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What is Ayurvedic Beauty?

PART TWO

In the last edition of Spa Australasia, Yasmin Sadikot profiled the ways in which Indian Botanicals are traditionally used to create Ayurvedic beauty preparations. In Part Two she explains how Ayurvedic wisdom can be practically integrated into western Spa and beauty.



This Jade Green Neem Paste is part of a relaxing herbal manicure at the Shringar Herbal Beauty Salon at the Indus Valley Ayurvedia Centre, India

Ayurvedic skin, hair and body care can be used in a traditional way), to create a unique Spa menu, (see *Spa Australasia Issue 32*; as stand alone treatments within a mixed menu or in combination with today's western beauty treatments. For instance: there are Ayurvedic formulations that effectively help to soothe and calm the skin after microdermabrasion, laser or after any therapy which may create redness or sensitivity. The inclusion of complete Ayurvedic traditional treatments gives the Spa or salon the opportunity to create an exotic menu that provides unique and individualised treatments for maximum results.

Spas and salons that have embraced this ancient, and arguably, the most natural, system of treatments, will undoubtedly vouch for their results. The sustainability and expansion in popularity of these time-honoured treatments has been built on effective results without harsh side effects. There may not be the modern scientific western laboratory proof in some instances; however, the efficacy has been proven on humans, not animals for over 5,000 years.

Ayurvedic beauty products can be considered in the category of natural products. It can also be said that they are totally natural in that traditional products are made from finely crushed herbal powders which are selected from different parts of a plant – bark, leaf, flower, resin and also food grade metals like gold and silver, and gems. The ingredients used in formulations are the same quality as those selected for internal use.

Learning the Art

Obviously the herbs are different to that used in western skin care, therefore an education on the herbs, and learning the new names is an essential part of Ayurvedic product training. However, traditional Ayurvedic beauty products can be used without intensive Ayurvedic training, and it is not necessary to undergo Ayurvedic study to use an alternative beauty

Indian women are renowned for their beautiful skin, hair and grace born of a lifetime steeped in traditional beauty rituals

regime. It is important, though, to learn the names of the herbs, their benefits and what skin conditions to use the different products on. Simply - Vata is dry, Pitta is sensitive/combo, and Kapha is congested/normal. Obviously then, there are combinations of these skin types, just as in normal beauty therapy analysis. For those who want to go deeper into the understanding of Ayurvedic body types and offer treatments based on indigenous understanding intensive workshops are available.

Sourcing Ayurvedic Products

Totally holistic Ayurvedic practice is a combination of internal, external, nutrition and yoga to balance the whole person. Spa and salon treatments are largely external and therefore can be delivered effectively with a good traditional Ayurvedic range of products. It is also important to watch and experience the delivery of treatments in workshops. As therapists, the experience and result is what gives a clear indication of the efficacy of any product range. For most effective results look for what products are available within a range to provide a specific solution, for instance: is there only one product for a category within the range, for example in silver or gold, or is there a total range of products under the same category. Clearly more effective results are achieved with a total range of key ingredients.

It is also important to point out that on the surface products may all seem the same, however, just as we sometimes feel that everyone from the same country we are not familiar with appear the same, it is the personality and depth that gives individuality. There are many ranges and to those who do not know they all appear to be the same, as eve-

NOTES ON AYURVEDIC FORMULATIONS

Origins The ancient Vedic texts reference Ayurvedic Remedies and allied aspects of medicine and health, Atharva-Veda features extensive Ayurvedic information, Ayurveda is said to be the off-shoot of Atharva-Veda

Classical Reference Books Classical texts referencing Ayurvedic principles include Charak Samhita, Susrut Samhita, Astang Hridaya, Sharangdhar Samhita, Madhav Nidan, Kashyap Samhita, Bhavprakash and Bhaisajya Ratnavali.

Conservation and Cultivation of Medicinal Plants Various programs have been launched through the Government's Central Assistance for the development and cultivation of medicinal plants. The Reproductive Child Health Program (RCH) of the Department of Family Welfare has a scheme 'Vanaspati Van' for raising medicinal plants specifically of mother and child health importance. The scheme assists the provision of traditional health care through medicinal plants for the rural and tribal population of India, where other modes of treatment are not available. Moreover, the use of medicinal plants for medical care is the culture bound practice of Indian society, especially rural society. The Departments of Indian System of Medicine, Biotechnology and Forests are all involved in supporting medicinal plant cultivation, conservation, processing, storage and development.

Pharmaceutical Laboratory of Indian Medicine In 1970, the Indian Government established The Pharmaceutical Laboratory of Indian Medicine (PLIM) to monitor the quality of Ayurvedic, Unani and Siddha drugs and as an apex laboratory helping to lay down the standards of Ayurvedic medicines. It is the approved laboratory under the Drugs and Cosmetic Act, 1940.

Manufacturing Regulations Commercial manufacturing of Ayurvedic medicines, whether classical or patent proprietary, is licensed by the State Drug Controlling Authority. The Imposition of Good Manufacturing Practices (GMP) in Ayurvedic Pharmacies has been implemented through an amendment in the current licensing procedures (w.e.f. 23-6-2000), posing stringent guidelines for hygienic conditions and the quality of medicinal products.

Buying Ayurvedic Medicines Ayurvedic Medicines and personal care formulations are safe if the manufacturer is licensed and the label specifically describes the manufacturing and expiry dates, batch number, dose or usage and indications, ingredients and necessary precautions.



At Mandarin Oriental Dhara Devi, India, milk is used as part of a facial treatment for its emollient and nourishing properties.

ryone is making the same claim, as they do in western beauty ranges. Ultimately it is about where the products are formulated, how they are formulated and why they are formulated. It is all very well to have a Vata, a Pitta and a Kapha treatment, but it has to go much deeper than that. Due to the individuality of treatments, there is usually a choice of products for a skin problem, for instance: pigmented skin – there

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should be a treatment for dry pigmented skin, hyperpigmentation, and oily pigmented skin - quite often caused by post acne scarring. For example: dry pigmented skin should be specifically treated with a combination of herbs that are unctuous, humectants and have the ability to reduce pigmentation – this means they have twofold

action of hydrating and also acting on pigmentation. In essence you should be able to work with an Ayurvedic range for specific skin conditions and therefore offer skin type treatments and also have the option to work within an Ayurvedic perspective.

Not As Hard As It Seems

Many people feel that they need to do an extended course to use Ayurvedic products, which is not the case at all. Just as any range, mainstream or natural, has its own unique qualities so do Ayurvedic ranges. Therefore a fundamental basic education on the product range should be sufficient to enable a therapist to work confidently.

Many people will say they want to use a natural product in their Spa or salon, the question is how natural? The most natural is to use pure herbs and mix them into a paste in the Spa. It is not difficult, its just means changing a habit and doing things a different way. Learning a new way does not take long to get used to and for some its much more interesting and empowering.



Dashmool or 'ten roots' is a combination of roots used in nearly half of all Ayurvedic preparations.

Ayurvedic Herbal Tea

In the Spa the Ayurvedic experience and therapy can be enhanced by the serving of Ayurvedic Herbal Teas. A combination of certain medicinal herb components, devoid of tealeaves, can be used as an alternative to conventional tea. The herbal tea compositions have appetising, antacid, soothing, anti-tussive, anti-common cold and anti-pyretic effects.

Government Regulation

Ayurveda is indigenous to India, and as such there are regulations dictated by the government of India that apply to traditional Ayurvedic products. The Department of AYUSH (Ayurveda, Unani, Sidha and Homeopathy) in the Ministry of Health and Family Welfare of the Government of India lay down regulations for manufacturers, formulations, the protection of endangered plants and species, and have long term plans to protect the forests and the ongoing cultivation of herbs and minerals. For instance: sandalwood, both red and white is restricted and cannot be exported, being protected for home consumption. Every manufacturer of skin care should be registered and generally comprises a team of Ayurvedic doctors, Ayurvedic Cosmeticians, Ethnobotanists (people who specialise in indigenous herbs) and a technical team. Ayurveda is India's medicinal system, and skin, hair and body care is seen to be Ayurvedic medicine for external use. It falls under the same guidelines as medicines for internal use. Most companies are GMP and ISO certified. Each formulation is registered after approval from the department. There are variations in formulations from range to range. Therefore not all skincare products are the same formulation, just as not all natural products have the same formulation.

In conclusion, I hope this information has provided you with a more in-depth understanding of Ayurvedic skin, hair and body treatments. Ayurvedic beauty treatments and products can be utilised as one approach within the Spa or salon, or can be the system upon which all treatments are based and can be integrated without requiring long and intense study.

There are therapists who have started using an Ayurvedic range with minimal formal training and have still been very successful in achieving results. Of course, it requires some learning of key ingredients and a slightly different way of thinking, but ultimately Ayurveda is a non-intrusive way of achieving results at a deeper level.

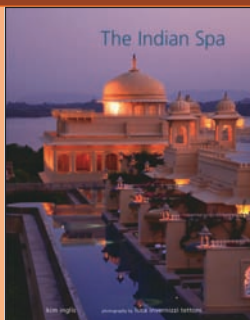
Ayurveda is the oldest recorded system of medicine within which beauty treatments (meaning 'to improve') has continuously existed, having been used in Indian society for centuries. Indian women are renowned for their beautiful skin, hair and grace. This is not just due to fortunate genetics but to a lifetime steeped in traditional beauty rituals. 🌿



By Yasmin Sadikot

Yasmin is a pioneer of traditional Ayurvedic Beauty products and treatments in Australia. A qualified homeopath, Yasmin has studied Ayurvedic herbology and treatments over the last 20 years, working with Ayurvedic cosmeticians and doctors. Her passion for traditional rituals led her on a journey to the creation of OmVeda in 1997, her commonly used phrase "if you cannot eat it, do not put on your skin", gives an understanding that the herbs used in products should have the same efficacy as that prescribed internally.

The images in this article are from the book *The Indian Spa* by the Spa imagemaster Luca Tettoni. With informative, deep text by Kim Inglis that will both inspire and educate, the Indian Spa can be purchased in Australia and New Zealand from your favourite bookstore or order copies for retail sale from kim@kiminglis.com



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