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

Dr Maltee Patel1*, Dr Dnyanesh Joshi2 and Dr Manish Kumar Patel3

1PG Scholar of Samhita and Siddhant, Mahatma Gandhi Ayurveda College, Hospital & Research Center, Salad (H), DattaMeghe Institute of Higher Education & Research (DMIHER), Wardha, (MH).
2Associate Professor, Dept. of Samhita and Siddhant, Mahatma Gandhi Ayurveda College, Hospital & Research Center, Salad (H), DattaMeghe Institute of Higher Education & Research (DMIHER), Wardha, (MH).
3PhDScholar, Dept of Agadatantra, Mahatma Gandhi Ayurveda College, Hospital & Research Center, Salad (H), DattaMeghe Institute of Higher Education & Research (DMIHER), Wardha, (MH).

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 cosmeceuticals. 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.
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.7 Individuals’ skin and hair attractiveness are influenced by their health, lifestyle, regular jobs, climatic circumstances, and upkeep.8 Overheating during the summer dehydrates the skin, resulting in wrinkles, freckles, pimples, pigmentation, and sunburns.9 The harsh winter may harm your skin by causing infections, maceration, cracks, and wounds.9 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.5 The natural components of botanicals have no negative effects on the human body; they provide nutrients and other beneficial minerals.9 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.6 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 floras 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>
<thead>
<tr>
<th>-- Skin Type</th>
<th>Features</th>
<th>Suitable Skin Care (Herbal)</th>
<th>Suitable Skin Care (Essential oils)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Normal</strong></td>
<td>Has an even tone, soft, smooth texture, no visible pores or blemishes, and no greasy patches or flaky areas.</td>
<td>Pomegranate leaves juice, Herbal Face Pack, Gingili Oil</td>
<td>Chamomile, Fennel, Geranium, Lavender, Lemon, Rose, Sandalwood, Patchouli</td>
</tr>
</tbody>
</table>
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>
<thead>
<tr>
<th>Sr.No.</th>
<th>Skin Problem</th>
<th>Features</th>
<th>Remedies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Chapped Skin</td>
<td>Rough texture, which sometimes causes the sometimes skin to crack</td>
<td>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</td>
</tr>
<tr>
<td>2.</td>
<td>Withered Skin</td>
<td>Very tough texture, full of wrinkles</td>
<td>Carrot Juice, along with a mixture of egg white and honey</td>
</tr>
<tr>
<td>3.</td>
<td>Sallow Skin</td>
<td>No color look, skin becomes lustreless, and lacks vitality. React quickly to both heat and cold.</td>
<td>Inclusion of Vitamin B in the diet.</td>
</tr>
<tr>
<td>4.</td>
<td>Sensitive Skin</td>
<td>Sunburns and wind burns occur easily. Skins become dry, delicate, and prone to allergic reactions</td>
<td>Use of essential oil of Chamomile, Lavender Neroli, Rose, and Sandal Wood Oil.</td>
</tr>
<tr>
<td>Common Name</td>
<td>Scientific Name</td>
<td>Part Uses</td>
<td>Uses</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------</td>
<td>---------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>Sweet flag</td>
<td><em>Acarus calamus</em> (Araceae)</td>
<td>Rhizome</td>
<td>Aromatic, Dusting powders, Skin lotions</td>
</tr>
<tr>
<td>Jawasa</td>
<td><em>Alhagi camelorum</em> (Leguminosae)</td>
<td>Leaves</td>
<td>Skin disorders</td>
</tr>
<tr>
<td>Garlic</td>
<td><em>Allium sativum</em> (Liliaceae)</td>
<td>Bulb</td>
<td>Promotes skin healing, Antibacterial</td>
</tr>
<tr>
<td>Aloe vera</td>
<td><em>Aloe vera</em> (Liliaceae)</td>
<td>Leaf</td>
<td>Moisturizer, Sunscreen, Emollient</td>
</tr>
<tr>
<td>Galanga</td>
<td><em>Alpinia galangal</em> (Zingiberaceae)</td>
<td>Rhizome</td>
<td>Aromatic, Dusting powders</td>
</tr>
<tr>
<td>Oat</td>
<td><em>Avenasativa</em> (Gramineae)</td>
<td>Fruit</td>
<td>Moisturizer, Skin tonic</td>
</tr>
<tr>
<td>Neem</td>
<td><em>Azadiractaindica</em> (Meliaceae)</td>
<td>Leaf</td>
<td>Antiseptic, reduces dark spots, Antibacterial</td>
</tr>
<tr>
<td>Kanchivala</td>
<td><em>Bauhinia racemosa</em> (Leguminosae)</td>
<td>Bark and leaves</td>
<td>Skin disorders</td>
</tr>
<tr>
<td>Marigold</td>
<td><em>Calendula officinalis</em> (Compositae)</td>
<td>Flower</td>
<td>Skincare, Anti-inflammatory, Antiseptic Creams.</td>
</tr>
</tbody>
</table>
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>
<thead>
<tr>
<th><strong>Table 4 : Marketed Products of Herbal Cosmetics:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Category</strong></td>
</tr>
<tr>
<td>---------------</td>
</tr>
<tr>
<td>Herbal skin care</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
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 hematomas, 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

<table>
<thead>
<tr>
<th>Herbal hair Care</th>
<th>Anti-dandruff Shampoo</th>
<th>Hair oil</th>
<th>Hair gel</th>
<th>Hair conditioner</th>
<th>Hair colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Himalaya antidandruff Shampoo</td>
<td>Radico neem &amp;amala hair oil</td>
<td>Aroma sikakai &amp; tulsi hair gel</td>
<td>Vedicoaloevare hair conditioner</td>
<td>Crown heena hair Colours</td>
<td></td>
</tr>
</tbody>
</table>

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 desirably 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 extravirgin coconut oil is effective and safe when used as an amostinizer 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* (Roseroot, 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 *Daucuscarota* 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, Hirda, Behada, Amalaki*, Magic nut, *Bringaraj*, Rosary Pea, *Sweet Flag*, Cashmere tree, and Mandor.

- **Henna**

Henna comes from the plant *Lawsoniainermis* family Lythraceae, which contains a dye molecule called Lawson, 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 an antioxidant power which is 20 times stronger than vitamin E.\(^{38}\)

- **Turmeric**

Turmeric, *Curcuma longa*, is a rhizomatous herbal essential oil 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 (EmblicaOfficinalis)**

Amla is obtained from the plant *EmblicaOfficinalis*, 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 *Prunusdulcis*. 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. Ayurvediccosmeceuticals 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.