

Ayurvedic concept of beauty

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Beauty is a characteristic of a person, animal, place, object or idea that provides a perceptual experience of pleasure, meaning or satisfaction. Beauty is studied as part of aesthetics, sociology, social psychology and culture. Physical, mental and spiritual beauty as a combined unit projects the cosmetic sense of Ayurveda. (Charak sutrasthana 1/41) The physical beauty depends on contour of body, texture of skin and quality of hairs. Before birth itself the beauty of a person is determined which is under genetic parameters. These genetic parameters include matruja and pitruja bhavas. This happens at the time of the Sukra shonita samyoga i.e. union of sperm and ovum. Our body is Panchabhoutika shareera in which if one factor is more than according to that the colour of a person is there like Agni with jala and aakasha gives fair colour. During pregnancy also if diet of mother is milk and sweets then foetus attain fair colour like this other colours are also there. Ayurveda told elaborately about Dincharya and panchakarma which is also helpful in complexion like Achamana, Abhyanga, Nasya, Gandusha, kavala, Udvartana. Each has its own benefits. Various types of lepas, rasayanas, single drug, combined drug of Ayurveda are helpful in various conditions and diseases. Various other aspect of Cosmetology in Ayurveda will be presented in full paper. In this way Ayurveda has a rich knowledge of cosmetics which can be applied for the day to day needs.

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