

Concept of beauty: An ayurvedic approach

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Beauty is a subject of socio-medical importance. It has been admired since time immemorial. The importance of beauty & personality is increasing now a day, as it is a competitive era. Everyone wants to stand at height and they require a distinct personality which differ them from crowd. Ayurveda is an ancient science of indigenous medicine, which is special in respect that, it is not only a medical science but it is an art of living in human beings. Ayurveda has its unique concept of beauty and effective, cheaper & long lasting beauty therapy. The cosmetic approach in ayurveda is related to healthy status of body as well as mind. More precisely it can be said that physical, mental & spiritual beauty as combined unit projects the cosmetic sense of ayurveda. The presentation will include the description available in ayurvedic texts in context of cosmetology, by understanding them we can improve beauty & personality of individuals and it will be an excellent contribution to mankind by ayurveda.

Biography

Pankaj Kumar Mishra has completed his B.A.M.S. at the age of 28 years from CSJM University Kanpur Uttar Pradesh, presently working as P.G. Scholar 2nd year in P.G. Department of Panchakarma, Dr. BRKR. Govt. Ayurvedic College Hyderabad (A.P.).

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