



Review Article

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GET BEAUTY THROUGH BOOTY: A COMPREHENSIVE REVIEW ON SAUNDARYA PRASADAKA (HERBAL COSMETIC)

Rajeev Kurele*

Person-In-charge, AYUSH DTL (Govt. approved Lab), Indian Medicines Pharmaceutical Corporation Limited, Mohan (Via-Ramnagar), Almora, Uttarakhand, India

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*Corresponding author

Dr. Rajeev Kurele*, MD (Ay.), Manager- QC, QA and FandD, Person-In-charge, AYUSH DTL (Govt. approved Lab), Indian Medicines Pharmaceutical Corporation Limited (A Govt. Of India Enterprise under ministry of AYUSH), Mohan (Via-Ramnagar), Distt.- Almora (Uttarakhand) India E-mail: Dr.Rajeevimpcl@gmail.com

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ABSTRACT

India is a mother hub for development of Ayurveda, Unani, Siddha, Homoeopathy and other natural herbs based health science (AYUSH). Ayurveda Pharmaceutical industry having great potential and opportunities for Saundarya Prasadka category (herbal cosmetic) development in future. Natural beauty is blessing and cosmetics help in presenting and enhancing the beauty and personality aspects of human beings. Saundarya Prasadak are the preparation, which represent cosmetic base associated with known Ayurveda, Siddha & Unani (ASU) drugs active ingredient (which reference are readily available in schedule 1st book of Drug and cosmetic act 1940 and rule 1945). In traditional era people were used to various lepa, Alepa, Pralepa, Udavartan, Prakshalan etc for Saundarya prasadana karma. They are topically applied (for external use only) and considered more preferred as compare to cosmetic. In market survey on herbal cosmetic product there are some common herbs/botanicals which is used as important active/key ingredient for personal care, skin care, hair care (Saundarya prasadana karma) by herbal cosmoceutical industry. The usage of herbal cosmetic product has been increased to many folds in personal care as they assume to be free from any side or untoward effect on body. In recent year, worldwide our traditional herbal cosmetic become very popular and recognized for enhancing beauty. Usages of herbal cosmetics is not only improves the appearance but also boost the individual's confidence. It is our social value to screen out effective herbs; Corrective formulation based natural beauty preparation, which has cosmetic value or safe additive properties in replacing synthetic ingredient. There is need to more R and D in the field of herbal cosmetic to prove efficacy and established herbal cosmetic in safety profile.

Keywords: Saundarya Prasadak, Herbal Cosmetic, Ayush, Cream, Lepa

INTRODUCTION

Natural beauty is blessing and cosmetics help in presenting and enhancing the beauty and personality aspects of human beings. People wish to go naturally, people like natural super food, herbal remedies and AYUSH System of Medicines viz. Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy¹. Our new generation is so much fascinated for taking organic product of food, vegetables, cosmetic free from synthetic fertilizers and pesticides, if we look toward our surroundings one can find that acceptance of herbal cosmetics and beauty care product gradually day to day increase. The usage of Saundarya Prasadaka (herbal cosmetic) product has been increase to many folds in personal care. Now there is great demand for herbal cosmetic product as they are assume to be free from any side or untoward effect on body. In recent year, worldwide our traditional herbal cosmetic become very popular and recognized for enhancing beauty. Usages of herbal cosmetics is not only improves the appearance but also boost the individual's confidence.

The term cosmetic derived from Greek word *Kosmeticos* which mean "pertaining to cosmesis or beautifying substance or preparation the word cosmesis (*Gr. Kosmesia*) used for two things. 1) The preservation, restoration or bestowing of bodily beauty, 2) The surgical

correction of disfigured physical defect. Cosmetic, general term applied to all preparations used externally to condition and, beautify the body, by cleaning, colouring, softening or protecting the skin, hair, nails, lips or eyes. Cosmeceuticals represent the union of cosmetics and pharmaceuticals. Examples of products typically labelled as cosmeceuticals include anti-aging creams and moisturizers. Cosmeceuticals are cosmetic products with biologically active ingredients purporting to have medical or drug-like benefits^{2,3}. Cosmetics in Ayurveda define as Varyna, Twakdohhar Gunas. Recently Ministry of AYUSH, Govt of India approved after recommendation of ASUTAB "Saundarya Poshak categories under the drug and cosmetic act 1940 and there under rule 1945. Cosmetics is an important art in Ayurveda also, Mother Nature has storehouse of versatile natural indigenous product in the term of herb, that not only enhance the beauty of skin, but have amazing preventing, protecting and even curative action. Sushruta was the first surgeon to explain the plastic surgery which has been applauded even by the modern Scientist. That Maharishi Sushruta⁴ is called as father of plastic surgery. He discovered very important cosmetic tool e.g. plastic surgery. The aim of plastic surgery was the cosmetic correction of the part of body (SS/16/320). E.g. *Nasasandhan* (Nasoplasty) and *Karnasanthan* (Earoplasty). In traditional era people were used to various *lepa*, *Alepa*, *Pralepa*, *Udavartan*, *Prakshalan* etc for Saundarya prasadana karma. There are

many other choices also available for cosmetics product for enhancing beauty of human beings. In today's world the following popular cosmetic preparation used by the modern society e.g. cream, lotion, gel, oil, soap, shampoo, hair colour and dye etc. In the modern cosmeceuticals the cosmetic preparation are basically divided into following three categories as 1) liquid e.g. Hair oil, body oils, lotion, moisturizers, shampoo, conditioners, cleansing milk, mouth wash, deodorants, spray, 2) Semi sold e.g. cream, ointment, liniments, wax base cream, paste etc. 3) Solid e.g. face packs, talcum powders, face powders, masks, compact powder, cake, make-up etc.

Ayurvedic *Saundarya Prasadaka* (Herbal cosmetic) are the preparation, which represent cosmetic base associated with known ASU drugs active ingredient (which reference are readily available in schedule 1st book of Drug and cosmetic act 1940 and rule 1945). They are topically applied (for external use only) and considered more preferred with compare to cosmetic. FMCG /personal care drug industry is now more focus on herbal based cosmetic as it is to be a fast growing segment with a great potential for expansion in upcoming years. A natural product is described as one that contains mostly or completely naturally derived ingredients Cream/ointment base used as a kind of medicament which generally used for local application on the skin. So that it is necessary to ensure cream base should also be safe and assume to be natural whenever possible and composition of cream must be based on traditional Ayurvedic fundamentals, one should use natural classical oil compound formulation for highest efficacy of herbal cosmetic.

Saundarya prasadka in Ayurveda

Ayurvedic system of medicines described *Lepa*, *Alepa*, *Pradeha*, *Pultis*, *Upnah* for *Saundarya Prasadaka/Varnya karma*⁴. In classical text of Ayurveda there are three synonym described for *Lepa*⁵ e.g. *Lepa*, *Lipta*, *Alepa*. Acharya Sarangdhar Mishra described three type of *Lepa*⁵ e.g. 1) *Doshghna lepa* (anti humor (*Vata*, *Pitta*, *kapha*)), 2) *Vishaghna lepa*(Anti-toxins), 3) *Varnyakar lepa*(enhancing beauty and complexion). Acharya Sushruta described three type of *Lepa* e.g. 1) *Pralepa*, 2) *Pradaha*, 3) *Alepa*; however Acharya Yadav ji trikim ji described only two type of *lepa* e.g. 1) *Pralepa*, 2) *Alepa* as per him *Pralepa* are used in *Rakta* and *Pitta* disorder they are cold *Virya* and it is applied in thin layer in cold condition and *Pradeha* are used in *Kaph* and *Vata* disorders; and are applied in thick layer in slightly hot condition. *Alepa* are intermediate condition of *Pralepa* and *Pradeha*. Acharya Sarangdhar Mishra⁶ also described various type of *Lepa* along with thickness *Praman of lepa*. As per him *doshghna lepa* are thick to ¼th of the index finger, *Vishghna lepa* are thick as index finger and *Varnyakar Lepa* are thick to ½th of index finger. *Upnah Kalpana* is also described in Ayurveda in Unani system it is called as *Pultis*. *Malhar Kalpana* was very popular in old era. In Unani system of medicines it is called as *Marham* it is very much resembles with cream and ointment preparation of modern cosmeceutical.

Cream/Ointment

Generally Cream term used in daily practice for milk cream. Artificial cream is the name given to either an emulsion of vegetable oil, milk or milk powder, egg, and sugar; or a mixture of water, methyl cellulose, monoglycerides, and other synthetic materials. Non-dairy creamer is a milk substitute used in tea or coffee, made from glucose, fat, and emulsifying salts. But in Pharmaceuticals Cream term used for a kind of medicament which generally used for local application on the skin. Cream is the complex mixture of *Sneha dravya*, Wax, and medicated decoction. Ayurvedic text described *Siktha taila* which is well known for eradication of *vipadica*. Method of preparation of *Siktha Taila* and cream almost same. Cream is derived preparation of *Sneha Kalpana*. In which, tail is mixed with prescribed *kasayas* (decoction) of drug according to the formulation and stirred well unidirectional.” Here we should take such types of herbal drug in decoction, which are act on our skin and these herbal medicines give fair complexion and shining to the skin. All such herbal medicine which are used from many year ago as a “*Varnya*” (*Varnya* well known in Ayurvedic world as a karma of drug for fair complexion and shining to the skin) e.g. Manjistha (*Rubia cordifolia*), Haldi (*Curcuma longa*), Vatankur (*Ficus bengalensis*), Daruharidra (*Berberis aristata*), Raktachandana (*Pterocarpus santalinus*). This process ensures the intake of therapeutic properties of active ingredients used. These derived *Sneha* preparation are mainly beneficial from those plants (herbal drugs) whose active ingredients are soluble in fats and insoluble in water.

In cosmeceuticals; Cream is viscous semisolid emulsions intended for local application to the skin. Chemically emulsions are the biphasic liquid. In which two immiscible liquids (generally one of which is water and the other is some lipid or oil) are made miscible by the addition of a third substance known as emulgent or emulsifying agent.

“An Emulsion is a colloidal dispersion of liquid particles in another liquid; mayonnaise, for example, is a suspension of tiny globules of oil in water.” Colloidal dispersions in liquids are produced industrially by intensive grinding of a solid in a colloid mill or by intensive mixing and whipping of two liquids together in an emulsifier; wetting of the suspended phase is aided by the addition of a wetting agent known as a stabilizer, a thickener, or an emulsifying agent. Chemically Emulsions are of two types e.g. i) Oil in water type (O/W), ii) Water in oil type (W/O). The former is generally for oral administration whereas the latter is generally for the local application to the skin. Emulsions are comparatively pleasant to take than to take oil as such. Creams differ from ointments that they have lighter body than ointments. Moreover due to the presence of water soluble bases they can be easily removed from skin and clothing's. Creams may be of oil in water (aqueous creams) or water in oil (oily creams) type. The aqueous creams have a tendency to bacterial and mold growth; therefore a preservative must be added in their

formulation. Examples are hydrocortisone cream, cetrimide cream, chlohexidine cream, cetomacrogol cream.

Herbs used for Saundarya prasadan

Author gone through to market survey on herbal cosmetic product of famous Ayurved drug manufacturing companies as available in current market, various research

paper of subject expert⁷ and various classical Test. E.g. Charak samhita⁸ Bhavprakash Nighantu^{9, 10} etc; and found some common herbs/botanicals which is used as important active/key ingredient for personal care, skin care, hair care (Saundrya prasadan karma). The list of some of the important herbs “Booty (Herbs) for Beauty”, which are often incorporated in to cosmetic products by various herbal cosmetic drug companies.

Common Name	Botanical Name	Part used	Ayurvedic Properties ^{9,10}	Book Ref available in classical schedule Fist book under Drug and cosmetic act 1940
Amla	<i>Emblica officinalis</i>	Fruit	Sheetal, Rasayan	Bhavprakash Nighantu, Pg. No 11
Anantmool	<i>Hemidesmus indicus</i>	Root	Twak dosh har, Varnya	Bhavprakash Nighantu, Pg. No 427
Apamarg	<i>Achyranthes aspera</i>	Panchang	Kushtha, Twak vikar nashak	Bhavprakash Nighantu, Pg. No 414
Babool	<i>Acacia arabica</i>	Bark	Sangrahak, Poustik	Bhavprakash Nighantu, Pg. No 529
Balchhar	<i>Nardostachys jatamansi</i>	Root	Keshya, Twag dosh har	Bhavprakash Nighantu, Pg. No 240
Ber	<i>Zizyphus jujua</i>	Fruit	Snehan, Rakta Stambhan	Bhavprakash Nighantu, Pg. No 572
Bhringraj	<i>Eclipta alba</i>	Panchang	Keshya, used in palit, Indra lupta hair also	Bhavprakash Nighantu, Pg. No 429
Bhumiamalaki	<i>Phyllanthus amarus</i>	Panchang	Sheetal, Kushthugn	Bhavprakash Nighantu, Pg. No 460
Bibhitaki	<i>Terminalia bellerica</i>	Fruit	Keshya, Ranjak	Bhavprakash Nighantu, Pg. No 9
Chameli	<i>Jasminum officinale</i>	Flower	Sheet, Kushthgn	Bhavprakash Nighantu, Pg. No 491
Chandan	<i>Santalum album</i>	Wood	Dah shamak, Varnya	Bhavprakash Nighantu, Pg. No 187
Chironzi	<i>Buchanania latifolia</i>	Fruit	Twag rog har	Bhavprakash Nighantu, Pg. No 576
Daruharidra	<i>Berberis aristata</i>	Bark	Twag dosh har, Rasayan	Bhavprakash Nighantu, Pg. No 119
Dhania	<i>Coriandrum sativum</i>	Seed	Dah shamak	Bhavprakash Nighantu, Pg. No 34
Genda (African Merigold)	<i>Tagetes erecta</i>	Flower	Vran nashak	Bhavprakash Nighantu, Pg. No 822
Ghritakumari	<i>Aloe indica</i>	Leaf	Charm rog nashak	Bhavprakash Nighantu, Pg. No 419
Gulab	<i>Rosa centifolia</i>	Flower	Varnya, Dah shamak	Bhavprakash Nighantu, Pg. No 488
Haldi	<i>Curcuma longa</i>	Rhizome	Twag dosh har	Bhavprakash Nighantu, Pg. No 114
Jaiphal	<i>Myristica fragrance</i>	Fruit	Uttejak, Poustic, Bazikar	Bhavprakash Nighantu, Pg. No 218
Kaiphal	<i>Myrica nagi</i>	Fruit	Kashay, Shothaghn, Sankochak Garbhashay	Bhavprakash Nighantu, Pg. No 100
Kamal Naal	<i>Nelumbo nucifera</i>	Naal	Varnya, Twag dosh har	Bhavprakash Nighantu, Pg. No 480
Kapoor Haldi	<i>Curcuma aromatica</i>	Rhizome	charm rog nashak	Bhavprakash Nighantu, Pg. No 117
Keshar	<i>Crocus sativus</i>	Stigma	Varnya	Bhavprakash Nighantu, Pg. No 233
Kharmanjari	<i>Ocimum sanctum</i>	Leaf	Krimighn, Pravidushak	Bhavprakash Nighantu, Pg. No 509
Kheera	<i>Cucumis sativus</i>	Fruit	Soth har, Sheetal	Bhavprakash Nighantu, Pg. No 562
Khumani	<i>Prunus armeniaca</i>	Fruit	Tridosh har	Bhavprakash Nighantu, Pg. No 813
Khus	<i>Vitiveria zizaniodes</i>	Root	Twag rog nashak	Bhavprakash Nighantu, Pg. No 239
Lajvanti	<i>Mimosa pudica</i>	Panchang	Sangrahak	Bhavprakash Nighantu, Pg. No 457
Lemon Grass	<i>Cymbopogon citratus</i>	Leaf	Twag rog karak	Bhavprakash Nighantu, Pg. No 384
Lodh pathni	<i>Symplocos racemosa</i>	Bark	Vrad Ropak, Sothaghn	Bhavprakash Nighantu, Pg. No 128
Manjishtha	<i>Rubia cordifolia</i>	Stem	Twag dosh har	Bhavprakash Nighantu, Pg. No 110
Maruva	<i>Sweet marjoram</i>	Leaf	Krimi-Kushtha nashak	Bhavprakash Nighantu, Pg. No 510
Mehandi	<i>Lawsonia inermis</i>	Leaf	Keshya, used as a hair dye	Bhavprakash Nighantu, Pg. No 249
Nagarmotha	<i>Cyperus rotundus</i>	Root	Kesh vardhak,	

Formulation used for Saundarya prasadan

Following herbal product range are available in global market as 1) Spa range e.g. Sirodhara Oil, Massage oil, Aromatherapy oil, Organic Body Scrub, Natural Face pack, 2) Face care e.g. Fairness Cream, Cold cream, Sliming Cream, Anti-ageing cream, Anti-wrinkle cream, Lip serum, Body lotion, Face Pack and wash, Face scrub cream, massage Cream, 3) Hair Care e.g. Anti-dandruff Oil and shampoo, Hair cleansing powder/liquid shampoo, Hair styling Gel, Natural/Black Mehandi, Hair dye and natural Hair Colour's cream, Hair Oil, summer oil, 4) Body care e.g. Body massage oil, Baby massage oil, Body lotion, Body scrub, Massage oil, 5) Skin Care-Sun screen lotion, night lotion, 6) Soap e.g. Transparent herbal Soap, Opaque Herbal Soap, Butter Soap, 7) Personal care e.g.

liquid hand wash, herbal Talcum, Anti-pyrhoel Danta Manjan/Toothpaste

In market survey author also found some classical Ayurveda/Unani, medicines. However availability of patent and proprietary Ayurvedic/Unani medicines is very high. Example of some classical product are often used for skincare, hair care e.g. Kumkumadi Taila, Lepa Gutika, Dadurghna Lepa, Dashanga Lepa, Kanti Lepa, Brihat manjishthadi kwath, Panch nimbadi churna, Jatyadi Tail, Neelibhringyadi Tail, Karpuradi Tail, Vranaropan Tail, Nimb Tail, Mahanarayan Tail, Bakuchi Tail, Kushtharakshasa Tail, Tubrak Tail, Chandanbalalakshadi tail, Bhringraj Tail, dhattardi tail, Raugne-e-amlam, Raughn-e-surkh, Gandhakdhyamalhar, Marham Quba, Marham kafoori, Atasyadi Upnah, Ral Malhar, Shatdhaut

ghrita, Sahastradhautā ghrita, Doshaghna Lepa, Mukhakantiprada lepa etc.

Regulation of Saundarya prasadaka

Saundarya prasadan product registered under ASU drug category are not considered the preview of Drugs and Regulation of FDA (Food and Drug Administration). ASU Saundarya prasadan product (Herbal cosmetic) are regulated through Drug and cosmetic Act 1940 and thereunder rule 1945 in India. In Drug and cosmetic act; there are two categories¹¹ of ASU drug ; one is Ayurveda, Siddha Unani Medicines(under section 3 (a) it define drug as Ayurveda, Siddha or Unani drugs includes all medicines intended for internal or external use for or in the diagnosis, treatment, mitigation or prevention of disease or disorder in human beings or animals, and manufactured exclusively in accordance with the formulae described in the authoritative books of Ayurvedic, Siddha and Unani Tibb system of medicine, as specific in the First Schedule; and (B). Patent or Proprietary medicine (under section 3(h)) in which Saundarya Prasadak (*Husane afza*)/*Azhag-sadhan* category of durg is defined recently after by Ministry of AYUSH, Govt. of India after taking technical approval from the ASUTAB (Ayurveda, Siddha, Unani Drug Technical Advisory Board) this category is define as formulations having ingredients mentioned in Books of First Schedule of the Drugs and Cosmetics Act and recommended for oral, skin, hair and body care.

CONCLUSION

Saundarya Prasadak (Natural cosmetic products and make-up) are safer, healthier alternatives especially when these products are composed of all natural ingredients. A natural product is described as one that contains mostly or completely naturally derived ingredients. Now application of Saundarya Prasadak has been increased to many folds in personal body care and huge demand and great potential for the Saundarya Prasadak (herbal cosmetic). Prolong use of synthetic ingredient based cosmetic because more harm, than good in the long term, because of their toxicity. So that it is our social value to screen out effective herbs. Corrective formulation based natural beauty preparation, which have cosmetic value or safe additive properties in replacing synthetic ingredient. There is need to do more R and D in the field of herbal cosmetic to prove efficacy and established herbal cosmetic in safety profile. It is necessary to conduct adequate safety testing as per existing regulatory rule and current requirement. The ability to choose the right cosmetics for you depends on accurate ingredient knowledge, Body Prakriti assessment, personal needs, customer perception about product, benchmark product and market choices etc. Skin Care tips also be used to get

desired result. The secret of having a good skin is by keeping it clean. There are following method for skin care like 1) Steaming (It clean the skin surface dirt, stimulated the circulation and unclosed the blocked pores), 2) Cleansing (Cleansing removes the dirt, old makeup, dead cells and soften the skin), 3) Washing, 4) Protecting covering: it stimulates and moistens the skin by any cream or lepa/Pralepa type preparation. One should try natural products to feel deference from synthetic cosmetic. Herbal cosmetics are completely natural, vegan and an excellent alternative to conventional cosmetics and make-up and are safer and healthier alternatives for synthetic cosmetic. So far Indian market contribution in global business are very less, which should be enhanced through rigorous research and development work in the field of herbal cosmetic. It need multilevel collaboration amongst Academia, scientific institute, herbal cosmetic industry and Govt organization and regulatory bodies like PCIMandH, CCRAS, CCRUM, NRDC, IMPCL etc. one should take precaution while taking herbal cosmetic having schedule “E-1 ” drug as ingredient it should be taken under medical supervision.

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