

SCOPE OF RESEARCH IN COSMETOLOGY IN AYURVEDA: A BREIF REVIEW

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ABSTRACT

Beauty is divine gift to human beings. As per high demand and need of society, the field of cosmetology is developing at a rapid rate. The concept of beauty and cosmetics is as old as human civilization. In *Ayurveda*, concept of beauty has an age old origin. There is a great demand of *Ayurveda* in the field of cosmetology due to it's unique concept about beauty and it's effective, cheaper and long lasting beauty therapy without any side effect. According to *Ayurveda*, healthy skin is a result of overall health conditions of individuals and prescribes numerous skin care treatment that's need to be pursued at

every stage of life. The power of *Ayurvedic* cosmetics originates from the knowledge about healthy lifestyle and use of hidden resources of nature which discovers the beauty within you. Dietary management, *Panchakarma*, *Dincharya*, *Rutucharya*, *Varnya Mahakashay*, *Rasayan* therapy, *Achara Rasayan*, *Sadvritta* and *Karma* told by *Acharyas* to do daily which explain *samhita* and *Ayurvedic* cosmetics products, the cosmetic approach of *Ayurveda* in cosmetology is related to the healthy status of body as well as mind, more precisely explained in this paper.

KEYWORDS:- Varnya Mahakashay, Dincharya, Rutucharya, Achara Rasayan, Rasayan therapy.

INTRODUCTION

In *Ayurveda* the role of cosmetology important. Beauty has an age old origin, skin-*twacha* is the term for skin in *Ayurved*. *Twacha* cover of the exposed part of the body the sense of touch, over the entire body through skin. Healthy person with a well formed flesh which is

firm, the skin is correspondingly firm, glowing hair is also closely related and part of beauty of the human beings. Mind is also closely related with hair, so mental tension is the commonest cause of hair fall. *Acharyas* of *Ayurveda* state that the function of Ayurvedic herbs is to purify blood and eliminate vitiated *doshas* (*Vata*, *Pitta*, *Kapha*) that causes skin disorders and other diseases. It is the seat of *sparshanindriya* (A tactile sensory organ which represents *Bhrajaka pitta* that regulates the temperature of the living body and absorbs all local medicinal applications.)

Beauty is divine gift to human beings. Its value has been recognized and appreciated since time immemorial and efforts were made to preserve and promote beauty in all aspects. A person usually gets respect by virtue of his knowledge, by physical appearance, by speech, by costume and by wealth. Along with increased demand of beautification, the problems are also increasing which cause damage to beauty or personality due to changed life style and polluted atmosphere. The concept of beauty and cosmetics is as old as human civilization. In *Ayurveda* the concept of beauty has an age old origin. According to *Ayurveda* healthy skin is a result of overall health condition of individuals. As per high demand and need of society, the field of cosmetology is developing at a rapid rate. There is a great demand of *Ayurveda* in the field of cosmetology due to its unique concept about beauty and its effective, cheaper and long lasting beauty therapy without any side effect.

- **AIM**

To see the importance of cosmetology in *Ayurveda* and its scope in research.

- **OBJECTIVES**

- 1) To explain role of cosmetology in *Ayurveda*.
- 2) To study beneficial effect of cosmetology in healthy life style with the help of *Ayurveda*.

- **MATERIALS AND METHODS**

- 1) Ayurvedic *Grantha* and *Samhitas*
- 2) Modern text
- 3) Online data and journals

- **Importance of cosmetology**

- 1) Eliminating stress (Relieve stress)
- 2) Improving health through hair

- 3) Improving health through skin
- 4) Raising self esteem

- **Cosmetology**

Cosmetology is the study and application of beauty treatment.

- 1) **Skin type**

The most important step in caring of your skin comes in understanding your specific skin type. Your skin is your body's largest organ. The 4 main skin type are commonly referred to as oily, normal/combination, dry, sensitive skin.

- A) Normal/Combination Skin
- B) Dry skin
- C) Oily skin
- D) Sensitive skin

- 2) **Hair**

The mass of thin thread like structures on the head of a person is called hair or any of these structures that grow out of the skin of a person.

- A) Straight Hair
- B) Wavy Hair
- C) Curly Hair
- D) Kinky hair

- **Beneficial effective role of *ayurveda* in cosmetology**

According to *Ayurveda*, *Bhrajaka pitta* is located in the skin, it imparts the characteristics of color and luster so termed as *Bhrajaka*. According to *acharya charaka*, normal and abnormal color of the skin is due to *pitta*. Variation in the color of skin is due to *Bhrajaka pitta* which is located in the skin. In *Ayurveda*, the concept of beauty has an age old origin. *Ayurveda* says that healthy skin is a result of overall health condition of individuals and prescribes numerous skin care treatment that needs to be pursued at every stage of life. *Ayurveda* is an ancient science of indigenous medicine. It is not only a medical science but is an art of living in human beings. There is a great demand of *Ayurveda* in the field of cosmetology due to its unique concept about beauty and effective, cheaper and long lasting beauty therapy without any side effect.

History of indian cosmetics

- A lot of evidences in the history are available showing the special attention paid towards the beauty. Various paintings, carvings, cave paintings etc. at different places sufficiently support the above statement.
- The ancient source of existing knowledge i.e. *Veda* along with *Purana*, *Ramayana*, *Mahabharata*, *Brihat Samhita*, *Vatsyayana Kamsutra* etc. are also having a great contribution in this field.
- In '*Rigveda*' description of the *Lepa* (local application) of certain herbs and in '*Atharvaveda*' many mantras highlight the significance of improving the *Varna*, the *Kesha*, the Intellect, the Lusture and the Glaring appearance of the body are found.
- In '*Garuda purana*' various beautifying yoga are mentioned. Description of beauty for male and female body organs is also given separately in it.
- The two great epics '*Ramayana*' and '*Mahabharata*' give ample description about beauty of important personalities.
- The Ayurvedic texts are also lagging behind in this direction. The oriental medical experts have stressed upon good looking personality (External appearance) of the 'Physician', 'Attendants' and the 'Patients'. Various terms like *Sumukha*, *Sudarshana*, *Subhaga* etc. have been used in *Ayurveda*^[1] and their relation has been established with the types of *Prakriti*, *Sara*, *Samhanana*, *Pramana* etc.
- Moreover, the description of *Dinacharya* and *Rutucharya* also indicates the cosmetic sense of that period.
- The description of dietary regimens and *Pathya-Apathya* 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.
- *Maharshi Charaka* has grouped different herbs according to their effects such as *Varnya*, *Keshya*, *Vayasthapana* etc. which add to the beauty of an individual.^[2]
- Many hygienic performances like *Abhyanga*, *Snana*, *Lepa* etc. are stated to have beautification of the physique and the psyche also.^[3]

- The '22 Upkramas' explained under the heading of '*Vaikritapaham*' as *Alepana*, *Pariseka*, *Utsadana*, *Pandukarma*, *Roma sanjanana* etc.^[4] indicate the cosmetic approach in *Sushruta Samhita*.
- Moreover, *Sushruta* was the first person who established 'Plastic Surgery' like 'Auroplasty' and 'Rhinoplasty'.^[5]
- In '*Astanga Samgraha*' 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 Varjya*' and '*Samyak Prokta Mukha Lepa Laksana*'.
- In '*Astanga Hridaya*', *Acharya Vagbhata* has mentioned six prescriptions of *Mukha Lepa* according to '*Rutu Bheda*'.

- **Concept of cosmetology in ayurveda**

The Cosmetic approach in Ayurveda is related to the healthy status of the body as well as mind.^[6] The description available in Ayurvedic texts in context of cosmetology in general 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 important role in the determination of beauty of a person: viz a)*Prakriti*, b)*Sara*, c)*Samhanana*, d)*Varna*, e)*Prabha* f)*Chhaya*, g)*Pramana* of various *Angavayavas* determines the organic beauty and h)*Dirghayu Lakshanas* described in 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 *Prakrutis* on the basis of facial appearances, especially of eyes.
- *Maharshi Charaka* has mentioned that the skin of the *Tvaksara Purusha* is *Snigdha* (lustrous), *Shlakshana* (silky touch), *Komala* (soft), *Prasanna* (attractive), *Sukshma* (thin) and *Prabhayukta* (shiny).^[7]
- While describing *Swastha purusha Lakshanas*, *Maharshi Charaka* said that a person having *Sama Samhanana*, *Sama Mamsa*, ample power, strength of the sense organs

remain unaffected by the diseases.^[8] 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.^[9]
- In *Ayurveda* the word '*Varna*' is used for both the color and complexion. Complexion and radiance of the skin can be maintained or increased by taking proper care as protection from excess sunlight, frequent cleaning etc.
- A soft good healthy skin gives glowing appearance and a radiant complexion. The total health of the skin is reported by its texture, color, tone, luster, complexion etc.
- Complexion is the normal appearance of the skin on a person's face, especially its color or quality.
- Texture is the quality of something that can be decided by touch. It reveals degree of which something is rough or smooth, soft or hard.
- Luster means too much shiny. According to *Maharshi Charaka*, four colors viz. *Krishna*, *Shyama*, *Shyamavadata* and *Avadata* are considered as normal color of the body. *Nila*, *Shyama*, *Tamra*, *Harita* and *Shukla* are *Vikruta varna* of the body.^[10]
- External factors viz. Genetic factors (*Desha*, *Kula*, *jati*), *Shukra* and *Ahara- vihara* and Internal factors viz. *Mahabhoota*, *Dosha* and *Dhatu* are responsible for creation of color and complexion in child.

(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.

(3) Factors improving beauty

- Ayurveda elaborates description of adjuvants like

(1) *Dinacharya*

(2) *Ritucharya*

(3) *Achara Rasayana*

- (4) Various methods in the form of internal medicines like *Mahakashaya*
- (5) Surgical treatment like Plastic surgery, *Vaikritapaham*
- (6) Diet as *Hitatama*, *Matravat*, *Sadapathya dravyas*
- (7) Medicines like *Rasayana*, *Ghrita*, *Taila* etc are available.

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 importance 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 procedures are included which keep the person fit or healthy and young for a long time. The procedures also increase beauty of hair, skin, eye, etc. They delay the old age too.

Role of *rutucharya*

- The description of '*Rutucharya*' is also given in almost all the Ayurvedic texts for the purpose of maintaining the health as well as beauty.
- During *Sishira* one should avoid pungent, bitter, astringent, light, cold and *Vata* increasing foods and drinks.^[11]
- During Spring one should use paste of Sandal and Agarū on the body and diet mainly consisting of barley and wheat.^[12]
- In particular summer season the Sun, with his rays, draws up excessively the moisture of the nature. Hence, in that season sweet, cold, liquid and fatty foods and drinks are beneficial.^[13]
- One should take sleep in cool room during day and on the top of the mansion with abundant air and cooled with moon rays during night, having pasted Sandal on one body. One adorned with pearls and gems.^[14]
- In this way, the *Aahara* and *Vihara* mentioned for the protection from excessive cold and heat during that season show carefulness and awareness about beauty and health.

Aachara rasayana

- *Acharya Charaka* has mentioned that one who follows the code of conduct for the health lives a life of hundred years without any abnormalities.

- Such person, praised by the noble ones, fills up the human world with his fame, acquires virtues and wealth, and earns friendship of all living beings.^[15]
- Thus in consideration to social aspect *Aachara Rasayana* is more useful and necessary to personality development.
- To clean excretory passages and feet frequently, cutting of hair, saving and nail cutting should be done thrice a fortnights, one should always wear untorn clothes, use flowers and fragrance, dress should be gentle and style of hair is commonly practiced.^[16]

Description of *varnya mahakashaya*

- *Acharya Charaka* has mentioned *Varnya Dashemani*.^[17]
- *Chandana, Punnaga, Padmaka, Ushira, Madhuka, Manjishtha, Sariva, Payasya, Sita, Lata* - these ten drugs are considered as complexion promoters.

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.

The role of exercise

- Regular exercise is essential for health and vibrant beauty because it helps clear the channels of the body. So that the entire tissues can thoroughly cleaned via sweat and other elementary channels.
- Exercise is specially helpful for the skin because in order for the skin to renew itself and be fresh and clear, it needs to be cleared wastes.
- Exercise also strengthens the body's musculature and keeps it firm and shapely.
- On a mental / emotional level, exercise helps to reduce tension, reduces anxiety and promotes a sense of overall well being. It also helps one to get deep, restful sleep.

***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.

Need for the development of cosmetics in *ayurveda*

Maintenance of a healthy life by one's own right action is called *Swasthaviritta*. Health is the dynamic integration between our environment, body, mind and spirit. *Ayurveda*, the science of life plays great emphasis on preservation and promotion of health thereby preventing the diseases. Elaborate description is available on personal hygiene which includes diet and regimen during daily routine (*Dincharya*), seasonal routine (*Rutucharya*) and behavioral and ethical principles (*Sadvritta*), Observance of certain rules regarding suppressible and non-suppressible urges also paves way towards positive health.

Cosmetology is one of the major emerging branches gained attention of researchers, industry and general public globally. Presently the cosmetics have become part of life. The synthetic cosmetics can cause adverse reactions like skin and mucous membranes irritation, allergies, photo irritation, and photo allergy including systemic effects, hence the importance of herbal cosmetology become highlighted. During the last decade, use of traditional medicine has expanded globally and has gained popularity. It has not only continued to be used for primary health care of the poor in developing countries, but has also been used in countries where conventional medicine is predominant in the national health-care-system.

Scope of research on cosmetics in *ayurveda*

- *Ayurveda* being the science of life has successfully dealt with the cosmetic science in detail in view of its preventive as well as promotive aspects of beauty.
- The Ayurvedic cosmetics described in the Ayurvedic texts are not mere cosmetics but they are cosmo-therapeutics.
- The unique *Rasayana* approach provides single herbal, compound herbal and herbomineral preparations, which are used to improve the beauty, delay the changes occurring in the body due to advancement of age and also premature changes affecting the beauty.

- The *Ayurvedic* cosmetics range from oral health promoters, hair care preparations, and dental care preparations to bath products/deodorants-etc which needs to be standardized and also require safety studies, systematic clinical studies for their validation and global acceptance.
- Hair care preparations viz. Paste, Hair Fixers, Hair Oil and Shampoo, which are useful as Hair generator, Anti dandruff, Conditioner, Colorants and Check hair falling.
- Some of the hair care preparations mentioned in the *Ayurvedic* texts are *Japakusum lepa*, *Bhrangadi lepa*, *Madhukadi lepa*, *Kumari Amalaki Ghana-lepa*, *Nilabhrangadi tailam*, *Arishtaka kumari lepa*, *Gunja tailam*, etc.
- Oral Health Promoters viz. Decoction/Lotion, Chewables, Candies etc. which are useful as mouth wash for maintaining oral hygiene, Mouth rinses, therapeutic wash for mouth diseases and Breath fresheners.
- The preparations for Oral Health Promoters viz. *Mukhadhavana yoga*, *Hingvadi yoga*, *Kusthadi yoga*, *Khadiradi vati*, *Trijataka vati* etc.
- In *Ayurveda* Dental powder and Dental cream/paste are mentioned as dental care preparations, viz. *Kanadya churna*, *Kasisadi churnam* etc. which are useful as oral antiseptic, anti plaque, anti tarter, mouth freshener and astringent – gum protector.
- Pedicure preparations viz. *Siktha tailam* and *Snuhi tailam* are mentioned as Paste/Cream/Lotions and are useful for foot cracks.
- Bath products/ deodrants which are useful for Anti wrinkle and oleation of body, mood elevator/freshening viz. Basil etc. are also described in *Ayurveda*.
- Paste/cream and oil e.g. *Ashwagandhadi tailam*, *Vachadi tailam* are described as breast developer for under developed breast.
- Paste/oil/cream viz. *Kadalyadi lepa*, *Haritaladi lepa* are described which are useful to remove unwanted hair.
- In Clinical study the action of such preparations is found very weak. All such products are needed to be standardized and also require safety studies, systematic clinical studies for their validation and global acceptance.

CONCLUSION

Beauty is considered as a divine gift and in Indian civilization and is equated to divine qualities like reality and pioussness. In India, the tradition of cosmetics is age old. Cosmetology is one of the major emerging branches gained attention of researchers, industry

and general public globally. The synthetic cosmetics can cause various adverse reactions. Therefore, various herbal/herbomineral cosmetic preparations are needed to be standardized and their safety studies and systematic clinical studies also require for validation and global acceptance.

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