

## The concept of beauty therapy in Ayurveda

M. W. S. Janakanthi Kumari and Baldev Kumar

National Institute of Ayurveda, India

*Ayurveda* has given an equal importance of preserving and promoting the health of the healthy. The subject area covers the means and measures of living happily in wholesome way. The perfect balance of all the body systems together with the peace and contentment in mind is leading to good health and vitality enhancing the exquisiteness. This is mirrored by the beauty of a person. This paper was aimed to investigate the concept of beauty therapy by exploring the material in classical texts in *Ayurveda*. Optimal functions of *Dosha*, *Dhatu*, *Mala*, *Agni* and *Ojas* and body systems are to be considered for the sustainable elegance. Food (*Ahara*), sound sleep (*Nidra*) controlled sexual life (*Brahmacharya*), exercises (*Vyayama*), seasonal behaviors (*Ritucarya*) and following daily regimen (*Dinacarya*) are the key to natural beauty. The individual temperament (*Prakriti*), vitality (*Sara*), compactness (*Sanhanana*), tolerance (*Satmya*), mass (*Pramana*) etc. play a vital role of enhancing the beauty. The colour (*Varna*), reflection (*Chaya*) and glory (*Prabha*) of a person can be augmented by appropriate conventional therapeutic measures. External applications and internal medicine are widely used considering their pharmacodynamics. *Rasayana* and *Vajikarana* promotes longevity, prevent diseases by providing strength and immunity. Therapeutic measures of sudation (*Sveda*), oleation (*Sneha*) and purification (*Pancakarma*) are extensively employed for a prolong effect of beauty therapy. The maintenance of the equilibrium is essential factor to keep the body and mind perfect leading to the preservation of the external and internal beauty of an individual. This is achievable by adopting the rich therapeutic guidelines laid in *Ayurveda*.

### Biography

M.W.S. Janakanthi Kumari, B.A.M.S. (1st Class Hons), M.D. (Ayu), P.G.D.E., D.D.A.M.S., D.H.P., is a final year Ph.D. Research Scholar of NIA, Jaipur, under AYUSH Scholarships Scheme to BIMSTEC Member Countries. She is a Senior Lecturer & served as the Head of the Ayurveda Section & Basic Principles Department of IIM, University of Colombo, Sri Lanka. She has published 30 Research Papers & 20 Abstracts in reputed journals & conference proceedings. She is one of the Chief Editors of "Vimarsha" Peer Reviewed Journal & Associate Editor of Sri Lanka Journal of Indigenous Medicine (SLJIM), Sri Lanka.

drjanakanthi@yahoo.com