



Review Article

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A REVIEW FROM BOOTY TO BEAUTY: AN ATTEMPT TO UNEARTH AYURVEDIC COSMECEUTICALS

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ABSTRACT

All human beings have an urge to look beautiful. It is because of this reason that they have been using different types of herbs, various materials since time immemorial. The word "Booty" in the title of this article itself indicates the role of different herbs in giving shape to your beauty & the personality. These days ayurvedic cosmetics are very extensively used & widely accepted for maintaining & improving general appearance throughout the world. Cosmeceuticals is a hybrid term showing the dual nature of these products as cosmetics & pharmaceuticals intended to improve the beauty & health of the skin & other body organs which highlight your beauty & personality. These are the products which are not just used for beautification but also for improving health of skin, hair, etc. In various Ayurvedic reference books we find different product formulations like – udvartana, lepa, avachurnana, malahara, keshya taila (hair oil), varnyakara & vishaghna lepa – helpful in detoxification of skin & improving beauty & skin complexion. This review article focuses on the importance of ayurvedic cosmetics & various herbs used in these formulations & an advantage of these ayurvedic cosmeceuticals over the synthetic chemical products.

Keywords: cosmeceuticals, booty, udvartana, avachumana, malahara, lepa

INTRODUCTION

The concept of beauty & the articles, processes to maintain it & enhance it is as old as human race. In those days mostly, natural products were used to improve the beauty. Few years or decades back the use of chemical or synthetic cosmetic products was on the top. But again now-a-days peoples are returning towards the natural way of living, natural foods, organic farming & natural or herbal or ayurvedic cosmetics.

Herbal cosmetics have growing demand in the world market and are an invaluable gift of nature. There are a wide range of herbal cosmetic products to satisfy beauty regime. Adding herbs in cosmetics is very safe for our skin. Herbal cosmetics are in high demand due to the increasing interest of mankind towards them because they are more effective with nil or less side effects.

Herbal cosmetics are the products which are formulated using different cosmetic ingredients to form the base wherein one or more herbal ingredients are used to provide defined cosmetic benefits only.

Import, manufacture, sale or distribution of all cosmetics (including herbal cosmetics) were not being regulated in India prior to 1962. Cosmetics was brought within the purview of the Drugs Act and the name was changed to Drugs & Cosmetics Act, 1940 by Act 21 of 1962.¹

AYURVEDIC REVIEW

Cosmeceuticals

The concept of cosmeceuticals virtually lies in between these two terms i.e. the drugs & the cosmetics. Therefore, in order to

understand the term cosmeceuticals unbiased it is customary to know about these two terms as given below

Drug- "All medicines for internal or external use of human beings or animals and all substances intended to be used for or in the diagnosis, treatment, mitigation or prevention of any disease or disorder in humans or animals".

Cosmetic- "Any article intended to be rubbed, poured, sprinkled or sprayed on or introduced into or applied to any part of the human body for cleansing, beautifying, promoting attractiveness or altering the appearance and includes any article intended for use as a component of cosmetic"²

Some of the substances or product formulations have the capability to serve the dual purpose means able to work as a cosmetic and also as a drug (pharmaceutical) which are hence coined by a new combined, logical term "cosmeceuticals". For ex. Haridra (*Curcuma longa*) is a best cosmetic substance improving the skin complexion and also works as a best drug in many skin & respiratory diseases by removing the free radicals, allergens, etc. Likewise, there is a list of several products which can be called as cosmeceuticals e.g. Sariva (*Hemidesmus indicus*), Chandan (*Santalum album*), Amalaki (*Emblia officinalis*), Bhringaraj (*Eclipta alba*), etc.

Ayurveda have separately classified one group as "Varnya" gana which is a group of drug substances that improves your skin colour & appearance.³ One separate branch among eight petals of Ayurveda (Ashtang Ayurveda) is Rasayana i.e. the group of drug substances and the processes which work as an anti-aging or anti-oxidant keeping your body, mind & skin more & more young & fit. Ayurveda has elaborated various classes of drugs acting on different skin diseases like kushthaghna gana, kandughna gana (anti-itching), vayasthapak gana (anti-ageing), etc.

DISCUSSION

Ayurvedic Cosmetics

Ayurveda has explained many of the cosmetic formulations in a separate chapter “Kshudra Roga Chikitsa”⁴ which includes Kumkumadi Taila, Manjishthadi Taila, Dashanga Lepam, Varnyakara Lepam, Neelinyadi Taila, Bhringaraj Taila, etc. Broadly ayurvedic cosmetics can be classified into:

1. Cosmetics for Skin
2. Cosmetics for Hair & care
3. Cosmetics working as de-odorant
4. Cosmetics for face (acne etc.)
5. Cosmetics for dental, eye care, Foot ulcers-cracks & others
6. Cosmetic surgery (pinna of the ear, nose, cleft palate, etc.) & related drugs

Ayurvedic cosmeceuticals are natural or mostly herbal cosmetics having no side effects and are safe to use hence these days are preferred more than chemical-based cosmetics.

Here we have some of the examples of Ayurvedic cosmeceuticals from different reference books of Ayurveda as given below:

*From Sharngadhara Samhita*⁵

1. Trifaladi Taila – for Dandruff (Arunshika) washing hair with it is effective
2. Nimba Beej Taila – applied through Nasya & Abhyang for hair growth
3. Yashtimadhuk Taila - applied through Nasya & Abhyang for hair growth
4. Karanja Taila – applied externally for alopecia areata (Indralupta)
5. Neelikadya Taila – used as a hair tonic
6. Bhringaraj Taila – for black, soft & silky hair growth
7. Varnyakara lepa – face packs applied externally to improve skin complexion & colour
8. Arunshikahar lepa – lepa for removing Dandruff in hair
9. Darunakahar lepa – Used to remove infection over the scalp region due hair
10. Indraluptahar lepa – Used to stop hair loss (alopecia areata)
11. Palityahar lepa – applied for black, soft & silky hair growth
12. Romashatan lepa – to wipe out unwanted hair of the specific region of the body (Hair remover)

*From Yoga Ratnakara*⁶

1. Upodakadi lepa – for healing cracks in the foot
2. Madanafaladi lepa – helps in healing cracks
3. Saidhavadi lepa - helps in healing cracks
4. Gokshuradi lepa - for alopecia areata (Indralupta)
5. Jatyadi taila - helps in curing alopecia areata
6. Snuhidugdhadi Taila - helps in curing alopecia areata
7. Trifaladi Taila - for removing Dandruff in hair
8. Haridradya Taila - anti-dandruff
9. Bhringaraj Taila - for removing infection over the scalp region due hair
10. Kashmaryadi Taila – indicated for black & silky hair growth
11. Trifaladi Lepa - helps in hair growth
12. Jatifaladi Lepa – Applied to cure acne
13. Lodhradi Lepa - works better for curing Acne
14. Siddharthadi Lepa - works better for curing Acne
15. Bhangapatradi Lepa – Used to cure acne, black heads, etc.
16. Vatankuradi Lepa - Anti acne cream
17. Arjunatwagadi Lepa - Anti acne cream
18. Vatapatradi Lepa - Anti acne cream

19. Arkakshiradi Lepa - used to treat acne
20. Masooradi Lepa - used to treat acne
21. Kumkumadi Taila - used to treat acne
22. Manjishthadi Taila - used to treat acne

*From Bhaishajya Ratnavali*⁷ (Kshudra Roga Chikitsa – chapter no. 60)

1. Lodhradi lepa- Indicated for Acne, Nyachha, Vyanga, improving skin complexion & facial glow
2. Arjun twagadi lepa - improves skin complexion & facial glow
3. Rakta chandanadi lepa - improves skin complexion & facial glow
4. Rakshoghniadi lepa - improves skin complexion & facial glow
5. Sharapunkhadi lepa - improves skin complexion & facial glow
6. Kaliyakadi lepa – works better for skin troubles
7. Priyalabijadi lepa – for curing hair follicle infection over the scalp region
8. Nilotpaladi lepa – helps to cure hair follicle infection
9. Gunjabijadi lepa – for treating Alopecia areata (Indralupta)
10. Hastidant mashi - for treating Alopecia areata (Indralupta)
11. Bhallatakadi lepa - for treating Alopecia areata (Indralupta)
12. Madhukadi lepa – helps to cure Alopecia areata
13. Trifaladi lepa – for coloring hair (kesha ranjan yoga)
14. Bhrungapushpadi lepa - for coloring hair (kesha ranjan yoga)
15. Varnaka ghrita – for improving skin complexion (Varnakara)
16. Sahachara ghrita – improves skin complexion
17. Kumkumadi ghrita - improves skin complexion
18. Manjishthadi Taila - improves skin complexion
19. Kanak taila – helps to cure skin troubles
20. Kumkumadya taila - helps to cure skin troubles
21. Chitrakadya taila – for treating scalp region infection & itching
22. Gunja taila – helps in the growth of hair
23. Bhringaraj taila - helps in the growth of hair
24. Malatyadi taila – indicated for curing alopecia arieta
25. Snuhyadi taila - indicated for curing alopecia arieta
26. Adityapaki Guduchi taila – indicated for hair growth , new hair regeneration. Applied externally & through nasal route.
27. Chandanadya taila – helps for growing hair
28. Yashtimadhvadya taila - helps for growing hair
29. Mahaneela taila – prevents conversion of hair to white colour & promotes black hair growth
30. Haratal bhasma + Shankha bhasma + Palash bhasma + kadali kanda swaras – acts as hair remover hence useful as a cosmetic to remove unwanted hair over the body.
31. Karpuradi taila – acts as hair remover
32. Kshara taila - acts as hair remover
33. Aragwadhadi taila - acts as hair remover

From Charak Samhita

Charak Samhita has deliberately explained many of the cosmetics throughout the text as per the relevance of the topic. Here some of the examples are cited below:

1. 32 types of lepas (external applications) are explained in – 3rd chapter of Sutrasthana of Charak Samhita.⁸
2. Sharir Daurgandhyahara Patradi lepa⁹ – works as Body Deodorant.
3. Varnya Mahakashaya¹⁰ – improving skin complexion & colour

Acharya Charaka in his 5th chapter of Vimana sthana¹¹, 28th chapter of Sutra sthana & 24th chapter of Sutra sthana clearly pointed out that many of the diseases explained in “Kshudra

Rogas” are due to vitiation of Rakta dhatu and he mainly recommended Virechana (a type of Panchakarma), Upavasa (Dieting) & Raktamokshana (Bloodletting) for curing these diseases.

From Sushruta Samhita¹²

Sushruta samhita being the basic & main reference book of Ayurvedic surgery in those days laid stress on various types of Vrana (wounds) & their treatment in details. The chapter 18th of his Sutrasthana explains different types of Lepa with its applications. Acharya Sushruta described ‘Kshudra Roga chikitsa’ in a separate chapter 20th of his Chikitsa sthana. Some of the examples are given below:

1. Paada lepa – useful to heal the cracks in the foot (Paadadari)
2. Indraluptahar Taila – useful in alopecia for new hair growth
3. Arunshikahar lepa – useful to treat dandruff
4. Nyachha, Vyanga, Neelika nashak lepa – useful to treat acne, black heads, etc.
5. Yuvan pidika nashak lepa – indicated for curing acne.

Herbal Cosmetics¹³

Some of the examples of herbal cosmetics which are frequently & efficiently used in various ayurvedic herbal preparations are as follows:

1. *Acacia conccinna* (Shikakai) – It is used in hair wash. It promotes hair growth & relieves dandruff. It is also used as a natural cleaning agent for shampooing hair.
2. *Aloe vera* – It works as a skin moisturizer & as an emollient. It softens rough skin, relieves skin irritation & sunburn. It helps in curing skin affected due to radiation therapy.
3. *Curcuma longa* – It has anti-bacterial, anti-fungal activity. It helps in improving skin complexion, colour.
4. *Azadirachta indica* – It is useful in shampoos, toothpastes, tooth powders & skin creams.
5. *Hibiscus rosasinensis* – It improves hair growth & prevents premature graying of hair.

CONCLUSION

Though cosmeceuticals are intentionally used for the purpose of cosmetics, but they have a wide array of various actions on the human body curing many other illnesses too. Some of the compound cosmetics formulations are mentioned in this article spread throughout various Ayurvedic reference books.

Herbal cosmetics are generally prepared by making use of a suitable base in which number of different herbal ingredients are mixed to treat various types of skin problems and also for the purpose of beautification. The formulation of all these cosmetic products includes addition of various natural additives like waxes, oils, natural color, natural fragrances and parts of plants like leaves, etc. The Cosmeceuticals are agents that serve the dual purpose of a cosmetic (face pack, shampoo) and also a drug (antibiotics, corticosteroids) used to treat a disorder. The cosmetic products are the best option to reduce skin problems such as hyper pigmentation, skin wrinkling, skin aging and rough skin texture etc. The demand of herbal cosmetic is rapidly growing. The

advantages of herbal cosmetics are lower cost, side effects free, environmental friendly, safe to use etc. Also has a great future ahead as compared to the synthetic cosmetics. Proper regulation of these herbs and standardization will lead to tremendous and significant growth in herbal cosmetics field.

The Indian market has been traditionally inclined toward natural products for their beauty needs, and Indians have a history and knowledge of using natural products. While consumers in the rest of the world have to be educated about the benefits of natural herbs, this knowledge is well-inherited in India from generations. The need is for companies to translate the ancient ayurvedic recipes into modern, easy to- use formats with superior quality. Concern about harmful chemicals in beauty products has increased consumer interest in natural cosmetics. More and more products now include herbal and botanical ingredients. Ayurvedic cosmetics are still competing with synthetic products, and they need to strive to ensure quality that is similar to synthetic brands.

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