



Ayurveda's Contemporary Preventative Approach to Skin and Hair Care- A Review Study

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Abstract: Cosmetics are practical items that are widely used across the world to preserve and enhance the look of the face and other body parts, such as the lips, hands, fingers, eyes, and hair, among others. The personal care industry is currently more concentrated on herbal cosmetics as nowadays it is fast growing segment with a vast scope of various expansions in coming years. Herbal cosmetics are the preparations that represent cosmetics associated with active bio - ingredients, nutraceuticals, or pharmaceuticals. The use of bioactive phytochemicals from various botanicals has a dual function: they are used as cosmetics to care for the body and its parts, and the botanical components impact the skin's biological processes. Identifying the phytochemicals for skin and body care products is greatly aided by our historical understanding of the utilization of plant riches as documented in the Ayurveda, Siddha, Unani, and Tibetan systems of medicine. The development of Nobel cosmeceuticals for skin & body care illnesses will require the necessary efforts to associate current cosmetology with bioactive components based on our traditional system of medicine. Additionally, it significantly polluted the environment and disrupted our ecosystem. To enhance people's health and the quality of their lives and address the limitations of the allopathic system, both contemporary and conventional approaches must be used in addition to it. This has resulted in a rise in the use of herbal medications, cosmetics, nutraceuticals, and natural dyes. The aim of this review is to demonstrate the preventive methods of Ayurveda for skin and hair care in the contemporary period and to describe, based on a literature review, the relationship between Ayurveda and cosmetics. The knowledge of medicinal plants used by the people is well-known in its culture and tradition. The association between Ayurveda and cosmeceuticals has also been reviewed in this article.

Keywords: Cosmetics, Herbal cosmetics, Skin care, hair care, Traditional system.

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1. INTRODUCTION

Herbal cosmetics, hereafter referred to as "Products," are made using a range of acceptable cosmetic components as a base and one or more herbal substances to provide cosmetic advantages exclusively.¹ Herbal cosmetics can go by the label of "natural cosmetics." The safest skin care products are those made of herbs since they shield the skin from the elements.² Many cosmetic and toiletry formulations have been designed and developed based upon Indian Herbs recently. Other than traditionally documented applications, some modern trials have also been using the utility of Indian herbs in Personal Care products. The demand for herbal medicines is increasing rapidly due to their skin friendliness and lack of side effects (Not all herbal medications are without adverse effects; several herbal remedies include negative effects that have been described in Adverse Drug Reaction). The natural content in the herbs does not have any side effects on the human body; instead, it provides the body with nutrients and other useful minerals.³ Individuals' skin and hair attractiveness are influenced by their health, lifestyle, regular jobs, climatic circumstances, and upkeep.⁴ Overheating during the summer dehydrates the skin, resulting in wrinkles, freckles, pimples, pigmentation, and sunburns.⁵ The harsh winter may harm your skin by causing infections, maceration, cracks, and wounds.⁵ Skin conditions affect people of all ages often and can be brought on by exposure to bacteria, chemicals, biological toxins found in the environment, and, to a lesser extent, malnutrition.⁶ The natural components of botanicals have no negative effects on the human body; they provide nutrients and other beneficial minerals.⁷ A drug license pre-approval does not cover the cosmetic. Herbal cosmetics are phytochemicals derived from various botanical sources that influence skin functions and supply nutrients for healthy skin or hair.⁸ Appearance of hair makes an important impact on total body features. The color, length, and appearance of hair significantly differ from person to person. The rising demand for natural products has opened up new opportunities in the cosmeceutical business. The Drug and Cosmetics Act states that herbs and essential oils used in cosmetics cannot claim they can penetrate deeper than the skin's outer layers or have any therapeutic properties.⁹ One of the oldest medicinal practices still in use today is Ayurveda, which has a strong philosophical and experiential foundation and is practiced in India, Sri Lanka, and other South Asian nations.¹⁰ In recent years, there has been a significant increase in the study of Indian herbs. Today, there is once more a resurgence of enthusiasm for natural products.¹¹ The only factor they had to rely on was the knowledge of nature compiled in the *Ayurveda*. The science of *Ayurveda* utilizes many herbs and florals to make cosmetics for beautification and protection from external effects.¹² The legislative requirements and regulatory processes for herbal cosmetics are the same as those for other chemical components used in cosmetic formulations. Oral medications used for hair care should not be administered topically for therapeutic purposes.¹³⁻¹⁴ The taste

for natural products is increasing, and research into Indian herbs has greatly increased in recent years.¹⁵

2. MATERIALS AND METHODS

A Review Study.

2.1. Cosmetics

Most of us regularly use cosmetics and are familiar with what they are.

2.2. Skincare

Cleansing is a standard step in skin care routines. Skin cleansing includes some or all of these steps or cosmetics.

- **Cleansers** or foaming washes remove excess dirt, oil, and makeup left on the skin.¹⁶
- **Toners** are used after cleansing to remove any remaining traces of cleanser and restore the skin's pH.¹⁷
- **Facial masks** are treatments applied to the skin and then removed. Typically, they are applied to a dry, cleansed face, avoiding the eyes and lips.
- **Moisturizers** are creams or lotions that hydrate the skin and help it to retain moisture.¹⁸
- **Sunscreens** are creams, lotions, sprays, gels, sticks, or other topical projects that protect the skin from the Sun.¹⁹

2.3. Hair care

Hair care is a category of cosmetics devoted to products used to improve hair's appearance.²⁰

- Shampoos clean the hair and scalp by massaging into wet hair and then rinsing.²¹
- Hair conditioners are used following shampoo to improve the appearance of hair by making it smoother and shinier.²²
- Styling products include gels, waxes, foams, creams, mousse, serum, and pomades; they are used to create and maintain hairstyles.²³

2.4. Cosmetic Preparations

The physical states of cosmetics preparation are broadly divided into the following three categories:

- **Solids:** Face powder, talcum powders, face packs, masks, compact powder, cake make-up, etc.
- **Semi-solids:** Creams, ointments, salves, wax base creams, pastes, etc.
- **Liquids:** Lotions, moisturizers, hair oil, conditioner, shampoos, cleansing milk, mouthwashes, deodorants, salves, sprays, etc.²⁴

Table 1: Skin Types and Their Care:^{25,26}

Skin Type	Features	Suitable Skin Care	
		Herbal	Essential oils
Normal	Has an even tone, soft, smooth texture, no visible pores or blemishes, and no greasy patches or flaky areas.	Pomegranate leaves juice, Herbal Face Pack, Gingili Oil	Chamomile, Fennel, Geranium, Lavender, Lemon, Rose, Sandalwood, Patchouli.



			
Dry 	Low level of sebum and prone to sensitivity. It has an arid look and feels "tight. Chapping and cracking are signs of extremely dry, dehydrated skin.	Aloe Vera, Olive Oil, Calendula Comfrey	Chamomile, Fennel, Geranium, Lavender, Lemon, Rose, Sandal Wood Patchouli, Almond, Avocado
Oily 	Shiny, thick, and dull-colored, Chronically oily skin has coarse pores and pimples, and other embarrassing blemishes. Prone to blackheads	Aloe Vera, Burdock Root chamomile Horsetail, Oat Straw, Thyme, Lavender, Lemon Grass, Liquorice, Rose Buds, Witch Hazel	Bergamot, Cypress Frankincense Geranium, juniper, Lavender, Lemon, Sage, Evening Primrose
Combination 	Some parts of your face are dry or flaky, while the center part of your face, nose, chin, and forehead (called the T- zone) is oily.	Witch Hazel, Menthol, Aloe Vera, Turmeric, Wheat Germ, Sweet Flag	Citrus Oils, Jasmine Oil, Sandal Wood Oil

Table 2 : Special Skin Problems and Herbal Remedies:^{27,28}





Sr.No.	Skin Problem	Features	Remedies
1.	Chapped Skin 	Rough texture, which sometimes causes the sometimes skin to crack	Application of oils of St. John Wort, Olive Oil, or Mashed Avocado after bathing or massaging with warm Olive Oil, Mustard, or Coconut Oil half an hour before bathing
2.	Withered Skin 	Very tough texture, full of wrinkles	Carrot Juice, along with a mixture of egg white and honey
3.	Sallow Skin 	No color look, skin becomes lustreless, and lacks vitality. React quickly to both heat and cold.	Inclusion of Vitamin B in the diet.
4.	Sensitive Skin 	Sunburns and wind burns occur easily. Skins become dry, delicate, and prone to allergic reactions.	Use of essential oil of Chamomile, Lavender Neroli, Rose, and Sandal Wood Oil.

Table 3 : List of Plants with Cosmetic Application for Skin Care:^{29,30,31}

Common Name	Scientific Name	Part Uses	Uses
Sweet flag	<i>Acorus calamus</i> (Araceae)	Rhizome	Aromatic, Dusting powders, Skin lotions
			
Jawasa	<i>Alhagi camelorum</i> (Leguminosae)	Leaves	Skin disorders
			
Garlic	<i>Allium sativum</i> (Liliaceae)	Bulb	Promotes skin healing, Antibacterial
			
Aloe vera	<i>Aloe vera</i> (Liliaceae)	Leaf	Moisturizer, Sunscreen, Emollient
			
Galanga	<i>Alpinia galanga</i> (Zingiberaceae)	Rhizome	Aromatic, Dusting powders
			
Oat	<i>Avena sativa</i> (Gramineae)	Fruit	Moisturizer, Skin tonic
			
Neem	<i>Azadirachta indica</i> (Meliaceae)	Leaf	Antiseptic, reduces dark spots, Antibacterial
			
Kanchivala	<i>Bauhinia racemosa</i> (Leguminosae)	Bark and leaves	Skin disorders
			
Marigold	<i>Calendula officinalis</i> (Compositae)	Flower	Skincare, Anti-inflammatory, Antiseptic Creams.

			
Brahmi	<i>Centella asiatica</i> (Apiaceae)	Plant	Wound healing, Reduce Stretch marks
			
Cobras saffron	<i>Mesuaferrea</i> (Guttiferae)	Flower	Astringent
			
Ginseng	<i>Panax ginseng</i> (Araliaceae)	Root	Stimulate blood flow to skin
			
Zizyphus	<i>Zizyphus jujube</i> (Rhamnaceae)	Fruit	Skin Care
			
Zamabad	<i>Zingiber zerumbet</i> (Zingiberaceae)	Rhizomes	Skin Care

2.5. Herbal Cosmetics Can Be Grouped into Following Major Categories

- Cosmetics for enhancing the appearance of facial skin.
- Cosmetics for hair growth and care.
- Cosmetics for skin care, especially in teenagers (acne, pimples, and sustaining).
- Shampoos, soaps, powders, perfumery, etc.
- Miscellaneous products.^{32,33}

Table 4 : Marketed Products of Herbal Cosmetics:³⁴

Category	Products	Brand name	Manufacturer
Herbal skin care	Face Pack	Amazing Herbal Scars Face Pack	Amazing Herbal Remedies, New Delhi
	Massage gel	Amazing herbal fruit massage gel	Amazing India Marketing Pvt.Ltd.
	Gel	Dr. Jain's forest cucumber gel	Dr. Jain's Forest Herbals Private Limited
	face wash	Combi neem face wash	CombiiOrganochemPvt. Ltd
	cold cream	Gayatri papaya & cold strawberry cream	Gayatri Herbals Pvt. Ltd
	Face scrub	Aloe indica face scrub	Aloe indica. Pvt. ltd
	face powder	Agarwal tulsi face Powder	Agarwal Herbal Products
	Shampoo	Agarwal honey aloe vera shampoo	Agarwal Herbal Products

	Anti-dandruff Shampoo	Himalaya antidandruff Shampoo	The Himalaya drug company, Bangalore
Herbal hair Care	Hair oil	Radico neem &amala hair oil	Radico. Pvt. Ltd
	Hair gel	Aroma sikakai&tulsi hair gel	Aroma Treasures
	Hair conditioner	Vedicoaloevare hair conditioner	Vedico Bio Labs
	Hair colors	Crown heena hair Colours	Crown herbals. Pvt. Ltd

2.6. Indian Extracts for Herbal Cosmetics

Herbs play a significant role, especially in mode mimes, when the damaging effects of food processing and overmedication have assumed alarming proportions. As a result, they are increasingly cosmetics, foods, teas, and alternative medicines. The growing interest in herbs is a part of the movement toward lifestyle change. This movement is based on the belief that plants have a vast potential for their use as a curative medicine.

• Oat (*Avena sativa*)

Oat oil contains antioxidants, essential fatty acids, and natural emollients. Oat oil is used in many lotions, creams, facial oils, salves, and balms since its properties add unique benefits.

• Tulsi (*Ocimum sanctum*)

Holy basil, called *Tulsi* in India, is ubiquitous in Hindu tradition. Perhaps its role as a healing herb was instrumental in its "sacred" implication.

• Ghritkumar (*Aloe vera*)

It is a most ingenious mixture of an antibiotic, an astringent coagulating agent, a pain inhibitor, and a growth stimulator (also called a "wound hormone"), whose function is to accelerate the healing of injured surfaces. It is used for pain relief and healing of 'hemorrhoids, applied externally and internally. It's also used for sunburn, scratches and a cleansing purge for the body or skin. It is an aid in growing new tissue and alleviating the advance of skin cancer caused by the sun.

• MultaniMitti(Fullers Earth)

It is Mother Nature's baby powder. Clay was one of the earliest substances used as a beauty mask to draw oils from the skin, a natural moisturizer for hairs, teeth, gums, and hair, to remove pimple marks, treat sunburn, help unclog pores, cleanse the skin of flakes and dirt.

• Raktachandan

This was another natural component available in attractive color and hence was used as a fresh, red bindi/tika (dot) on the forehead.

• Chandan and Vertiver (*Usheer*)

It was used as scrubs and face packs applied on the face and whole body to remove dead cells, regenerate the growth of new cells, and give a youthful look.

• Haldi (*Curcuma longa*)

It was used as a face pack along with sheer (vetiver) and also as an antiseptic.³⁵

2.7. Medicinal Herbs used in Cosmetics

The medicinal herb mentioned in *Ayurveda* by experienced sages states that the function of Ayurvedic herbs is to purify the blood and eliminate vitiated doshas (*vata*, *pitta*, *kapha*) from the body as they are mainly responsible for skin disorders and other diseases. Among the written information on ayurveda, like in *Charaka Samhita*, the sage *Charaka* stated numerous medicinal plants in *Varnya Kashaya*. The herbs mentioned can be used to obtain a glowing complexion. Various herbs for which description and usage can be found in Ayurvedic inscriptions are *Chandana*, *Nagkeshara*, *Padmak*, *Khus*, *Yashtimadhu*, *Manjistha*, *Sariva*, *Payasya*, *Seta* (*shwetadurva*), *Lata* (*Shyama dura*). There is also the mention of various herbs from *Kushthagna Mahakashaya* that are effective curatives for skin disorders: *Khadira*, *Abhaya*, *Amalaki*, *Haridra*, and *Bhallataka Saptaparna*, *Aragvadha*, *Karavira*, *Vidanga*, *Jati*. Like the notifications of *charaka* and other sages, *Sushrut* said that *Eladi Gana* contains, -*Ela*, *tagar*, *kussth*, *jatamansi*, *tvak*, *dhyamaka* (*rohistruna*), *patra*, *nagkeshar*, *priyangu*, *harenu*, *vyaghranakra*, *shukti*, *stouneyaka*, *choraka*, *shriveshta*, *khus*, *guggul*, *sarjara*, *turushka*, *kunduru*, *agaru*, *ushira*, *devdaru*, *keshara*, and *padmakeshara*. All these herbs can eliminate toxins from the body, clear the complexion that leads to a glow on the skin, and alleviate pruritus and boils.³⁶

2.8. Herbal Medicines for Skin Care Treatments

2.9. Dry Skin Treatment

• Coconut oil

Coconut oil comes from the fruit or seed of the coconut palm tree *Cocos nucifera*, family *Arecaceae*. The melting point of coconut oil is 24 to 25°C (75-76°F), and thus, it can be used easily in both liquid and solid forms and is often used in cooking and baking. In addition, coconut oil is excellent as a skin moisturizer and softener. A study shows that extra virgin coconut oil is effective and safe when used as a moisturizer without adverse reactions. In addition, a study found that coconut oil helped prevent protein loss from wet hair combing when used for fourteen hours.

• Sunflower Oil

It is the non-volatile oil expressed from sunflower seeds obtained from *Helianthus annuus*, family *Asteraceae*. Sunflower oil contains lecithin, tocopherols, carotenoids, and

waxes. In cosmetics, it has smoothing properties and is considered non-comedogenic.

- **Aloe**

A native of southern Africa, the aloe vera plant has fleshy spiny-toothed leaves and red or yellow flowers. It is an ingredient in many cosmetics because it heals, moisturizes, and softens skin. Cut one of the aloe vera leaves to extract the soothing gel easily.³⁷

2.10. Anti-Aging Treatment

- **Golden Root**

Rhodiolarosea (Roseroor, Aaron's rod) is a plant in the Crassulaceae family that grows in cold regions worldwide. The *Rhodiola* root has long been used in the traditional medical systems in Europe and Asia to increase an organism's resistance to physical stress. Currently, it is widely thought to have antioxidative properties.

- **Carrot**

It is obtained from the plant *Daucus carota* belonging to the family Apiaceae. It has been a valuable herb for ages as it is a rich natural source of Vitamin A and other essential vitamins. Carrot seed oil is indicated for anti-aging, revitalizing, and rejuvenating as it promotes the formation of new cells and helps in reducing wrinkles. In addition, it acts as Natural toner and rejuvenator for the skin.

2.11. Dandruff Remedy

Ayurved has numerous natural medications wherein the most common herbs include *Neem*, *Kapoor* (naphthalene), *Henna*, *Hirida*, *Behada*, *Amalaki*, Magic nut, *Bringaraj*, Rosary Pea, Sweet Flag, Cashmere tree, and Mandor.

- **Henna**

Henna comes from the plant *Lawsonia inermis* family Lythraceae, which contains a dye molecule called Lawsone, which, when processed, becomes Henna powder. Henna has a natural affinity with the proteins in our hair, making it able to "stain."

2.12. Skin Protection

- **Green Tea**

Green tea is a Tea extracted from the leaves of *Camellia sinensis* belonging to the family Theaceae. It protects the skin from direct damage to the cell and moderates inflammation. The main active ingredient in green tea is catechin; it has antioxidant power which is 20 times stronger than vitamin E.³⁸

- **Turmeric**

Turmeric, *Curcuma longa*, is a rhizomatous herbal essential oils perennial plant of the ginger family Zingiberaceae. Turmeric is used in many celebrations of Hindus. Especially in Hindu weddings, brides would rub turmeric on their bodies for a glowing look. Newborn babies

are also rubbed with turmeric on their foreheads for good luck. Traditionally women rub turmeric on their cheeks to produce a natural golden glow.³⁹

2.13. Hair Care

- **Amla (*Emblica officinalis*)**

Amla is obtained from the plant *Emblica officinalis*, Family Euphorbiaceae. Amla is rich in vitamin C, tannins, and minerals such as phosphorus, iron, and calcium, which provide nutrition to hair and cause hair's darkening.

- **Almond Oil**

The almond oil is obtained from *Prunus dulcis*. Almond oil contains about 78% of this fat. This oil contains very small amounts of super-unsaturated Omega-3 essential fatty acids. It proves to be very nourishing and softens and strengthens the hair. The almond oil also proves to be a very good cleansing agent. Almond oil has been used for centuries, even before it spread as a commercial agro-product.⁴⁰

2.14. The Benefits of Herbs May include the following.

- Improve physical and mental well-being.
- It gives strength to the immune system Detoxification
- It aids in sleep, digestion, etc.,⁴¹

3. DISCUSSION

The association between Ayurveda, anti-aging, and cosmeceuticals is gaining importance in the beauty and health sector. Ayurvedic cosmeceuticals date back to the Indus Valley Civilization. Ayurvedic cosmeceutical ingredients show many anti-aging Properties, like (*Vranaropana*)-for deep healing. (*Shothahara*)⁴² has anti-inflammatory properties by protecting the skin against allergens, inflammatory substances, chemicals, and even stress; this group of herbs provides the anti-inflammatory effect essential to all anti-aging formulations. An important group of herbs called *Varnya* can enhance the radiance or bright complexion of the skin. *Varnya* herbs include sandalwood, vetiver, Indian madder, Indian sarsaparilla, etc. An herb called *Tvachya* supports moisture balance and nourishes the skin. *Gotu Kola*, *Silk Cotton Tree*, *Costus*, and *Rose Petal* are the most widely used.

4. CONCLUSION

Since the beginning of the usage of cosmetics, there have been herbal cosmetics. So, they are the oldest products used by humanity. Some common cosmetics include creams, face packs, scrubs, hair oils, hair colors, shampoos, hair conditioners, lipsticks, blush-on or rouge as it is sometimes known, eyeliners, mascaras, foundations and eye shadow, perfumes, fragrances, soaps, etc. The formulation of all these cosmetic products includes the addition of various natural additives like oils, waxes, natural colors, natural fragrances, and parts of plants like leaves, flowers, etc., by specific formulation methods. 'Quality control for efficacy and safety of herbal cosmetic products is paramount. So, quality control tests must be carried out for herbal cosmetics. Then, it is assumed to be safe for longer periods.

5. AUTHORS CONTRIBUTION STATEMENT

Dr. Maltee Patel conceptualized and designed the study, curated Data, and prepared the original draft. Dr. Dnyanesh Joshi discussed methodology. Dr. Manish Kumar Patel provided valuable inputs towards designing the

manuscript and analyzing data. All authors read and approved the final version of the manuscript.

6. CONFLICT OF INTEREST

Conflict of interest declared none.

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