

Potentials of traditional medicinal plants in cosmetology industry; Prospective and perspectives

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The concept of beauty and cosmetics is as ancient as mankind and civilization. Generally herbal cosmetics also called as natural cosmetics. Herbal cosmetics are formulated, using various permissible cosmetic ingredients to form the base in which one or more herbal ingredients are used to various skin disorders and for the beatification. Plant has become a potential source for development of new drug entities for cosmeceuticals and pharmaceutical applications. With the increased risk of side effects from excipients, preservatives used in cosmetics, a consumer world looking toward naturally derived materials. The term cosmeceuticals to describe the OTC skin care products that claim therapeutic benefits by the addition of plant based active ingredients such as a-hydroxy acids, retinoic acid, ascorbic acid and co-enzymes to increase the skin elasticity, delay skin ageing by reducing the wrinkles, antioxidant property as protective against UV radiation and to check the degradation of the collagen respectively. These are applied topically in the form of creams, powders, lotions etc and also used in soaps, shampoos and perfumes for skin care, acne and hair growth and care. The function of ayurvedic herbal medicines is to purify various skin disorders and other diseases by eliminating doshas of the skin from the body. Common herbal drugs useful in preparation of cosmetics are, *Curcuma longa* (turmeric), *Azadirachta indica*, *Santalum abum*, *Ocimum sanctum*, *Crocus sativus* (saffron), *Citrous limon* (lemon), *Citrous reticulata* (orange), *Aloe vera*, *Andrographis paniculata* (Kalmegh), *Asparagus racemosus* (Shatawari), *Boswellia serrata* (Salai Guggal), *Asphalt* (Shilajit), *Bacopa monnieri* (Brahmi), *Camellia sinensis* (Green tea), *Centella asiatica* (Mandukparni), *Cassia angustifolia* (Sena), *Chlorophytum borivilianum* (Safed Musli), *Embilica officinalis* (Amla), *Acacia cancia* (Shikaka), *Multani Mitti* (Fullers Earth) etc. One of the advantages of herbal cosmetics is, medicinal plants are widely available, affordable, eco-friendly and having less or no harmful effects as compared to synthetic drugs and even can be grown in household / kitchen gardens. From these herbal products, various types of formulations have been prepared for the pharmacological screenings have been carried out to assess the cosmetic properties. Extensive ethanobotanical and ethanopharmacological study may lead to the discovery of new plants and lead compounds for skin care and cure.

Biography

Karichedu Joshi Hanumanthachar, completed his doctorate from Guru jabmshwar University of science and technology, Haryana, India. His research interests are neuroscience, behavioral psychopharmacology, herbal psychotropics, standardization of phytopharmaceuticals, Alzheimer's and Parkinson's disease. Has published more than 136 research papers in scientific journals and presented in various national and international conferences. He has published number of general articles on traditional medicine, Ayurveda rasayanas and phytomedicine. Editorial board member for international and national journals. Recognized as the most valuable reviewer by Lancet, BJPR, neuroscience journal. Reviewer for 43 international and national journals, scientific boards. Viz. Alzheimer's disease international, UK, Alzheimer's Association, USA, USA-ISRAEL Bi-national Science Foundation, Israel, etc. Received Sanshodhana deekshit award, young scientist award, young investigator scholarship award, travel grant/ fellowship awards from National institute of health, National institute of aging, Alzheimer's association, USA, Alzheimer's drug discovery foundation, UK, International brain research organization, Geneva, etc. Received 6 best research paper awards at international / national conferences. Authored three books on management and treatment of behavior disorders, His hobbies include medical astrology, classical music and sports.

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