

# Ayurvedic Cosmetology

Organic ingredients proven for centuries



Ayurvedic cosmetology specialises in the field the nature principle and it is ideal for modern demands. Apart from its long history of practical usage and the element of safety, Ayurveda has several benefits in skin, hair and body care. Plant extracts and natural substances have been formulated into cosmetic products, according to the Ayurvedic system, not only for the daily care of the skin and hair, but also for the treatment of many problems. One of the major benefits is that biologically active ingredients are easily absorbed into the deeper layers of the skin and influence it at the cellular level. These organic ingredients are based on the same biological principles as the human body. This is the reason why the human body responds extremely well to natural substances, while it has an in-built resistance to synthetic ones.

## ADVANTAGES OF AYURVEDA IN BEAUTY CARE

- Long history of safe human usage, Not tested on animals.
- Offers safety from long-term irritative after-effects.
- The human body responds well to natural substances and has a resistance to synthetic ones.
- The skin and scalp are influenced at the cellular level, helping to improve normal functions.
- Promotes the capacity to absorb products.
- Restores the normal pH balances.
- Herbs have a mild effect, but have powerful and specific healing properties.
- Particularly suited to skin and hair care.
- Natural fragrances of flower and herbal extracts help to calm the nerves and induce relaxation.

## INDIAN HERBS AND SPICES

For centuries, the West has been attracted to Indian spices and herbs. Today, many Indian plants are being used in the formulation of modern medicines. Research has also been conducted into the medicinal properties and other traditional uses of those ingredients, which have been a part of Ayurvedic pharmacopeia and folk medicine. This has helped to provide scientific support to the empirical knowledge contained in Ayurveda.

Many of these medicinal ingredients have also been in use due to their effects on the skin and scalp and have proved to be ideal in external treatments. They are part of OmVeda's repertoire of formulations for skin, hair and body care. Apart from products for general care, OmVeda has evolved many therapeutic formulations for the treatment of specific problems, like acne, pigmented skin, premature ageing, scars, skin-sensitivity, dehydration, dark circles, enlarged pores, dandruff, hair damage, hair loss and alopecia.

The ingredients that have been selected for these formulations not only have specific restorative properties, but have shown a lack of harmful after-effects and irritative reactions. In fact, many of them help to soothe the skin and soothe inflammatory conditions.

## AYURVEDIC INGREDIENTS

**Neem** — Ayurvedic ingredients are chosen according to their ability to increase or reduce specific doshas. Herbs are also remarkably versatile. They can have a combination of effects, allowing the entire scope of the problem to be treated. For instance, a particular herb may cleanse the skin, restore the normal acid-alkaline balance and also have a germicidal and soothing effect. Thus, the properties of the herb can be related to individual needs. Neem (margosa) is one such versatile product and every part of the tree is used for healing purposes. Neem leaf infusions have been used to cure skin diseases and are still used to relieve itching, soothe rashes, create a germicidal environment and clear inflammatory conditions. Neem contains organic sulphur compounds, which have powerful and versatile healing actions.

**Henna** — Nature is not only an expert chemist, but the best cosmetologist. An entire range of cosmetic products exists in nature, with definite preventive and corrective actions. Henna, which is so much in use today, has its basis in the ancient dyeing method, when chemical dyes and colourants were unknown. Apart from imparting colour, henna has also proved to be an effective natural conditioner. It has the ability of coating each hair shaft, lending strength, body and shine to the hair. Henna has been combined with other herbal extracts, like 'bael' (Aegle marmelos), 'amla' (Emblica officinalis), 'brahmi' (Centella asiatica), arnica, to formulate hair cleansers, tonics, rinses, nourishers, etc. These preparations have helped to bring back health to damaged hair, promote hair growth and maintain the health of the hair and scalp, apart from controlling dandruff and other problems. Herbs like Shikakai (Acacia concinna) and Arishtak (Indian soapnut) have been traditionally used for washing the hair. Amla (Emblica officinalis) is another such popular ingredient. The ancient physician Charaka referred to amla as a medicine that delays ageing, because of its high Vitamin C content. It is said that the Vitamin C content of amla is so stable that it is resistant to heat.

**Trifala** — Trifala, a combination of three herbs, has varied uses, from toning the scalp to curing eye ailments and digestive disorders, soothing coughs and inflammation. It consists of amla, haritaki (Terminalis chebula) and vibhitika (Terminalis belerica). Bilva (Aegle