *Panchagavya Nasya Ghrita* from *Goseva* (Gokripa), *Gavyadhara* Herbal and *Ayushalya* employ cow ghee to lubricate the nasal mucosa, relieve congestion, and promote mental clarity indicated in insomnia, depression and cognitive support.

## 2.7 Abhyanga

Acharya Charaka states that daily Abhyanga in Dinacharya nourishes the skin and enhances facial complexion (“Sutwagbhavati cha ananam”). The skin, governed by Vata, reflects internal balance and sensory perception. Oil massage helps regulate Vata, reducing dryness and signs of aging. Medicated oils penetrate the skin’s lipid layers, where Bhrajak Pitta aids in their absorption and helps maintain skin color, temperature, and overall health.<sup>[10]</sup>

Forest Essentials Narayana Oil is a premium Ayurvedic formulation used to support muscular strength and alleviate pain. In contrast, Sri Sri Tattva Abhyanga Oil is formulated with nourishing herbal ingredients intended to relax the body and support daily massage practices. In addition, Tansukh Mahanarayana Thailam is commonly used for muscular discomfort and post-exercise soreness. Sharayu Herbals oil containing Ashwagandha and Lodhra is promoted for restorative body care and overall rejuvenation.

## 2.8 Udvartana and Udgharsana

Udvartana refers to massage performed after oil application, while Udgharsana is dry massage using herbal powders without oil, and Utsadana involves massage with herbal pastes without oil. Udgharsana promotes vasodilation and stimulates the skin’s Bhrajaka Pitta, improving metabolism of the skin. It helps relieve itching, rashes, and Vata disorders, while strengthening the thighs and creating a feeling of lightness. Utsadana enhances complexion, especially in women, and provides clarity, comfort, and lightness to the body.<sup>[9]</sup>

## 2.9 Soaps

Soap is a cleansing cosmetic used to remove dirt, oil, and microbes from the skin. Herbal soaps are prepared using plant-based ingredients such as neem, tulsi, reetha, and shikakai, which possess antimicrobial, anti-inflammatory, and cleansing properties. These natural components help maintain skin hygiene, prevent infections, and promote healthy, soft, and nourished skin.

Popular herbal soap brands such as Medimix, Himalaya use ingredients like Neem, Turmeric which are traditionally valued in Ayurveda for their Krimighna, Kushtaghna, and Varnya properties helping maintain clear skin, reduce blemishes, and support overall skin nourishment. Within the premium segment, brands such as Forest Essentials, Just Herbs, and Bare Necessities emphasize handcrafted and cold-processed soaps formulated coffee, orange, and cinnamon which contribute antioxidant protection, gentle exfoliation, and help improve

skin radiance. Other Ayurvedic brands, including Khadi Natural, Vaadi Herbals, Rustic Art, and Jivisa, such as saffron, neem–tulsi, lemon charcoal, and almond milk emphasizes on properties like detoxification, antimicrobial protection, and moisturization.

### 2.10 Aroma

According to Ayurvedic philosophy, fragrances influence the flow of prana (life force) and affect the manas (mind) through subtle channels known as nadis. Pleasant natural aromas enhance vitality, mental clarity, and emotional balance. Gentle fragrances promote i, creating calmness and stability. Essential oils used in perfumes possess therapeutic actions such as cooling, stimulating, or grounding, which help balance the doshas. Thus, aromatic substances connect sensory pleasure with healing, supporting holistic well-being and emotional harmony.<sup>[10]</sup>

For aromatherapy, brands like Just Herbs and Forest Essentials Attar use herbs such as saffron, sandalwood, and betel leaf enriched with crocin, santalol, and eugenol help to uplift mood and create a sense of calm. Products prepared from lavender, chamomile, rosemary, and lemongrass release bioactive aromatic compounds such as linalool, apigenin, and citral. linked with enhancing sleep quality, and supporting mental clarity and concentration.

## 3 DISCUSSION

The present study highlights that the integration of Ayurvedic herbs into contemporary cosmetics, dentifrices, and personal care formulations represents a structured translational progression from classical Rasayana and Dinacharya practices toward evidence-based phytocosmeceutical science. Ayurveda's pharmacodynamic framework, articulated through Rasapanchaka (Rasa, Guna, Veerya, Vipaka, and Prabhava), offers a qualitative yet systematic rationale for botanical selection that is increasingly supported by phytochemical and biomedical evidence. Widely utilized botanicals such as *Azadirachta indica*, *Curcuma longa*, *Santalum album*, *Ocimum tenuiflorum*, and *Syzygium aromaticum* demonstrate antimicrobial, anti-inflammatory, antioxidant, and wound-healing activities attributable to bioactive compounds such as azadirachtin, curcumin, eugenol, flavonoids, and santalols. These mechanistic findings substantiate classical attributes including Krimighna, Varnya, Vedanasthāpana, and Ropana. In oral healthcare, herbal toothpastes inspired by Dantadhavana principles show plaque inhibition, gingival protection, and modulation of oral biofilms, while the combined mechanical–chemical action of *Salvadora persica* aligns traditional preventive ecology with contemporary microbiome science. Practices such as

tongue scraping and oil pulling further illustrate lipid-mediated bacterial membrane disruption and reduction of volatile sulfur compounds, reinforcing the view that Ayurvedic oral hygiene strategies function as ecological regulators rather than mere cleansing procedures.

Beyond oral care, the expansion of Ayurvedic botanicals into dermatological and hair-care products reflects a broader systems-biology orientation intrinsic to Ayurveda. The polyherbal philosophy (Yogavahi concept) enables synergistic, multitargeted activity—simultaneously addressing oxidative stress, microbial imbalance, inflammation, barrier dysfunction, and sensory modulation. For example, combining neem with turmeric in anti-acne formulations integrates antimicrobial and anti-inflammatory pathways, while pairing tulsi with sandalwood enhances soothing and complexion-regulating effects consistent with Varnya and Kandughna properties. Herbal blends in scalp oils and shampoos, along with adaptogenic botanicals such as *Withania somnifera*, suggest emerging relevance to neurocutaneous and psychodermatological research. Traditional lipid-based carriers used in Abhyanga, including sesame and coconut oil, demonstrate enhanced transdermal delivery of lipophilic phytoconstituents, illustrating convergence between classical Snigdha-Guru attributes and modern dermal pharmacokinetics. From a formulation science perspective, incorporation of these botanicals into emulsions, gels, serums, and dentifrices allows active marker standardization and improved product stability. Nevertheless, the inherent complexity of polyherbal systems necessitates rigorous quality control, phytochemical profiling, stability testing, microbiome-based outcome measures, and well-designed clinical trials to ensure reproducibility, safety, and global regulatory acceptance. Overall, the convergence of Ayurvedic qualitative pharmacology with modern phytochemistry, microbiology, and formulation science provides a robust and integrative framework for the development of plant-based personal care systems that extend beyond cosmetic enhancement toward preventive and restorative healthcare.

#### 4 CONCLUSION

The integration of Ayurvedic botanicals into contemporary cosmetics, oral healthcare, and personal hygiene formulations signifies a substantive scientific evolution rather than a mere commercial trend. It represents the systematic translation of classical Ayurvedic principles into modern preventive and health-promotive frameworks. By aligning traditional pharmacodynamic concepts with validated phytochemical and biomedical mechanisms, these

formulations extend beyond aesthetic applications toward functional and therapeutic relevance.

However, sustainable incorporation into global personal care systems necessitates rigorous standardization of raw materials, comprehensive safety assessments, phytochemical characterization, and well-designed controlled clinical trials to ensure reproducibility and scientific credibility. Ultimately, the convergence of Ayurveda and modern cosmetic science redefines plant-based personal care as a preventive, restorative, and holistic health strategy consistent with evolving paradigms in integrative medicine.

**Table 1: Some commonly used herbs used in *Dinacharya*-Based Ayurvedic Personal Care Practices.**

DRUG	BOTANICAL NAME	FAMILY	PHYTOCONSTITUENT	RASPANCHAK	PHARMACOLOGICAL USES
<b>DANTDAVAN</b>					
<i>Nimba</i> <sup>[18]</sup>	<i>Azadirachta indica</i>	Meliaceae	Nimbidin, Nimbin, Nimbolide, Azadirachtin, Gallic Acid, Epicatechin, Catechin, And Margolone.	<i>Rasa- Tikta, Kashaya Guna-Laghu Veerya- Sita Vipaka- Katu</i>	Antibacterial activity Anti-candidial activity Anti-plaque activity
<i>Lavang</i> <sup>[19]</sup>	<i>Syzygium aromaticum</i>	Myrtaceae	Eugenol, $\beta$ -caryophyllene and eugenyl acetate	<i>Rasa-Tikta, Katu Guna- Snigdha, Laghu Veerya- Sheet Vipaka- Katu</i>	Antimicrobial, Antifungal, Antiseptic
<i>Tulsi</i> <sup>[20]</sup>	<i>Ocimum sanctum</i>	Lamiaceae	Civsilineol, Civsimavatine, Isothymonin, Apigenin, Rosavinic acid, and Eugenol	<i>Rasa- Katu, Tikta Guna- Laghu, Teekshan, Rooksha Veerya- Ushna Vipaka- Katu</i>	Antiplaque and Anti gingivitis Efficacy
<b>SUGANDHI DRAVYA DHARANA</b>					
<i>Ela</i> <sup>[21]</sup>	<i>Eletarria cardamomum</i>	Zingiberaceae	Essential oil	<i>Rasa- Katu, Madhur Guna- Laghu, Ruksha Veerya- Sheeta Vipaka- Katu</i>	Antiseptic and Antimicrobial
<i>Ajwain</i> <sup>[22]</sup>	<i>Trachyspermum ammi</i>	Umbelliferae	Thymol or Carvacrol	<i>Rasa- katu, tikta Guna- Laghu, Ruksha, Teekshan Veerya- Ushna Vipaka- Katu</i>	Antimicrobial, Antiplatelet Aggregatory, and Anti-Inflammatory Properties
<b>GANDOOSHA AND KAVALA</b>					
<i>Sesame</i> <sup>[23]</sup>	<i>Sesamum indicum</i>	Pedaliaceae	Sesamin, sesamol and sesaminol	<i>Rasa- Madhur Guna- Guru, Snigadh Veerya- Ushna Vipaka- Madhur</i>	Antimicrobial activity
<b>ANJANA</b>					
<i>Haritik</i> <sup>[24]</sup>	<i>Terminalia</i>	Combretaceae	Flavonoids, Tannin, Steroids,	<i>Rasa- Panch Rasa</i>	

	<i>chebula</i>		Triterpenoids and Carbohydrate	<i>Guna- Laghu, Rooksha</i> <i>Veerya- Ushna</i> <i>Vipaka- Madhura</i>	
<b>NASYA</b>					
<b>Yashtimadhu</b> <sup>[25]</sup>	Glycyrrhiza Glabra	Fabaceae	Glycyrrhetic acid	<i>Rasa- Madhura</i> <i>Guna- Guru, Snigdha</i> <i>Veerya- Sheeta</i> <i>Vipaka- Madhura</i>	Anti- inflammatory
<b>Devadaru</b> <sup>[26]</sup> –	Cedrus deodara	Pinaceae	Essential oils and phenolic compounds.	<i>Rasa- Tikta, Katu, Kahaya</i> <i>Guna- Rooksha, Laghu</i> <i>Veerya- Ushna</i> <i>Vipaka- Katu</i>	Antimicrobial, Decongestant properties
<b>ABHYANGA</b>					
<b>Rasna</b> <sup>[27]</sup>	Pluchea lanceolata	Asteraceae	Flavonoids, phenolic chemicals, terpenoids, and sterols	<i>Rasa- Tikta</i> <i>Guna- Guru</i> <i>Veerya- Ushna</i> <i>Vipaka- Katu</i>	Anti-Inflammatory And Anti-Arthritic Properties
<b>Bala</b> <sup>[28]</sup>	Sida cordifolia	Malvaceae	Alkaloids, fatty oils, steroids, resin, resin acids, mucin, and potassium nitrate	<i>Rasa: Madhura, Guna: Laghu, Snigdha, Pichchhilla,</i> <i>Veerya: Sheeta,</i> <i>Vipaka: Madhura</i>	Anti-Inflammatory, Analgesi
<b>SOAPS</b>					
<b>Haridra</b> <sup>[29]</sup>	Curcuma longa	Zingiberaceae	Curcumin	<i>Rasa-Tikta, Katu</i> <i>Guna-Ruksha, laghu</i> <i>Virya - Ushna</i> <i>Vipaka -Katu</i>	Antiallergic action, Antifungal action
<b>Kumkuma</b> <sup>[30]</sup>	Crocus sativus	Iridaceae	Crocin, Crocetin, Picrocrocin, Safranal	<i>Rasa- Katu, Tikta</i> <i>Guna- Snigdha</i> <i>Veerya- Ushna</i> <i>Vipaka- Katu</i>	Antioxidant, Photoprotection, Antiaging, Depigmenting, Skin-brightening, Melanogenesis-inhibition
<b>AROMA</b>					
<b>Chandana</b> <sup>[31]</sup>	Santalum album	Santalaceae	Essential oils	<i>Rasa- Tikta, Madhur</i> <i>Guna- Laghu, Ruksha</i> <i>Veerya- Sheeta</i> <i>Vipaka- Katu</i>	Antiulcer, Antibacterial, Insecticidal, Antiinflammatory

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