

UNLEASHING BEAUTY THROUGH COSMO AYURVEDA

Dr. Arunashree T. S.^{1*}, Dr. Chanagoud Patil² and Dr. R. Y. Timmapur³

¹3rd Year PG Scholar, Dept of Roga Nidana Evum Vikruti Vigyana, HASS's Ayurveda Mahavidyalaya, Hubli.

²2nd Year PG Scholar, Dept of Roga Nidana Evum Vikruti Vigyana, HASS's Ayurveda Mahavidyalaya, Hubli.

³HOD and Professor, Dept of Roga Nidana Evum Vikruti Vigyana, HASS's Ayurveda Mahavidyalaya, Hubli.

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*Corresponding Author

Dr. Arunashree T. S.

3rd Year PG Scholar, Dept
of Roga Nidana Evum
Vikruti Vigyana, HASS's
Ayurveda Mahavidyalaya,
Hubli.

ABSTRACT

Beauty of person gives perceptual experience of pleasure or satisfaction. Beauty is not always related to women, rather men are more beauty conscious as the evolution shows males are more beautiful. Consumer trends suggests a gradual shift from chemical based products to *Ayurvedic* products. *Ayurveda* is a system of medicine from which focus on root cause rather than symptoms, and has a long history of success. *Ayurveda* never isolate the involvement of mental and spiritual wellbeing from the concept of beauty. *Ayurveda* Cosmetology i.e the *Varna utapatti* starts from *Garbhavasta*, *Garbini paricharya*, *Dinacharya*, *Rutucharya*, and *Ratricharya*, where only *Ayurvedic* science throw light on this contexts. Cow is celebrated as a divine mother in India considered as *Kamadhenu* or *Gomatha*. *Panchagavya* a five best combination of cow products i.e milk, urine, dung, curd, ghee, which is scientifically proved with rich in nutrition, amino acids, protiens, vitamins, minerals and harmones. The *Ayurvedic*

natural cosmetics business of India is growing at the rate of 15 – 20 % per year. Wakeup before makeup.

KEYWORDS: Cosmetology, *Garbhasanskara*, *Varna utapatti*, *Panchagavya*.

INTRODUCTION

Ayurveda promises radiant & healthy Skin, Hair & Nails, which can attain only through harmony of *Doshas*, proper nourishment of *Dhatus*, procedural functioning of *Agni* & timely excretion of *Malas*.^[1] *Ayurveda* cosmetology unlike modern cosmetology gives more importance to a healthy beauty, which means not only focusing mainly on external application but also the *Samagni*, *Pathyaahara*, *Dinacharya*, *Ritucharaya* & *Ratricharya* all this matters provides beauty which comes from inside the body. The Concept of beauty and cosmetics is as old as human civilization. The word Cosmetic is a Greek word '*kosmetike*' means technique of dress or ornament Acc. DCA, 1940 – Cosmetic means any article intended to be rubbed, poured, sprinkled, or sprayed on, or introduced into, or otherwise applied to, the human body or any part there for cleansing, beautifying, promoting, attractiveness, or altering the appearance, and includes any article intended for use as a component of cosmetic.^[2] Cosmetology signifies Branch /Study. Cosmetologist is one who is Trained and licensed personnel. Cosmeceuticals are those Cosmetics and Pharmaceuticals, intended to enhance the health and beauty of the skin. *Panchagavya* a Sanskrit word, defines the five key elements derived from the cow (milk, urine, dung, curd, and ghee). These five elements posses medicinal properties that are used alone or combined with others herbs. Based on these fundamental principles of life, different remedial systems were developed i.e *Vrikshaayurveda* for plants, *Mrigaayurveda* for animals and *Ayurveda* for human beings. In vedas, uses of cow derived products have been mentioned for treating *Tridoshas*. The derived products of *Panchagavya* are *Go Maya* (Cow dung), *Go Ksheera* (Cow milk), *Go ghrita* (Cow ghee), *Go Mutra* (Cow Urine), *Go Dadhi* (Go curd).^[3] To understand dosha association in Skin, mainly two doshas are involved *Pitta* (i.e *Brajaka pitta*),^[4] *Vata* i.e *Udana* (for *Sparshajanana*) *Pachaka pitta* commands other four *pitta*, *panchaka pitta* not only gives color to skin, but also maintain the balance between external application. As *Ayurveda* mentions seven layers of skin, where the first one *Avabhasini* functions to reflect colour and complexion which is nourished by *Rasa dhatu*. Hence *Avabhasini* acts as a mirror to reflect the health of the individual.

AIM: An effort to understand the concept of Cosmetology according to *Acharyas* of *Ayurveda*.

OBJECTIVES

Primary Objectives – To review the concept of Cosmetology according to different *Acharyas* of *Ayurveda*.

Secondary Objective – To review preventive and curative principles of *Ayurveda* Cosmetics.

MATERIALS AND METHODS

The sources of data are collected from *Brhatrayis Ashtanga Sangraha / Hridaya, Charaka Samhita, Sushruta Samhita, Bhavaprakasha, Chakradatta, Garudapurana, Vangasena Samhita*.

METHODOLOGY

SKIN

Beauty is the illumination of soul and mind, *Acharyas* clearly explains the concepts of skin by detailing it with seven layers which are *Avabhasini, Lohita, Sweta, Tamra, Vediti, Mamsadhara*,^[5] of which the first one *Avabhasini* functions to reflect colour and complexion which is nourished by *Rasa dhatu*. Body's is externally covered by three layers, the epidermis, dermis, and the hypodermis.

COSMETOLOGY

Cosmetology is the science of alternation of appearance and modification of beauty. Cosmetology is concern about study and application of beauty treatment. Cosmetic products are used to beautify one self, these cosmeceutical solutions that will address root causes of the skin's ill health. The medical cosmetology is more intensive side of cosmetology largely deals with skin care. *Ayurveda* cosmetology not only merely limited up to beautiful skin, hairs.^[6] *Ayurveda* opines healthy skin is a result of overall health condition of individuals which includes *Prakrut Dosha*, the *Srotas*, *Agni* and the *Dhatu*s. *Ayurveda* strongly supports that *Varna uttpatti* is determined at *Garbha Avastha* (embryonic stage) by the adopted *Ahara* (food) and *Vihara* (life style) of the mother during her *Garbini paricharya*.

*Dhatu*s contributed to the beauty of the Skin and Hairs are mainly *Rasa, Rakta* and *Asthi*. *Srotas* involved in beauty of skin are *Rasavaha, Raktavaha*, and *Sweda vaha srotas*. *Rasa Dhatu* nourishes *Rakta Dhatu*, the main function of *Rakta Dhatu* is *Varna Prasadana* (Imparting colour) Considering *Asharyi asharya bhava*, *pitta* has *Asharyi* of *Sweda* and *Rakta*. *Twak Saukumaryatha* is the *karma* of *sweda*. Involved *Rasavaha sroto dushti*

lakshana causes baldness, greying of hairs. *Raktavaha srotas dushti lakshanas* are *Neelika*, *Vyanga*, *Switra*. *Swedavaha dushti lakshana* are *Parushyam*(roughness).

PANCHAGAVYA

Go sambandi pancha prakara dravyas are *Panchagavya*. *Panchagavya* is a combination of *Go mutra* (Cow urine), has *Katu*, *Tikta*, *Kashaya Rasa*, *Ushna Virya*, *Katu Vipaka*, *Tikshna ushna Laghu Guna*. *Go Ghrta* (Cow ghee), has *Madhura Rasa*, *Shita Virya*, *Madhura Vipaka*, *Guru*, *Snigdha*, *Shita Guna*. *Go maya* (Cow dung), has *Tikta Kashaya Rasa*, *Ushna virya*, *Katu vipaka*, *Laghu Guna*, *Go ksheera* (Cow milk), has *Madhura Rasa*, *Shita Virya*, *Madhura Vipaka*, *Guru Snigdha*, *Shita Sara guna*. *Go dadhi* (Cow curd) has *Madhura*, *Amla*, *Kashaya Rasa*, *Ushna Virya*, *Madhura Vipaka*, *Guru*, *Snigdha*, *Ushna*, *Ruksha Guna*.

FACTORS INFLUENCE ON COSMETIC RELATED CONCERN

GARBHASANSKARA

Acharya Vagbhata mentions the contribution of *Varna* is determined at *Garbhavastha* (embryonic stage) by the *Ahara* and *Vihara* followed by *Garbhini* during her *Garbini paricharya*,^[7] *Acharya* mentioned that during sixth month the fetus is developed more with respect of strength and complexion, Hence the pregnant women particularly loses strength and complexion, during the period so the drugs like Milk and *Madhura dravyas* are given in sixth month of pregnancy. During *Varnoutpatti*, contribution of *Panchamahabuta* i.e *Tejo dhatu* (*prakruta pitta*) combines with *Ap dhatu* will impart *Gowra varna* (fair), predominant of *Pritivi Mahabuta* will impart *Krishna varna* (dusky or darker), *Pritivi* and *Akasha mahabuta* dominant will impart *Krishna shayamam*, *Jala* and *Akasha panchamahabuta* dominant will impart *Gowra shayavam* (fair).^[8]

DINACHARYA

Dinacharya means daily routine followed by an healthy individual to maintain once own health. *Acharyas* opines that *Muka prakshalanam* prevent *Neelika*, *Mukashosha*. *Tambula sevana* adds *Kanti* to face.^[9] Performing *Abhyangam* daily delays aging, adds *Varna prasadana*, *Pushti*, increases *Ayu* of the once.^[10] *Udwarthanam* with *varnya varga dravyas* in specific directions to attain healthy skin, also brings *Twak prasada karam*. *Chatra Dharanam* for *Varnayam*, *Suka Nidra* promotes *Varanam* to the *Shareera*, *Nitya pratimarsha nasya* does *Mukha prasannam*, *Kesha vardhanam*. Performing *Dhoomapanam* relieves *Khalitya*, *Palitya*, *Kesha patana*. Practicing *Murdhni Tailam* to prevent *Akala Khalitya*, and *Palitya*.

RUTUCHARYA

In *Ayurveda* classics one *Samvasara* is divided into *Adanakala* and *Visargakala*. *Bala*, *Agni* & Skin Complexion depends on the change in season. Advising *lepa* based on seasons in *Hemanta* and *Shisira* *rutu Ushna lepa* is advised, considering *Prakruti* as well. In *Adanakala* *Sheetala Dravya lepa* is advised.

INTERPREATION OF PANCHAGAVYA GHRITA IN COSMETIC RELATED CONCERN

Twacha (Skin) is a seat for appearance and beauty. *Pitta* (i.e *Brajaka pitta*) a predominant *Dosha* helps in maintaining colour and luster of skin. Understanding in terms of *Panchabhautika* composition of *Doshas*, *Pitta* is linked to *Agni Mahabootha*, whereas *Agni* in terms of *Jataragni* and *Dhatwagni* both should be in equilibrium to achieve *Swastya*, also in terms of *Dhatus*, *Rasa* is *Jala mahabutha*, *Rakta* is *Agni mahabutha* predominant. The understanding of *Asharya - Asharyi bhava* enables the diagnosis, prevention and management of diseases. Owing to this principle *Pitta dosha* will be *Asharya* for *Rakta* and *Sweda*,¹¹ thereby *dooshita Pitta dosha* does *dushana* of *Rakta dhatu* and *Sweda mala* hereby causes some *Rakta Prodoshaja vikaras* such as Cosmetic concern issues such as *Kushta*, *Visarpa*, *Neelika*, *Vyanga*, *Tilakalaka*, *Nyaccha Dadru*, *Charmadhala*, *Shwitra*, *Pama*, *Kota*, *Mashaka*,¹² To treat such *Vyadhi* with *Panchagavya ghrita* either internally or externally can help the patient because, *Go- Ghrita* posses *Madhura Rasa*, *Madhura vipaka*, *Sheeta veerya* does *pitta shamana*, *Go- dugda* posses *Madhura rasa*, *Madhura vipaka*, *Sheeta veerya* also does *pitta shamana*, *Go Mutra* has *pradhana katu rasa*, *katu vipaka*, *Ushna virya*, *Katu rasa* does *Deepana*, *Pachana*, *Shodhana* of all the *srotas*, *Go maya* has *Kashaya rasa*, *Katu Vipaka*, *Ushna Veerya* does *vraha ropana*, *Kapha Rakta pitta prashamana* as well, *Go Dadhi* posses *Amla rasa*, *Amla vipaka*, *Ushna virya* where as *amla rasa* does *agnideepana*, adds *pachana*, and *rochana* to the *shareera*. By considering all these *Rasapanchaka*, and Selecting *Panchagavya ghrita* in Cosmetic related issues adds helps to mitigate the disease.

DISCUSSION

According to *Ayurveda* healthy skin is a result of overall health condition of individual which includes *Prakruta dosha*, *Sama agni*, *Sama dhatu*, *Sama mala* will leads to *Prasannata* of *indriya* and *manas*^[13] will result into healthy individual. Cosmetology is not merely limited up to physical appearance of beautiful skin and hairs, it also includes physical, mental, and social elements. *Ayurveda* cosmetology is unlike modern cosmetology gives more importance

to a healthy beauty, which means not only focusing mainly on external application but also the *Garbhasanskara*, *Samaagni*, *Dinacharya*, *Rithucharya*, *Pathyahara*, all these play a major role in adding beauty to the individual which comes inside the body. *Panchagavya ghrita* a medication with combination of five basic derivatives, *Go - mutra* which mainly acts as proved antiseptic, relieves face wrinkles, acts as an anti- ageing, *Go - maya* as its proved results in many skin related disease i.e Ringworm, Psoriasis, itching, *Go-Ksheera* provides numerous good lactic acid bacteria to the body. *Go- Dadhi* contains phenyl lactic acid acts as best antifungal, *Go- Ghrita* possesses immunostimulant, anti- fungal activities highly indicated in wound healing, has best anti- ageing properties.

CONCLUSION

Ayurveda a deepest science which holds both preventive and curative aspects. Considering a Cosmetic concern factor called *Varna uthpatti* it starts from *Garbhasanskara* by the *Aharaja* and *Viharaja* factors implemented by the mother during her *Garbiniparicharya*. In *Garbasanskara* sixth month is considered effective for the treatment of varna of fetus. *Ayurveda* promises healthy skin, hair, and nails which can only attain through harmony of *Doshas*, proper nourishment of *Dhatus*, procedural function of *Agni*, and timely excretion of *Malas*. Concept of *Samaagni*, *Pathyahara*, *Rasayana*, *Dinacharya*, and *Ritucharya*, delays the changes occurring in body due to advancement of age and also premature changes affecting the beauty. The use of *Panchagavya ghrita* has proved its promising results in Cosmetic related concern because of its antiseptic properties, contains micronutrients, Protein, vitamins A, B complex groups C, and calcium, high amount of vitamin B12, good lactic acid bacteria, antifungal metabolites such as phenyl lactic acid, immunostimulant, promotes wound healing properties, by all such contributory factor of *panchagavya ghrita*, plays a major role in cosmetic trends.

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