

## Concept of beauty & ayurveda medicine

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Beauty consciousness and the knowledge of application of herbs, minerals and animals products are as old phenomena as the human existence. Beauty of person gives perceptual experience of pleasure or satisfaction. Ayurveda never isolate the involvement of metal and spiritual well being from the concept of beauty. Ayurveda determined beauty by *prakriti* (Body constitution), *sara* (structural predominance), *sanhanan* (compactness of body), *twak* (skin completion), *Praman* (Measurement) and *dirghayu lakshyana* (symptom of long life). Beauty is not only a source of joy but gives confidence and proud in some extent. Ayurveda cosmetology started from mother wombs, *dinacharya*, *ratricharya*, *ritu charya* with the practice of medicinal herbs and minerals. Ayurveda physician believe that toxic materials inside our body make a person ugly and disease and *Sodhana* (Purification) is the best therapeutic intervention to eliminate body toxins. Charak samhita classified cosmetics drugs as *Varnya*, *Kustagna*, *Kandugna*, *bayasthapak*, *udardaprasamana*, etc and many alepam (poultice) are described in Susruta Samhita and astanga hrudaya. Some medicinal plants like- *Haridra*, *Manjistha*, *Sariba*, *Chandana*, *Amalaki*, *Gritkumari*, *Babul*, *Lavanga*, *Sikakai*, *Aritha*, *Brinaraj* etc has been prescribed for beautification of skin, hair, teeth, nails etc. Diet has a special role to improve and maintain beauty of an individual. Panchakarma procedures are employed for beautification of skin –the marker of overall condition of individual as per Ayurveda. Snehana and Swedan are believed to be inhibiting trans-epidermal water loss, restoring the lipid barrier and restore the amino-lipid of the skin. There are significant evidences already generated for Ayurveda skin care in vitiligo, psoriasis, and eczema and acne vulgaris. Consumer trends suggest a gradual shift from chemical-based products to Ayurvedic beauty products. India could emerge as a major contributor to the global cosmetic industry. This will possible as one of the strengths of India is Ayurvedic tradition.

### Biography

Ashok Kumar Panda received M.D. (Ayurveda) in Kayachikitsa from Calcutta University, India in 1997. He served more than eight years as a teacher for under graduate and post graduate students of Ayurveda. He was served as Scientist -2 in Central Council of Research in Ayurveda Sciences since 2006 to 2012, Department of AYUSH, Government of India. Now he is serving as Scientist -2 in National Institute of Ayurveda Drug Development Calcutta, India. He published one book on Ayurveda and contributed in three books of Council. He published more than 60 research and review papers in national and international journals and news letter.

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