

## ***Swasthavritta* - A Restorative Intervention in Cosmetology**

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### **Abstract**

In the present scenario, people are very much conscious about their health as well as beauty and good looking. The importance of Beauty and Personality is increasing day by day as it is an energetic epoch. Everybody wishes to set at stature and they want different qualities which differ them from a crowd. The increased demand of beautification is evident by magnitude of beauty competition, beauty parlours, a range of makeup items like creams, lotions, powder etc. Along with increased demand of beautification, the problems are also increasing which cause damage to Beauty or Personality due to changed life style and polluted atmosphere.

Thus as per high demand and need of society, the field of cosmetology is developing at a rapid rate. Cosmetology is a science of ornamentation with distinct values.

*Ayurveda*, world's oldest system of health deals with all aspect of human life. *Ayurveda* emphasizes on external and internal beauty. It can be enhances by understanding and following basic guideline mentioned in *Ayurveda* in the form of *Swasthavritta*. Diet and life style has special effect to improve and maintain beauty of an individual. *Swasthavritta* play an important role in cosmetology as it restores beauty in a very precise and natural ways like *Dincharya*, *Ritucharya*, *Achar-rasayana*, *Rasayana Chikitsa*, etc

Here it's my petit effort to highlight *Swasthavritta* as a restorative Intervention in cosmetology.

### **Keywords**

*Achar-rasayana*, Beauty, Cosmetology, *Dincharya*, *RasayanaChikitsa*, *Ritucharya*.



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## INTRODUCTION

Beauty is a subject of Socio-medical importance. From the ancient Indian and Egyptian to present, through all cultures and through the span of centuries, Peoples has been worried with early stages and bodily appearance. Beauty has been accepted since time immemorial. It requires a certain medical aids including knowledge of cosmetic science along with therapeutic environment. If not unsystematic exercise of beauty goods may create unpleasant outcome spoiling the natural Beauty<sup>1</sup>.

According to Ayurveda, Physical Qualities (external beauty) such as shape, color and psychological qualities (internal beauty) are developed in mother wombs.

Cosmetology has described very systematically in Ayurveda; the measures to attain it, preserve it and also to improve it through correct food and nourishment, calmness of mind, and other specific measures to take care of different aspects of beauty. Because of its visibility skin reflects our emotions & some aspects of normal physiology. Cosmetology deals with every human being irrespective of age, sex and culture. Many interesting factors such as age, immunity, nutrition, hygiene,

circulation etc. are totally responsible for health and beauty. *Ayurveda* gives emphasis on lifestyle modifications such as following daily regimens and seasonal regimens. These include guidelines about eating right kind of food, at the right time, in right way, based on the seasons and one's constitution; regularizing bedtime rituals, practicing meditation, exercises, maintaining purity of mind and soul<sup>2</sup>.

## CONCEPT OF BEAUTY

The characterization of a person as beautiful whether on an individual basis or by combination of inner beauty which induces psychological factors such as personality, intelligence, politeness, charisma, integrity, congruence and elegance and outer beauty i.e., physical attractiveness which includes shape color or form that pleases the aesthetic senses, especially sight<sup>3</sup>. Ayurveda emphasizes on external and internal beauty. It can be enhanced by understanding and following basic Principle mentioned in Ayurveda.

## COSMETOLOGY IN AYURVEDA

*Ayurveda* is not only the science of medicines but it is the science of the life and such all the facts of life are dealt with in

*Ayurveda*. The Cosmetic approach in *Ayurveda* is related to the healthy status of the body, mind as well as soul<sup>4</sup>. More precisely it can be said that physical, mental and spiritual Beauty as a combined unit projects the Cosmetic sense of *Ayurveda*. *Maharshi Sushruta* has described 'Swastha Purusha' as a person has equilibrium of the *Doshas* and the *Agni* with balanced and specific functioning of the *Dhatu* and *Malas* reflecting the physical health, pleasant condition of mind, soul and senses is the mental factor constituting the health<sup>5</sup>. Both the states lead to the healthy Personality which is the basis of Beauty.

## Factors Improving Beauty

### A. *Dinacharya*:

In the texts of *Ayurveda* all the remedies described are for both perspective health as well as Beauty. For that In *Dinacharya* some procedures are included which increases Beauty of hair, skin, eyes etc. which the organs are having a great cosmetic Value for long time. In *Ayurveda* some diseases are mentioned which hampers the beauty of the person. According to *Ayurveda*, *Dinacharya* which set aside diseases and promote beauty are mentioned as follow<sup>6</sup>.

### Body parts, Related Disease and Applicable *Dinacharya* Procedure:

Sr. No.	Body parts	Beauty hampering comments	Diseases & Application of <i>Dinacharya</i> procedure
1.	Skin	<i>Vyanga</i> , <i>Nilika</i> , <i>Mukhadushika</i> . - loss of Color & complexion	<i>Ushhapana</i> , <i>Mukhaprakshalana</i> , <i>Nasya</i> , <i>Abhyanga</i> , <i>Vayama</i> , <i>Udvardana</i> , <i>Snana</i> , <i>Lepana</i> , <i>Samyaka Nidra</i> .
2.	Eyes	Myopia / hyperMetropia - Use of spectafect beauty.	<i>Anjana</i> , <i>Nasya</i> , <i>Shiro-Abhyanga</i> , <i>Padabhyanga</i> , <i>chhatradharana</i> , <i>Padatradharana</i> , <i>Samyaka Nidra</i> .
3.	Hairs	<i>Khalitya</i> (hair fall), <i>Palitya</i> (Graying of hair), Dry hair.	<i>Shirobhyanga</i> , <i>Snana</i> , <i>kesa Prasadana</i> , <i>Maladharana</i> , <i>Nashya</i>
4.	Teeth	<i>Dantashool</i> (Toothache), <i>Krimidanta</i> (Dental carries).	<i>Achamana</i> , <i>Kavala</i> , <i>Gandusha</i> , <i>Dantadhavana</i> , <i>Jivhanirlekhana</i>
5.	Ears	<i>Karna Badhirya</i> (Deafness) - Use of hearing aids affect beauty	<i>Karnapurana</i>
6.	Nail	<i>Nakhabhedana</i> (Nail cracking)	<i>Nakhakartana</i>
7.	Foot	<i>Paddari</i> (Cracking of sole), <i>Rukshapada</i>	<i>Padabyabhyanga</i> , <i>Padaparakshalana</i> .

☞ *Anjana Karma* is useful for vision.

☞ *Dhoompana* increases strength of hair, skull, sense organs and voice.

*Effect of Dinacharya:*

☞ *Nasya* gives well developed and cheerful Face, old age will be delayed.

☞ *Dantadhavana* is useful for the health and Beauty of the teeth.

☞ *Taila Gandusha* Strength of Jaws and the teeth, useful in development of face, prevents lip cracking.

☞ *Shiro Abhyanga* prevents alopecia, graying of hair, hair fall. Hair become firm rooted, long and black. Sense organs become cheerful. Face with pleasant glow.

☞ *Abhyanga* gives firm, smooth skinned, charming body and least affected by old age.

☞ *Pada Abhyanga* promotes health and beauty of foot and sole.

☞ *Udvardhana* remove foul smell, dirt etc. of body.

☞ *Snana* is good promoter of Ojas.

☞ Exercise is essential for health and vibrant Beauty because it helps clear the channels of the body so that the entire tissues can thoroughly be cleansed via sweat and other elementary channels and be well supplied with nutrients. Exercise is especially helpful for the skin because in order for the skin to renew itself and be fresh and clear, it needs to be cleared wastes.

☞ Wearing clean clothes and ornaments enhance charms, prosperity and produces happiness.

☞ Cutting of hair, beard, moustache, nail etc. along with hairdressing are nutritive and promoter of life's beautification.

☞ There is also an indication about use of umbrella alleviates natural calamities, guards against the sun, wind, dust and rains.

### **B. Ritucharya:**

Ritucharya' is also important for the purpose of maintaining the health as well as Beauty. 'Ritusandhi' is the particular stage when many environmental changes are occurred and it affects on public health<sup>7</sup>. The *Sanchaya*, *Prokopa* and *Prashama* of particular *Dosha* also take place in particular season. All these factors affect body and mind.

*Ritushodhana* which have to be followed during particular season. Toxins or unprocessed metabolic deposits saturated in the body and they alter the normal psychological cellular intelligence and loss body luster and beauty. *Ritushodhana* therapy is equally defensive for fit people to persist and develop superb microcellular function, and curative for that experiencing disease.

*Ahara and Vihara*<sup>8</sup>:

In context to Cosmetic aspect some references can be found like-

☞ In cold season (*Hemanta* and *Sishira*) the local application of *Agaru* paste is described to protect the skin against excessive cold.

☞ During *Sishira* one should avoid pungent, bitter, astringent, light, cold and Vata increasing foods and drinks. During spring one should use paste of Sandal and *Agaru* on the body and diet mainly consisting of barley and wheat.

☞ In particular summer season the Sun, with his rays, draws up excessively the moisture of the nature hence, in that season sweet, cold, liquid and fatty foods and drinks are beneficial.

☞ One should take sleep in cool room during day and on the top of the mansion with abundant air and cooled with moon rays during night, having pasted Sandal on one body.

In this way, the *Aahara* and *Vihara* mentioned for the protection from excessive cold and heat during that season show carefulness and awareness about Beauty and health.

### C. *AacharaRasayana*:

Ayurveda's complete Beauty aspect includes physical, mental and spiritual well being.

One who follows the code of conduct for the health lives a life of hundred years without any abnormalities. Such person, praised by the noble ones, fills up the human world with his fame, acquires virtues and wealth, and earns friendship of all living beings. Individual also be aware about *Dashavidhapapakarm*<sup>9</sup>.

### D. *Rasayana Therapy*

*Rasayana* therapy is also unique concept of *Ayurveda*. It is a therapy of rejuvenation. It is highly indicative of higher Cosmetic sense of the *Acharyas*. *AcharyaSharngdhara* is mentioned that component such as childhood, growth, color and complexion, intelligence, skin, vision, Semen, velour, memory, physical capacity, Mind and Life decreases 10 yearly<sup>10</sup>. So that we have to try to maintain beauty of the person before aging chances and make beautiful again after he developed the changes. Thus *Rasayana* therapy is verymuch useful to maintain *Yuvavastha*, delay the changes of *Vridhdhavastha* and cure the changes of older age. Thus *Ayurveda* acts for beautification in many ways.

## CONCLUSION

Everyone wants to be beautiful and for that people are using many beauty products and

so on. That's why the demands and production of those products is increasing day by day. But adverse effect of many products is seen in users and therefore people are attracted towards *Ayurveda*. The great demand of *Ayurveda* in the field of cosmetology has been established due to its unique perception regarding beauty; as it is efficient, cheaper and long-term beauty therapies without one harmful effects. But as we know, diet and lifestyle has special role to improve and maintain the beauty of an individual. So by following the *Ayurveda* in the form of *Dinacharya*, *Riticharya*, *Achara Rasayana*, *Rasayana Chikitsa*; we can promote and restore beauty in natural way.

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