A CONCEPTUAL APPROACH TO BEAUTY THROUGH DINACHARYA

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ABSTRACT

Cosmetology is the science of oscillation of appearance and mutation of beauty. Beauty is not just a source of joy, but also relaxes the mind. Beauty boost the individual’s confidence. The increased demand of beautification is evident by magnitude of beauty competition, beauty parlours, a range of makeup items like creams, lotions, powder etc. 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. Ayurveda, world’s oldest system of health deals with all aspect of human life. Ayurveda emphasizes on external and internal beauty. It can be enhanced by understanding and following basic guideline mentioned in Ayurveda in the form of Swasthavritta. In the Ayurvedic text there is importance of Dinacharya i.e. daily regime which is said by Acharyas for human being to be healthy. There is Dinacharya procedures for skin becoming healthy and for its good complexion and its texture. Here it’s my petit effort to highlight Dinacharya as a restorative Intervention in cosmetology.

Keywords: Ayurveda, Beauty Cosmetology, Swasthavritta,

INTRODUCTION:

Dinacharya is known as Daily routine, the ideal lifestyle for a day explains various duties Systematically. Dinacharya helps to establish balance in one’s constitution. It also regularizes a person’s biological clock, aids digestion, absorption and assimilation and generates self esteem, discipline, peace, happiness and longevity1. Dinacharya starts with waking up in the morning, in Bhramhimuhurt, Mala mutra visarjana, Dantadhavana, kavala, Gandusha etc. Hygiene is as important as cosmetic application. Beauty is not achieved in one day, but it should be enhanced or maintained by following the daily regimen mentioned in our Classics. Various Charyas which need to be followed in our day to day life which are very much essential for maintaining good health are mentioned in Dinacharya (daily regimen) which are as follows.

Activities under Dinacharya

Brahmmuhurt Jagrana : Meaning of “Brahma Muhurtha”: According to Ashtang Hridaya, the beginning of Dinacharya. A healthy man should give up his bed in Brahma Muhurta to protect the Ayu2. As per ayurvedic ideology, the Brahma Muhurta (90 minutes before Sunrise) is dominance of vata dosha that certainly control the mana. Hence Brahma Muhurta is necessary for spiritual evolution. The person who wakes up early in the morning his ageing process become delayed. Waking up in early morning, in Brahma Muhurta (before sunrise) when there are Satvika qualities in nature that bring peace of mind and freshness to senses, that in turn will have influence on enhancing ones beauty.

Danta Dhavan – cleaning teeth, it bring about freshness take away bad odour and coating on teeth. It increase the beauty of teeth3. One should brush in morning and night after intake of food with Arka (Calatorpis procera), Khadira (Acacia catechu), Karanja (Pongamia pinnata) and Arjuna (Terminalia arjuna). It produces alleviation of Kapha, clearness the mouth4.
Mukhasodhana- Danthadhavana (brushing), Jihwanirkehana (cleaning of tongue), Gandushhadarana (oil pulling). Mukhaprakshalana comes under this which helps in removal of foul smell, Prevents lips from cracking, Tenderness of face. Smile is the person’s ability to express the range of emotions with the structure and movement of the teeth and lips. It can often determine how well a person can function in the society. So, to keep oneself confident, proper care of teeth and lips is important.

Nasya: Nasya therapy is a process wherein the drug (herbalized oils and liquid medicines) is administered through the nostrils.

Benefits of Nasya: Nasyakarma ensures the proper and healthy growth of hair. The therapy enhances the activity of sense organs and protects the person from diseases pertaining to head (urdhwang). Early aging process is effectively prevented by the regular administration of Nasyakarma.

Abhyanga: It is one of the most popular therapies for the preservation of health described in Ayurveda. It is the process by which the body of an individual is anointed with oil. Benefits of Abhyanga: Regular practice of Abhyanga endows the following benefits. It enhances the age and reduces wrinkles. It relieves tiredness and weakness. It relieves the Vata in the body. It improves the eyesight. It tones up the Body Tissues and strengthens the body. It induces sound sleep. It imparts a glossy and soft appearance of the skin. It altogether improves the general health of the individual. It improves the circulation. It promotes nutrition to the cells; it helps in the increased production of sweat thereby helping in the excretion of waste products through the skin. Abhyanga includes- Sareera Abhyanga (Body Massage), Pada Abhyanga and Siro Abhyanga (Head Massage). It is best in graying and falling of hair, helps in growing of deep-rooted long hair. Daily practice of the head massage prevents balding, hair fall, strengthens hair root and makes the hair black and long. It also nourishes the sense organs, softens the skin, provides luster to face. Shiro Abhyanga (Oiling of head): one who applies oil on his head regularly, doesn’t suffer from headache, The skin of his face becomes brightened.

Pada Abhyanga induces good sleep; it is best in cracking of foot. It can be practiced in all seasons as a preventive procedure to prevent the foot related problems and to get the other beneficial effect from Pada Abhyanga.

Udvartana: It is a process which helps to decrease the kapha and fat (meda dhatu), It is a massage with different powders of herbs. It makes the body strong and gives excellent, clear and good complexion to the skin. Smooth rubbing improves the blood circulation which gives fairness and tenderness to the skin. When applied over the face it makes the cheeks and face fleshy, delicate like a lotus by removing the dark spots and pimples. It imparts Kaanthi (Complexion), relieves itching, it is indicated in skin diseases like Vyanga.

Snana: snana is the regimen that is to be done daily & which removes mala, sweda and makes the person Healthy. Snana is purifying, libidinal stimulant & gives longevity. Snana tarpanaparyantham kuryad ekena vasasa. It removes fatigue, sweat & dirt. Taking bath is auspicious, enhances virility, longevity, strength, compactness & ojas.

Anjana (Collyrium): Eye is the most important among all the sense organ. So to protect it, one should apply Anjana (collyrium) every day. The gold ornaments are cleaned by means of oil, cloth and hair brush, similarly application of Anjana cleans the human eyes, which makes them shine like the bright moon in the clear sky. Which increase the beauty of eyes and looks beautiful.

Ancient scriptures like Abhijnana Shakunthalam and Meghadootam of Kalidasa and many mythological epics encompass the
reference of cosmetics like Kajal, which itself show the importance of Anjanam\(^{18}\). There are references regarding the application of Anjanam in our classics. Application of Rasanjana (a sort of collyrium prepared of Berberis aristata) helps in lacrimation of eyes, which helps in balancing the Kapha\(^ {19}\). Therefore Anjana which alleviates Kapha is good for keeping eyes clear\(^ {19}\). By the use of Collyrium, the eyes become bright like the moon in the clear sky\(^ {20}\). Susruthacharya explains about the importance of Netra Prakshalana with Lodhra kashaya (Symplocos racemosa) or with Amalaka (Emblíca officianalis) Swarasa or with cold water. He states that it is beneficial in removing the dryness of face, diseases of Raktha and Pitta\(^ {21}\).

Chatradharana (Wearing head turban and umbrella): Wearing turban over head, helps to keep the hair clean and good for hair. Umbrella protects from rain, wind, dust, fumes, mist and intense heat of sun. It improves complexion and good for eyes and enhances ojas and auspicious\(^ {22}\).

**DISCUSSION**

The benefits of Following Dinacharya, as stated by various Acharya, Through Brahminimuhurtam, Dantadhavana, nasya, Abhyanga, udvarthanam, Vayyanam etc., are: Sutvak (good skin), Susparsha (soft or healthy on touch), Priya darshana (pleasing in appearance), alpa Jara (anti-ageing), and so on. The cosmetic industry flourishes by using the principles of procedures like Abhyanga, Udvarthanam, Anjana. and they produce products like creams, moisturizers, sunscreens, day creams, night creams, face packs, kajal and so on. The modern science also accepts the benefits of massage in overall systemic and cosmetic benefits, but lacks the principles and medications of Ayurveda. It is hence needed to elaborate the benefits of Dinacharya, to the world.

**CONCLUSION**

Beauty is not obtained in a single day. Everyone wants to be beautiful and for that people are using many beauty products with more number of Chemicals, which has shown adverse effects on skin of people, and this is the reason why people are attracted towards Ayurveda, as it is efficient and long-term beauty therapies without any harmful effects. But as we know, lifestyle has special role to improve and maintain the beauty of an individual. So by following the Ayurveda in the form of Dinacharya, we can promote and restore beauty in natural way.

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Source of support: Nil Conflict of interest: None Declared