

COSMETOLOGY- AN APPROACH IN AYURVEDA**Dr. Samichha Neupane*¹ and Dr. Bikash Raj Ghimire²**

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Pradesh.**ABSTRACT**

Since early age, human life has a great impact on the external appearance of oneself. Skin is the basic element of the external appearance. External beauty has gained a lot of attention & demand in ancient as well as in today's era. The increased demand of beautification is evident by number of beauty contests, beauty centers, marketing of various cosmetic items like creams, lotions, powder etc. Along with increased demand of beautification, the problems are also increasing due to changed life style excessive use of cosmetics and polluted atmosphere. Safe solutions, reduced side effects, use of natural herbs, long lasting impacts etc. have made Ayurveda as choicest cosmetology. The use of cosmetics was not only directed towards developing an attractive external appearance, but towards

achieving longevity with good health. Ayurveda has several benefits in skin hair and body care. Ayurveda classics classified herbal drugs as *varnya*, *kandugna*, *kustagna*, *varnaprasadana* in the various formulation of *lepa*, *alepa*, *taila*, *ghrita*, *rasayana*, poultice etc. Present scenario suggests a gradual shift from chemical based products to ayurvedic beauty products.

KEYWORDS: Ayurveda, Cosmetology, Beauty, Cosmetics, Medicaments.

INTRODUCTION

Civilization and cosmetology has interrelationship and have social impact since the ancient period. In today's world, beauty is at the epicentre of the consideration in the corporate and executive resources. Everybody wants beautiful look because physical appearance is directly related to his/her self-esteem. So cosmetology is gaining paramount importance in present

scenario. Technological advances has evolved to such an extent that everyone can buy his/her share of beauty. At the same time modern cosmetology and cosmesurgery have their own limitations and various hazardous side effects. On the other hand Ayurveda is serving the society with its knowledge of safe cosmetics since ancient period. So there is a need to give an alternative medicine to overcome the hazardous of modern medicaments. Review of classical literature reveals that beautiful appearance is natural since the time immemorial and ailments affecting the beauty were treated vigorously. Importance of beauty was incorporated in daily and circadian regimens that can make a person look more beautiful and prevent from ailments. Acharyas has depicted various guidelines for personal care in daily and seasonal regimen like use of medicated bath and ointments, perfumed materials, protective aids, and beautiful clothes with modes and medicaments, certain phenomenon like *Agni*, *Prakriti* etc. are also being mentioned which plays important role in determination of a person's beauty. In the context of *twak roga*, *acharya* has mentioned about *kumkumadi taila*, *mukhakantika varnak ghrita*, *chandanadi lepa*, *nilbringaraj taila*, etc. So we can say that Ayurveda has a comprehensive and holistic approach towards beauty care. It believes in creating beauty from both inner and outer aspects i.e. on background of mental health. But these pearls of knowledge regarding cosmetics are scattered all over the literature.

Cosmetology in Ayurvedic Classics

Many descriptions are available in ayurvedic texts for showing the importance of cosmetology. The stress has been paid 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 *Ritucharya* also indicates the cosmetic sense of that period.^[2] 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. Only healthy body and mind fulfills criteria of a beautiful person.

Charaka Samhita

Maharshi Charaka has grouped different herbs according to their effects such as *Varnya*, *Keshya*, *Vayasthapana* etc. which add to the Beauty of an individual.^[3] Many hygienic performances like *Abhyanga*, *Snana*, *Lepa* etc. are stated to enhance beautification of the physique and the psyche also.^[4] Certain dietary regimens are also indicative of importance of food in creating and maintaining Beauty. '*Astauninditiya adhyaya*' explains and demarks the limitation of the healthy outlook, unhealthy outlook and sense of Beauty in it.^[5]

Sushruta Samhita

A little advanced Cosmetology is seen in *Sushruta Samhita*. This is evident from the '*Upkramas*' explained under the heading of '*Vaikritapaham*' as *Alepana*, *Pariseka*, *Utsadana*, *Pandukarma*, *Roma sanjanana* etc.^[6] Elaborate description of '*Kshudra Rogas*'^[7] which are fundamentally related to Cosmetic science also support aesthetic sense of that period. More over, *Sushruta* was the first person who established 'Plastic Surgery' like '*Auroplasty*' & '*Rhinoplasty*'.^[8]

Sangraha Period

In '*Astanga Samgraha*' and '*Astanga Hridaya*' two groups of herbs labeled 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 '*Ritu Bheda*'^[9] (seasonal variation).

References regarding cosmetics science are also available in other ayurvedic classics. In *Chakradatta Mukha Kantikara*, *Mukha Saundaryakara* etc. *lepas*, various Oil and Ghee for better complexion and to treat the *Kshudra Rogas* are mentioned. *Sarangdhara Samhita* refers certain special *Lepas* useful in *Arunsika*, *Indralupta*, *Darunaka*, *Palita* etc., *Snanas* and *Udvartana* are for the purpose of improving the Beauty. In *Bhavaprakasha* especially drugs and diets and their efficiency in improving health and Beauty are mentioned. In *yogaratnakara*, detail about *Dinacharya* and *Ratricharya* as well as about various plants having specific beautifying effects has been explained.

Concept of Beauty in Ayurveda

The Cosmetic approach in Ayurveda is related to the healthy status of the body as well as mind.^[10] More precisely it can be said that physical, mental and spiritual beauty as a

combined unit projects the Cosmetic sense of Ayurveda. *Acharya Sushruta* has described “*Swastha Purusha*” as a person has equilibrium of the *Doshas* and the *Agni* with balanced and specific functioning of the *Dhatu* and *Malas* reflecting the physical health, pleasant condition of mind, soul and senses is the mental factor constituting the health.^[11] Both the states lead to the healthy personality which is the basis of beauty. 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

Prakriti, Sara, Samhanana in generalized way can be said as factors determining Beauty.

Twak, Varna, Prabha, Chhaya from the general aspect.

Pramana of various *Angavayavas* determines the organic Beauty.

Dirghayu Lakshanas described in texts give the aesthetic sense and fundamental base of Personality and Beauty.

2. Factors contributing towards Beauty

Dosha, Dhatu in their normal functioning status contribute to maintain the Beauty.

‘*Agni*’ in equilibrium state, by digestion and metabolism produces *Bala, Varna, Ojas, Dhi, Dhriti, Smriti* etc.

Similarly *Matrijadi Shad Bhavas* and *Panchamahabhautic* combinations contribute in creating inherent Beauty.

Age, Sex, Religion, Race and anthropology also have considerable impact upon the Beauty.

3. Factors enhancing Beauty Ayurveda

Dinacharya, Ritucharya, Achara Rasayana, Various methods in the form of internal medicines like *Mahakashaya*, Surgical treatment like Plastic surgery, *Vaikritapaham*, Diet as *Hitatam, Matravat, Sadapathya dravyas*, Medicines like *Rasayana, Ghrita, Taila* etc are available.

COSMETOLOGICAL MEDICAMENTS

Different types of cosmetological medicaments as described in our classical texts are: *Lepa*, *udwartana*, *taila*, *ghrita*, *nasya*, *rasayana* and various parasurgical procedures. Some of them are enlisted below:

Sr.No.	Name of medicaments	Cosmetological use
Lepa		
1.	<i>Mukhakantikara lepa</i>	Enhance lustre, treats acne and melisma ^[12]
2.	<i>Vyangahara lepa</i>	Melasma ^[13]
3.	<i>Jayaphala lepa</i>	Melasma
4.	<i>Arka ksheera+haridra lepa</i>	Decreases tanning over face
5.	<i>Patrangadi lepa</i>	Increases fairness ^[14]
6.	<i>Tikta patola swaras lepa</i>	In treatment of Alopecia
7.	<i>Manjistha+manahasheela</i>	In treatment of Acne ^[15]
8.	<i>Sarjadi lepa</i>	Cracked lips ^[16]
9.	<i>Shirishadi pradeha</i>	Skin disorder and excessive sweating ^[17]
10.	<i>Kapala ranjako lepa</i>	Canities ^[18]
Udwartan		
1.	<i>Shailayadi udwartan</i>	Obesity
2.	<i>Twagdosha hara udwartan</i>	Excessive sweating and skin ailments ^[19]
3.	<i>Deha dorganhyahara udwartan</i>	Removes foul body odour ^[20]
4.	<i>Nishadi udwartan</i>	Treats skin ailments ^[21]
5.	<i>Nimbi+amaltas patra udwartan</i>	Acne
Ghrita		
1.	<i>Amritprash ghrita</i>	Improves skin complexion ^[22]
2.	<i>Mukhakantikar varnak ghrita</i>	Improves complexion and skin tone ^[23]
3.	<i>Nilini ghrita</i>	Melasma ^[24]
4.	<i>Karaskara ghrita</i>	Cracked heels
5.	<i>Mahadadimadi ghrita</i>	Rejuvenating and enhance glow ^[25]
6.	<i>Kalyanaka ghrita</i>	Improves color and complexion of skin
Taila		
1.	<i>Kumkumadi taila</i>	Melasma ^[26]
2.	<i>Bhringrajadi taila</i>	Canities
3.	<i>Malatyadi taila</i>	Alopecia and seborrhea ^[27]
4.	<i>Manjisthadi taila</i>	Wrinkled skin and canities
5.	<i>Siddhartaka taila</i>	Anti-aging ^[28]
6.	<i>Gunja taila</i>	Scalp pruritis and seborrheic dermatitis ^[29]
7.	<i>Karvir taila</i>	Hair removal
8.	<i>Irimedadi taila</i>	Canities, black pigmentation of teeth
9.	<i>Sukumar taila</i>	Increase glow ^[30]
10.	<i>Lomnashaka taila</i>	Depilatory ^[31]
Nasya		
1.	<i>Nimbabeeja taila nasya</i>	Canitis ^[32]
2.	<i>Karanja taila nasya</i>	Alopecia ^[33]
3.	<i>Ankola beeja taila nasya</i>	Canitis, wrinkles and anti aging ^[34]
4.	<i>Triphaladi taila nasya</i>	Obesity ^[35]

Apart from the above listed many other medicaments have been mentioned on different context of ayurvedic classics.

ADVANTAGES OF AYURVEDA IN COSMETOLOGY

- Long history of safe human usage, not tested on animals.
- The human body responds well to natural substances and has a resistance to synthetic ones.
- The skin and scalp are influenced at the cellular level, helping to improve normal function.
- Promotes the capacity to absorb products.
- Restores the normal pH balances.
- Herbs have a mild effect but have powerful & specific healing properties.
- Natural fragrances of flower and herbal extracts help to calm the nerves and induce relaxation.

DISCUSSION

Ayurveda is the tradition, life as well as medical science. It believes in creating beauty from both inner and outer aspect i.e. on the background of complete physical and mental health. Review of classical literature reveals that, treatment modalities of almost all the ailments affecting beauty are described. The science of Ayurveda had utilized many herbs and floras to make cosmetics for beautification and protection from external affects. As synthetic and chemical preparations/products have got certain limitations with known adverse effect, global beauty companies have already decided to concentrate on natural, herbal production. The natural content in the botanicals does not cause any side effects on the human body; instead enrich the body with nutrients and other useful minerals. There is common belief that chemical based cosmetics are harmful to the skin and an increased awareness among consumers for herbal products triggered the demand for natural products and natural extracts in cosmetics preparations. The increased demand for the natural product has created new avenues in cosmeceutical market. On the supply side, companies are engaging in advanced research of plant-derived peptides, encapsulated actives, active plant stem cells, complex extraction processes and clinical testing to deliver products that are acceptable to the well-informed clients.

CONCLUSION

Ayurveda has a comprehensive and holistic approach towards beauty care. It deals with cosmetology in a very precise way. It helps to fulfill the need of alternative medicines to overcome the hazardous effect of modern medicaments. Ayurvedic cosmetics are still competing with synthetic products, and they need to ensure quality that is similar to synthetic brands. Ayurvedic beauty concepts and products have bright future in cosmetology in today's and tomorrow's time. The need is for companies to translate the ancient Ayurvedic recipes into modern with superior quality.

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