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Review Article

## Natural Beauty Enhancer and Cosmetic Role of Ayurveda: A Review

Dr. Seema G Chawardol<sup>1\*</sup>, Dr Sapan B Jain<sup>2</sup><sup>1</sup> Professor & HOD, Department of Panchkarma, Government Ayurved College, Nanded, India<sup>2</sup> Professor & HOD, Department of Kayachikitsa, LN Ayurved College, Bhopal, India

### ABSTRACT

Beauty or physical appearance is one of the important aspects of human being life since it's directly related with self esteem and internal confidence. Beauty is the desire of every individual. The texture and appearance of skin depends upon conditions of *Rasa*, *Rakta* and *Mamsa Dhatus*. The elimination of wastes is another important aspect for the restoration of beauty and appearance. The medical science has put great efforts towards this area and uses of natural materials for cosmetic purpose increases day by day. The concept of using herbs for beautification is well defined in Ayurveda. The *Vedic* period of Indian civilization has witnessed use of natural cosmetics such as; *Aguru*, *Kajala*, *Tilaka*, *Haridra* and *Chandana* for worship and beauty purposes. The Ayurveda also emphasizes importance of beauty and in this regards Ayurveda science mentioned use of various herbs, formulations and therapies for the maintenance of natural beauty. Present article described beauty and cosmetic importance of Ayurveda and other natural approaches.

**Keywords:** *Ayurveda*, *Beauty*, *Cosmetics*, *Herbs*

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### \*Address for Correspondence:

Dr. Seema G Chawardol, Professor & HOD, Department of Panchkarma, Government Ayurved College, Nanded, India

### Introduction

Beauty is the desire of every one that gives confidence and pleasure to sense even the ancient Ayurveda literatures described use of cosmetics for decorative and other purposes. The current time of stressful life style deteriorating natural beauty of global population and need of good appearance increases day by day especially in service industry<sup>1-4</sup>. Therefore there are huge need of external agents that enhance beauty and overall appearance. The modern medical science explored many agents in this area however side effects of such agents can't be ignored. Thus it is prerequisite to have some natural cosmetics with fewer side effects and in this regards Ayurveda science recommended use of natural drugs and some classical formulations for the cosmetic purpose with fewer chances of adverse effects<sup>4-6</sup>.

Ayurveda massages and cleansing therapies along with herbs and formulations offers skin rejuvenation and improves natural beauty. Natural compounds like; Ginkgo biloba, curcumin, ginseng, silymarin, arnica, chamomile, pomegranate, bromelain, licorice and resveratrol, etc. can be used as natural cosmetics for various beatification purpose<sup>7-9</sup>. **Figure 1** depicted some Ayurveda approaches used to improve physical appearance.



**Figure 1:** Some Ayurveda approaches that improve physical appearance.

## Ayurveda principle towards physical appearance, beautification and complexion:

### ❖ *Kapha* balance:

The skin health and youthfulness needs *Kapha* balance so to maintain proper moisture balance.

### ❖ *Pitta* balance:

*Pitta* in balancing condition enhances metabolic mechanisms that regularize nutritional activities related to skin.

### ❖ *Vata* balance:

*Vata* balance is requiring maintaining circulation of blood throughout the skin layers that maintain natural colour.

### ❖ *Rasa Dhatus*:

The balancing state of *Rasa Dhatus* keeps skin healthy, provide strength and to the skin tissue.

### ❖ *Rakta Dhatus*:

The balancing state of *Rakta Dhatus* helps to detoxify skin and imparts natural colour along with nutritional supply to different skin layers.

### ❖ *Mamsa Dhatus*:

*Mamsa Dhatus* imparts firmness to skin tissue, enhances skin integrity and prevent loosening of skin.

### ❖ *Asthi Dhātu*:

Balancing state of *Asthi Dhātu* produces gleaming teeth and good nails.

### ❖ *Majja Dhātu*:

*Majja Dhātu* produces glossy hair and contributes towards the compact and healthy body.

### ❖ *Shukra Dhātu*:

*Shukra Dhātu* imparts vitality, *Ojas*, luster and sexual attractions.

## Ayurveda Aspects of Beauty:

Ayurveda define beauty as components of individual *Prakriti*, *Sara*, *Sanhanan*, *Twak*, *Praman* and overall physical appearance. Ayurveda described use of specific categories of medicine as cosmetics including *Varnya*, *Bayasthapak* and *Kandugna*, etc. for the maintenance of *Twak*. Beauty management and healing in Ayurveda rely on freeing the body from *Ama*, restoring cellular nutrition, facilitating complete elimination and establishment of *Doshas*. The natural drugs containing vitamin A and vitamin complex and vitamin E along with other constituents offers beneficial effects towards the enhancement of natural beauty. The Ayurveda or natural cosmetics includes drugs that enhances facial skin appearance, boost growth and pigmentation of hair, helps to treat common skin manifestation such as; acne, pimples and sustaining. Similarly compounds which suppress bad odours and imparts good fragrance; powders and perfumes also comes under head of cosmetics<sup>7-10</sup>.

## Natural ingredients as cosmetics:

Cosmetics are the materials that applied on epidermis, nails, hair, lips and other external parts of body for improving overall beauty and physical appearance. These materials help in cleaning, improve color and complexion, imparts fragrance / good odors, protect skin from environmental

adversity and also offers moisturizing effects. *Panchkarma* therapy is both preventive for healthy people to maintain and improve excellent cellular function and curative for those experiencing disease.

The herbal extracts used as natural cosmetics and most of them posses antioxidant and moisturizing properties. The constituents such as; carotenoids, flavonoids and polyphenols offers antioxidant action, provides UV protection, posses metal chelating properties and help to rejuvenate skin. Ayurveda described *Urjaskara* and *Vyadhihara* as promotive and curative approaches respectively that enhances youthfulness and delay ageing. Natural herbs and Ayurveda formulations helps in sunburn, prevent wrinkles, alleviate skin irritations, and treat minor scratches, offers moisturizing and soothing effects thus help in skin problems.

## General beneficial effects of natural cosmetics herbs or formulations are as follows:

- Heal wounds and burns through the protective properties
- Possess anti-inflammatory properties thus helps in swelling, pain and itching
- Stimulate circulation of the skin thus fasten removal of dead skin cells
- Protects skin against infections due to their antimicrobial properties
- Reduces wrinkles, moisturizing qualities prevent skin to become dry
- Antioxidant properties of herbs helps to treat radical induce damage of skin tissue.
- Some herbs offers skin nourishment and provide antiseptic effects.
- The topical use of some compound like; soy improves hyper-pigmentation, boosts elasticity of skin, control production of oil and imparts moisturizing effects.
- Some herbs like; *Chamomile* gives cutaneous benefits, improves texture and elasticity of skin.
- Ayurveda herbs reduce pruritus, signs of photodamage and provide emollient effects.
- Fruits such as; pomegranate facilitate epidermal regeneration and acts as a photochemopreventive agent.

## Some common herbs and their benefits towards beautification:

<b><i>Glycyrrhiza glabra</i>:</b>	Skin whitening and soothing effects, used in dermatitis, eczema.
<b><i>Curcuma longa</i>:</b>	Antiseptic, improves complexion and antibacterial
<b><i>Aloe vera</i>:</b>	Moisturizer, emollient and sunscreen
<b><i>Rosa damascene</i>:</b>	Skin toning and soothing effects
<b><i>Ocimum sanctum</i>:</b>	Antibacterial, antiseptic and anti-aging
<b><i>Celastrus paniculata</i>:</b>	Eczema, wounds healing, and help in cuts
<b><i>Bacopa monnieri</i>:</b>	Promotes growth of hair

<b><i>Eclipta alba</i>:</b>	Help in premature graying of hair
<b><i>Rubia cordifolia</i>:</b>	Anti-aging, antioxidant, nourishes to skin and anti-wrinkle effects
<b><i>Acacia concinna</i>:</b>	Anti-dandruff, use for caring hair
<b><i>Hibiscus rosa</i>:</b>	Hair dye, help to prevent hair fall and anti-dandruff effects
<b><i>Cedrus deodara</i>:</b>	Anti-dandruff & improves hair pigmentation
<b><i>Terminalia bellerica</i>:</b>	Reduces hair graying, promotes hair growth and blackens hair

Some common Ayurvedic medicine as cosmetics; *Dasang lepam*, *Dasana Samskar Churna*, *Bhringraj taila* and *Himasagar Taila*, etc.

### Conclusion

Beauty is one of the important aspect of human being especially in case of younger generation/teenagers since it affects social reputations and imparts confidence levels. Ayurveda described use of many natural cosmetics for decorative purposes like; *curcumin*, *Ginkgo biloba*, *ginseng*, *arnica*, *silymarin*, *bromelain*, *chamomile* and *resveratrol*, etc. These cosmetic offers antioxidant, moisturizing, UV protecting, skin rejuvenating, anti-wrinkles and skin-whitening effects thus enhances youthfulness, delay ageing and treats hyper pigmentation. The presence of constituents such as; vitamin A, B-complex, & vitamin E, flavonoids,

carotenoids and polyphenols, etc. can be considered responsible for cosmetic properties of natural drugs.

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