INTRODUCTION

Beauty is one of the essentiality of human being which gives proud and confident feeling to individual. Cosmaceuticals (cosmetics and pharmaceuticals) are the products which used to improve beauty and complexion. These products such as; anti-aging creams and moisturizers, etc. consisted of biologically active ingredients which possess drug-like benefits. Ayurveda the science of Indian medical system recommended various herbs and formulations to prevent aging and improvement of skin luster. Ayurveda not only mentioned herbs for skin care but also described use of minerals and animal products to maintain beauty. Herbal extracts (carotenoids flavonoids and polyphenols) mainly employed as cosmaceuticals due to their antioxidant property. Aging is one of the aspects which affect physical appearance naturally and can be manage by healthy life style and use of herbal remedies. The complexion and texture of the skin decreases around age of 50 years. The use of herbal cosmaceuticals help to maintain equilibrium of doshas and offer dhatus nourishment therefore may delay the process of aging.

Chief ingredients of natural cosmaceuticals and their effects

- **Vitamin C**
  Occurs in citrus fruits Act as Antioxidant.

- **Zinc**
  Occurs in colorful fruits maintain Skin.

- **Iron**
  Found in green leafy vegetables enhance skin rigidity and Hb level.

- **Unsaturated Fatty Acid and Omega 3 Fatty Acid**
  Occurs in dry fruits, animal fats and maintains skin hydration.

- **Fibers**
  Occurs in fruits and help to eliminate toxins thus maintain natural appearance of skin.

Ayurveda concept of beauty

- Proper functioning of Kapha which offer moisturizing balance.
Proper functioning of Pitta associated with balancing between chemical and hormonal activities of the skin.

Proper functioning of Vata relates with effective circulation of nutrients to the layers of skin.

Rasa Dhata helps to support body tissues and maintain health of skin.

Rakta helps to remove toxins of skin and thus offer detoxifying benefits.

Mamsa provides steadfastness to the skin and support skin texture.

The ayurveda approaches towards the maintenance of beauty and complexion must offer balancing of tridoshic components (Vata, Pitta and Kapha) and dhatus (Rasa, Rakta and Mamsa). The Uyjuakara and Vyadhihara are major approaches of ayurveda which help to promote and cure beauty and physical appearance.

Ayurveda perspective of Tvaca (skin)
Ayurveda described skin as Tvak which cover whole body, the different layers of skin perform various protective function and different diseases of skin may occur due to the improper nourishment of such skin layers. The vitality of Tvak maintained by rakta dhatus and appearance of Tvak greatly depends upon characteristics of sukra and sonita. The color, texture, thickness and glow of skin are differs person to person since body constitution differ individually. Therefore the approaches of skin care set according to the type of prakruti of an individual.

Benefits of Herbal Cosmaceuticals
- Maintain physical condition and youthfulness of skin.
- Maintain moisture balance, hormonal regulation and circulation of nutrients.
- Maintain balances of tri-doshas and dhatus (rasa, rakta, medas and ojas)
- Improve strength, vigor, texture and complexion of skin.
- Improve skin pigmentation, enhance skin elasticity and prevent skin to become dry.
- Prevent skin from sunburn and delayed early aging manifestation.

Table 1: Disease which affects beauty and physical appearance.
<table>
<thead>
<tr>
<th>Disease</th>
<th>Affected body part</th>
<th>Ayurveda management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nilika, Vyanga, Tila,</td>
<td>Tvacha</td>
<td>Ushapaan, Mukhapratshalan, Vyayama, Abhyanga, Snana,</td>
</tr>
<tr>
<td>Mukhadushika, Mashaka etc.</td>
<td></td>
<td>Vastra Dharana, Lepana</td>
</tr>
<tr>
<td>Kesha Rukshata Khalitya, Palitya</td>
<td>Kesha</td>
<td>Snana, Siroabhyanga, Kesha Prasadana</td>
</tr>
<tr>
<td>Sihulata</td>
<td>Meda</td>
<td>Udvartana, Vyayama, herbs</td>
</tr>
</tbody>
</table>

Natural cosmaceuticals and their properties
The herbal cosmetics are natural and animal products free from synthetic chemicals therefore expected to be less toxic as compared synthetic products. Plant, animal and other natural sources offer wide range of compounds which may be used as natural cosmaceuticals.

The natural cosmaceuticals must possess following properties
- Safety
- Skin compatibility
- Wide range of selection, etc.

Safety
- The natural cosmetics must be safe to use.
- Hypo-allergic.
- Safe to use anytime, anywhere.
- Should not produce skin rashes and skin itchiness.
- Safe to the whole body or intending area.
- Should not produce unpleasant odour and burning sensation.

Skin compatibility
- Natural cosmetics should be compatible for all skin types.
- Skin compatibility irrespective to the complexion of skin.

Wide range of selection
- Natural cosmetics must offer variety of beauty products for all types of people.
- They should be available in wide variety of different products such as; foundation, eye shadow, lipstick, concealer and blush.
- Availability for different age groups.
- Natural cosmetics must be available as per locality or climatic conditions of specific area.
Table 2: Natural cosmetics and their benefits.

<table>
<thead>
<tr>
<th>Used for</th>
<th>Natural cosmetics</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skin care</td>
<td>Coconut oil</td>
<td>Skin moisturizer and softener</td>
</tr>
<tr>
<td></td>
<td>Sunflower oil</td>
<td>Smoothing properties</td>
</tr>
<tr>
<td></td>
<td>Jojoba oil</td>
<td>Moisturizer and natural pH balance</td>
</tr>
<tr>
<td></td>
<td>Olive oil</td>
<td>Skin and hair conditioner</td>
</tr>
<tr>
<td></td>
<td>Carrot</td>
<td>Anti-aging</td>
</tr>
<tr>
<td>Hair care</td>
<td>Henna</td>
<td>Hair pigmentation</td>
</tr>
<tr>
<td></td>
<td>Neem</td>
<td>antifungal antibiotic effect</td>
</tr>
<tr>
<td></td>
<td>Amla</td>
<td>Used in hair and scalp problems hair loss</td>
</tr>
<tr>
<td></td>
<td>Shikakai</td>
<td>hair growth</td>
</tr>
</tbody>
</table>

Figure 1: Various marketed formulation of cosmetics.

Herbs and their cosmetic benefits

**Aloe Vera**
- It offers beneficial effects in sunburn, wrinkles, skin irritations and scratches.
- Aloe gel stimulates skin circulation and help to remove dead skin cells.
- Provides youthfulness of skin.
- Reduces wrinkles since offer moisturizing quality.

**Turmeric**
- It offers antioxidant and antiseptic properties.
- Provides nourishment to upper skin layer.
- Protects skin against infections since it possess antiphlogestic and bacteriostatic properties.
- It helps to heal wounds and burns.

**Gingko Biloba**
- It is used as antioxidant and anti-inflammatory agent.
- Protect skin from sun burn.
- Offer moisturizing and shooting effects to the skin.
- Boost skin complexion and texture.

**Ginseng**
- It exhibits antiaging and antioxidant properties.
- Improve physical appearance and luster.
- Boost suksa therefore improve physical attraction of an individual.
- Delayed early aging effects.

**Pomegranate**
- Pomegranate seed oil acts against skin cancer.
- Pomegranate extract offers antioxidant and antiviral properties thus prevent skin infections.
- Pomegranate peel enhances dermal regeneration and epidermal regeneration.
- It also offers photo protective effects.
Licorice

- *Glycyrrhiza glabra* used to treat dermatitis, eczema and skin irritation.
- Possess antimutagenic and anticarcinogenic capacity against skin cancer.
- Antibacterial effect of *Glycyrrhiza glabra* protects skin from infections.

Table 2: Ayurveda formulation for skin care.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Types of formulation</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rasousadha</td>
<td>Arogyavardhini ras, Gandhak rasayan Medani Sara Rasa, Pittala Rasayana and Tarakeswara Rasa</td>
</tr>
<tr>
<td>2</td>
<td>Natural powder (Churna)</td>
<td>Bakucyadya Churna, Kakodumbarikadi yoga and Pancanimba Curna</td>
</tr>
<tr>
<td>3</td>
<td>Paste (Ghrita)</td>
<td>Mahaneela Ghrita, Mahatiktaka Ghrita, Neeli nyadi Ghrita, Somaraji Ghrita.</td>
</tr>
<tr>
<td>4</td>
<td>Avaleha</td>
<td>Bhattatak avaleha and Vidangadi loha</td>
</tr>
<tr>
<td>5</td>
<td>Thaila</td>
<td>Aragwadhayadya Thaila, Jyotishmati Thaila, Laghu maricadya Thaila, Manasiladya Thaila and Visha Thaila.</td>
</tr>
<tr>
<td>6</td>
<td>Asava-Arista</td>
<td>Kanakabindvarista, Madhwasava and Sarivadyasav mahaminjsthadyaristha</td>
</tr>
<tr>
<td>7</td>
<td>Lepa</td>
<td>Bhingarajadi Lepa, Gandhakadi Lepa, Girikarnika yoga, Grhadhumadi Lepa, Gunjadi Lepa, Talakadi Lepa, Triphaladi Lepa and Vayasyadi Lepa.</td>
</tr>
</tbody>
</table>

REFERENCES
10. Vivek Kumar Mishra and Dr. Dilip Kumar K.V. Role of Udvardana on psychophysical parameters of healthy volunteers- A randomized controlled trial, Thesis submitted to Kerala University of health Sciences, Kerala, 2013; 86.