ABSTRACT

Beauty is the desire of every individual to give pleasure to the sense. According to the Drugs and Cosmetics Act (India) 1940 cosmetics may be defined as, any substance intended to be rubbed, poured, sprinkled, or otherwise applied to human being for cleansing, beautifying, promoting attractiveness. Ayurveda determined beauty by *prakriti* (Body constitution), *sara* (structural predominance), *sanahanan* (compactness of body), *twak* (skin completion), *Praman* (Measurement) and *dirghaya lakshana* (symptom of long life). Ayurveda cosmetology started from mother womb, *dinacharya*, *ratricharya*, *ritu charya* with the practice of medicinal herbs and minerals. There was a provision for appointing a beautiful woman (*kalinee*) in the *Rasasala* (pharmacy) for *rasabandha* and the characteristic of *Kalinee* is well described in *Rasaratna samuchay* and *Anandakanda*. In ayurveda for beauty *panchkarma* and *yoga* was also explain broadly. The market for Ayurvedic beauty products is growing fast. Many companies have entered the segment with branded products in categories such as skin care, hair care, soaps and essential oils. *Panchakarma* is a set of therapeutic procedures, simple to practice, but extremely effective. A procedure that deeply cleanses the body tissues from toxin, opens the subtle channels, brings life energy and thereby increases the life force. Ayurveda and *yoga* are closely related to each other; we can say that they are two sides of the same coin. In fact, Ayurveda is a healing side of yoga, yoga- the spiritual side of ayurveda.

**keywords:** Ayurvedic cosmetics; Beauty; Panchakarma

INTRODUCTION: Cosmetics used in Ayurveda Cosmetics as external beauty has gained a lot of attention & demand in today’s world. Everyone wants to look beautiful & attractive. But this urge has not developed today in a completely safe manner. In Ayurvedic texts there are lot of *aahar, aushad & vihar* which were mentioned to enhance external beauty, such as *varnya varga* ( *sweta chandana, Nagkeshar, Padyap, Ushir , Muleth, Manjishta, Sariva, Payastya, Sita and Lata*) told by *acharya Charak* & *rhinoplasty, romsanjanana* etc. told by *acharya Sushruta*. Apart from these there are many drugs & life style modifications told in texts which are related to cosmetics. According to Ayurveda happiness, gloom, sadness and relaxation are the aspects that are reflected by the face and by the body and can’t be disguised with cosmetics. In other words, Ayurveda emphasizes on external and internal beauty. There’s a secret beauty or the third level of beauty in Ayurveda and is also known as the state of ‘self-realization’. It is said that a self realized person is eternally beautiful and does not need to use any external cosmetics or designer clothes. *Charaka* narrated that beauty of female is enhanced by finding a suitable man, similarly a man can enhance his appearance by getting with similar mind, psyche and liking with excellent quality partner. Human body functions through various channel systems called “*Srotamsi*”,...
containing both microscopic and macroscopic structures. These channels function as innumerable psycho biological processes such as enzyme production, neuron- transmitter secretion, hormonal intelligence, respiratory capacity and digestive assimilation/ elimination.

Specific Measures For Enhancement Of Different Aspects Of Beauty Skin Care (Varṇya), Hair Care (Kesya), Eye Care (Netra Prasadana), Herbs For Acne (Yuvarana Vidika Nashana), Foot Care (Vipadikahara Yog), Deodorants/Perfumes (gandha Dravya) Mouth fresheners Breast Growth Enhancer (Stana Vriddhikar And Stana Dadhyakar Yoga) Removal Of Post Pregnancy Stretch Marks (Kikkisa Hara Yoga) Cosmetic Correction Of Scar Tissue Sandhana vidhi (Cosmetic Surgical Correction.

AIMS AND OBJECTIVE:

- To explain the list of medicinal plants in Ayurveda for proven cosmeceutical.
- To explain Panchakarma and Yoga for beauty.

MATERIALS AND METHODS:

In Ayurveda following methods of beauty treatments used.

1) Herbal medicinal plants.
2) Ayurvedic formulations and Panchkarma treatments.
3) Yoga for beauty.

the Ayurvedic cosmetics may group under-

1. Cosmetics for enhancing the appearance of facial skin.
2. Cosmetics for hair growth and care.
3. Cosmetics for skin care, especially in teenager (acne, pimples and sustaining)
4. Shampoos, soaps, powders and perfumes etc.
5. Miscellaneous products.

List of medicinal plants listed in ayurveda for proven cosmeceutical .

**a. medicinal plants used as moisturizers, skin tonics & anti-aging**

1. **Aloe vera** (Korfad) Moisturizer, Sunscreen & Emollient
2. **Calendula officinalis** (chafa) Wound healing
3. **Cichorium intybus** (kachani) Skin blemishes
4. **Curcuma longa** (Haldi) Antiseptic, Antibacterial, Improves complexion
5. **Daucus carota** (Gajar) Natural toner and skin rejuvenator
6. **Glycyrrhiza glabra** (Jeshtamadh) Skin whitening
7. **Ocimum sanctum** (Tulsi) Anti-aging, Antibacterial & Antiseptic
8. **Rosa damascene** (Gulab) Toning & Cooling
9. **Rosmarinus officinalis** (Shatavari) Skin rejuvenator & Cleansing
10. **Rubia cordifolia** (Manjishta) Wound healing & Anti-aging
11. **Triticum sativum** (Matar) Antioxidant, Skin nourisher, anti-wrinkle

**b. sun screen**

**Aloe vera** (Korphad) Moisturizer, Suticum sativum Antioxidant

**c. sun tan**

**Cyperus rotundus** (Motha) Sun tanning

**Moringa oleifera** (Shevaga) Sun tanning
d. astringent

Mesua ferrea (Nagkesar) Strong Astringent
Pistacia Integerrima (Karkatshringi) Astringent, Rubefacient, Anti-bacterial
Terminalia chebula (Hirada) Astringent, Anti-bacterial, Antifungal & Antiseptic

e. Ayurvedic ingredients for dental care

product  uses
Azadirachta indica (Kadunimb) Toothache, Anti-bacterial, Dental caries
Acacia Arabica (Babul) Swelling, Bleeding gums & Syphilitic infections
Barleria prionitis (Kolita, Koranti) Toothache, Bleeding gums & strengthens teeth
Mimosops Elengi (Bakul) Astringent, keep gums healthy
Pimpinella anisum (Badisop) Antiseptic, Aromatic flavor
Salvadora persica (Mirjodi) Potent Antimicrobial
Syzygium aromaticum (Lavang) Local anesthetic, relieves toothache
Symplocos Racemosus (Lodhra) Strengthen gums and teeth

f. dermatological applications

Allium sativum (Lasun) Antifungal, Antiseptic, Tonic
Alpinia galangal (Koshta Kolinjan) Antibacterial
Azadirachta indica (Kadunimb) Potent Antibacterial
Celastus paniculata (Kanguni) Woundhealing, Eczema
Nigella sativa (Kale Jeere) Antibacterial, Leucoderma
Pongamia glabra (Karanj) Herpes, Scabies, Leucoderma
Psoralea corylifolia (Bawachi) Leucoderma, Leprosy, Psoriasis & Inflammation

g. ingredients for hair care

product  uses
Acacia concinna (Shikekai) Natural Detergent & Anti-dandruff
Aloe Vera (Korphad) Cleanser & Revitalizer
Azadirachta indica (Kadunimb) Reduces hair loss, Anti-dandruff
Bacopa monnieri (Neer Brahmi) Hair tonic, Promotes hair growth
Cedrus deodara (Deodar) Anti-dandruff
Centella asiatica (Karivana) Darkening of hair
Eclipta alba (Maka) Reduces premature graying of hair, Alopecia
Emblica officinalis (Avali) Toner, Anti-dandruff, Protects & reduces hair loss
Hibiscus rosa sinensis (Jasvanda) Natural Hair dye, Prevent hair fall, Anti-dandruff
Hedychium spicatum (Kapurakachari) Promotes hair growth
Lawsonia alba (Mendi) Natural Hair dye, Anti-dandruff, Conditioner
Rosmarinus officinalis (Shatavari) Nourishes, Softens & restores the hair shafts
Sapindus trifoliatus (Ritha) Natural detergent & Cleanser
Triticum sativum (Matar) Provides nourishment, lubrication & luster

Terminalia bellerica (Hirada) Prevents graying of hair

Sesamum indicum (Teel) Promotes hair growth, Blackens the hair

Ayurvedic formulations and Panchkarma for beauty: Following Ayurvedic formulations & Panchkarma therapies which are very beneficial for skin healthiness like:
- Mahamanjistha Kwath
- Khadiraristha
- Maha Sudarshanachurna
- ChandraprabhaVati
- ArogayardhiniVati
- Kaishore Guggul
- Livclear Herbal Capsule & Powder
- Neem Juice
- Aloevera & Karela juice & many others

Panchkarma treatment is a very renowned tool to cure many big problems. For skin related issues, Panchkarma has many therapies for skin protection and treatment like:
- Virechan (very effective for skin)
- Vaman
- Swedan
- Basti
- Udvartan (scrub)
- Herbal face pack and
- Pottli massage.(Kukutaanda pottli sweda)

OBSERVATIONS: The health of your body on the outside is really dependent upon the health of the body on the inside.

Our skin is a natural gift and it’s our duty to take its care in a natural way only. Artificial products can only provide artificial or temporary shine & glow, so give Ayurveda care to your body and skin.

yoga for beauty:
Suryanamaskar, Uttanasana, Shirshasana
Sarvangasan, Matyasana, Trikonasana
Bhujangasan, Halasana, Kapalbhati
Pranayam Anulom vilom etc.

CONCLUSION: Panchakarma is a set of therapeutic procedures, simple to practice, but extremely effective. A procedure that deeply cleanses the body tissues from toxin, opens the subtle channels, brings life energy and thereby increases the life force. Ayurveda and yoga are closely related to each other; we can say that they are two sides of the same coin. In fact, Ayurveda is a healing side of yoga, yoga- the spiritual side of ayurveda.

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