

**EFFECT OF DAILY ROUTINE COSMETICS IN AYURVEDA****\*Dr. Priyanka Sharma**

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**ABSTRACT**

Ayurveda offers a comprehensive approach to health, hygiene, and beauty through its daily regimen known as Dinacharya. Cosmetics in Ayurveda are not merely for appearance but are a part of preventive health care. Practices such as Abhyanga (oil massage), Udvartana (herbal scrub), Dantadhavana (herbal brushing), and Mukhalepa (herbal facial masks) are time-tested therapies that nourish the skin, maintain hygiene, and restore natural beauty. This article highlights various Ayurvedic daily cosmetic practices, their ingredients, benefits, and scientific validation.

**INTRODUCTION**

Ayurveda, the 'Science of Life', integrates health, beauty, and hygiene through holistic routines. In classical texts like Charaka Samhita and Ashtanga Hridaya, beauty is considered an external manifestation of internal wellness. Ayurveda's Swasthavritta branch focuses on daily regimens (Dinacharya) for disease prevention and health maintenance,

including cosmetic care. These practices align the body with nature, improve Dosha balance, and delay signs of aging.

**Key Daily Cosmetic Practices**

1. Dantadhavana: Neem, Arka, and Khadira prevent dental issues and improve taste. (Charaka Samhita, Sutrasthana 5/71)
2. Gandusha/Kavala: Sesame or coconut oil pulling improves oral hygiene and facial tone. (Ashtanga Hridaya, Sutrasthana 22/4-5)
3. Abhyanga: Daily oil massage using Narayana or Bala taila enhances glow and reduces Vata. (Charaka Samhita, Sutrasthana 5/88-89)

4. Udvaartana: Herbal powders like Triphala and Musta detoxify and tone the skin. (Ashtanga Hridaya, Sutrasthana 2/12)
5. Snana: Bathing with herbal decoctions (turmeric, sandalwood) purifies skin. (Charaka Samhita, Sutrasthana 5/94)
6. Mukhalepa: Herbal facial packs (Lodhra, Manjistha) enhance complexion.
7. Kesha Chikitsa: Hair oils (Bhringraj, Brahmi) nourish scalp and prevent greying.

### Scientific Relevance

Modern studies support these practices:

- Oil pulling reduces *Streptococcus mutans* and plaque. (Asokan et al., 2009)
- Turmeric and sandalwood show anti-inflammatory activity. (Chainani-Wu, 2003)
- Bhringraj promotes hair growth by extending the anagen phase. (Roy et al., 2008)

### CONCLUSION

Ayurveda promotes beauty from within through daily cosmetic rituals that are simple, effective, and holistic. These practices not only beautify but detoxify, rejuvenate, and heal the body. In an age of chemical-laden products, Ayurvedic daily cosmetics offer a safe, sustainable, and time-tested alternative.

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