

# COSMETIC EFFECT OF DINCHARYA ON THE BASIS OF AYURVEDIC CLASSICS

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## ABSTRACT

*Ayurveda is a pioneer and one of the most ancient medical science. It emphasizes both external(physical) and internal(mental) beauty or Saundarya. Beauty of a person includes their complexion, skin texture, hair care, care of eyes, foot care etc. Beauty is not achieved in one day but it should be maintained or enhanced by using Ayurvedic procedures as it plays an important role in cosmetology by various way such as Aahar(Diet and nutrition), Vihar (lifestyle), Rasayana (health promoting drug), Dincharya (Daily regime or mode of life) etc. The concept of using herbs for beautification is well defined in Ayurveda. It affects complexion and texture of skin. This presentation is an attempt to collect references from various Samhitas regarding the procedures mentioned in Dincharya for cosmetic purpose and how it enhances saundarya as we know that some of these Dincharya procedure like Vyayama, Dantadhavana, Anjana, Nasya, Abhyanga, Snana, are now a days being popularly considered for beauty promotion.*

**Keywords:** *Dincharya, Rasayana, Samhitas, Saundarya.*

## INTRODUCTION

The literary means of *Saundarya* is Beauty. Many authors & poets described *Saundarya* in their own ways. In the present era, people are very much conscious about their health as well as beauty. The increased demand of beautification is evident by range of makeup items like creams, lotions, powders etc. Along with increased demand of beautification, the problems are also increasing which cause damage to beauty or personality due to changing life style, polluted atmosphere etc. Ayurveda is an ancient medical science which was developed in India. It emphasizes both external(physical) and internal(mental) beauty or *Saundarya*. *Saundarya* in Ayurveda is one of the aspect of healthy person as it is defined as one of the outcomes of *Sukhayu*<sup>[1]</sup>. Skin is depend upon type and texture of skin, but not only depended on skin but also on other factors like hair falling, hair blackening, wrinkle free skin etc. In the classical text of Ayurveda there are several references of numerous medicinal plants and modes of their application of their processed formulations for enhancing complexion, treating acne, treating

dark patches, long and shiny hairs etc. Beauty can be maintain or enhances by understanding & following basic guideline mentioned in Ayurveda in the form of *Dincharya*. By following *Dincharya* one will be able to follow a healthy lifestyle thereby maintaining health and hygiene.

## CONCEPT OF TWAK IN AYURVEDA

Skin is the reflection of an individual's health.<sup>[2]</sup> In Samhitas there are references which mentions that the beauty of a person is determined at the time of *ShukraSonitaSamyoga* itself and the formation of soft parts like Skin is the Maternal contribution (*Matraj Bhavas*), hard parts like hair, nails, teeth are Paternal Constitution (*Pitraj Bhavas*) and complexion is determined by the *Atmaja* and *Satmaja Bhavas*.<sup>[3]</sup> *Aacharya Sushruta* described the process of formation of *Twak* in the developing foetus, after the fertilization of Ovum *Twak* develops like a cream on the surface of milk in the uterus during the course of development of *Garbha*, differentiation of the layers of skin takes place and is

produced by all three *doshas*, particularly by the *Pitta dosha*.<sup>[4]</sup>

### ROLE OF DINCHARYA

Whatever the activities are done by a person from waking up in morning till sunset is called as *Dincharya*. Hygiene is as important as cosmetic application. Beauty should be enhanced or achieved by following the daily regimens mentioned in our Classics.

*BrahmMuhuratha*<sup>[5]</sup> – waking up in *BrahmMuhuratha* i.e. two hours before the sunrise.

Benefits: It is the time ideal for gaining knowledge. Along with the clean air, pleasant atmosphere, absence of noise, morning rays of rising Sun is beneficial to health.

*Achamana*<sup>[6]</sup> – means to wash face and eyes.

Benefits: it prevents *Neelika* and *Vyang* (blackish discoloration & dark circles). Help improving power of vision.

*Dantadhavana*<sup>[7]</sup> - one should brush in morning and night after intake of food with Arjuna, Asan, Malati etc (*katu, tikta, kashay* rasa). But in today's scenario most of the tooth paste are of *Madhur Rasa* which increase dental cavities.

Benefits: It brings about freshness, takes away bad odour and coating on teeth which increase the beauty of teeth. It produces alleviation of *Kapha*, clearness in the mouth, desire for food.<sup>[8]</sup> Smile is the persons ability to express the range of emotions with the structure and movement of teeth and lips. So to keep oneself confident, proper care of teeth and lips are important.

*Anjana*<sup>[9]</sup> - To protect Eye one should apply *Anjana* described in our Samhitas. Eye is the most important all the sense organ.

Benefits: application of *Anjana* cleans the human eyes, which makes them to shine like the bright moon in the clear sky. It also prevents *Daah* (burning sensation), *Kandu* (itching), *Mala* (eye debris) etc.

*Nasya*<sup>[10]</sup> - medicine or medicated fat is administered through nostrils is known as *Nasya*. As Acharyas said Head is the most important part of the body<sup>[11]</sup>

and nose is the entry way for the Head. It is indicated as daily regimen is the *PratimarshaNasya* which is devoid of any complication and administered at any time.

Benefits: it prevents diseases of Eyes, Nose and Ears. There will be no white or grey hair & they grow well.<sup>[12]</sup> Beautiful and black hairs are part of beauty so every one wants to strong and black hair and it can be achieved by using medicated nasal drops which can be maintained or protect from hair disorders or even in falling or graying of hair.

*Abhyanga*<sup>[13]</sup> - application of oil.

Benefits: oil applied to the skin delays ageing, cures *Vata* disorders, improve vision, skin, health, sleep. *Abhyanga* done specially to head, ears, feet.<sup>[14]</sup> In this modern era different types of massage are useful, therefore we can say that *Abhyanga* is most important *Dincharya* procedure for healthy skin and for good complexion.

*Padabhyanga*<sup>[15]</sup> -

Benefits: it removes dryness, stiffness, roughness, tiredness and numbness instantly. It also makes skin smooth, provide strength and stability to feet, and its medicinal use is to improve the vision and improves sleep.

*Shirobhyanga*<sup>[16]</sup> -

Benefits: daily practice of head massage prevents balding, graying, hair fall, strengthens hair root and makes the hair black and long. It also nourishes the sense organs, softens the skin and provide luster.

*Udvardana*<sup>[17]</sup> - it is a process of massage with powders of medicated herbs.

Benefits: it helps to decrease *Kapha* and Fat (*medhadhatu*). It also makes body strong. By doing this blood vessels becomes dilated and complexion in the skin. Reduces itching and skin eruptions.

*Snana*<sup>[18]</sup> - taking bath.

Benefits: enhances longevity, strength, compactness and Ojas, and cures sweat and impurities of body.

*Anulepna*<sup>[19]</sup> - application of ointment is called *Anulepna*. It can be done by different herbal preparation mention in Ancient Samhitas. In this Modern Era people use different kind of face pack

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like Chandan, Neem face pack can be put under the heading *Anulepna*.

Benefits: as like *Snana* it also removes sweat.

*Vastradharana*<sup>[20]</sup>-

Benefits: it enhances beauty, success, longevity, recognition in society, destroys poverty. In Modern era it is useful for cosmetic purpose by protecting skin and body from ultra violet rays, external harm and by improving external appearance of individuals. An individual style of dressing plays an important role to represents their character and personality. As it is rightly said that “a man is known by his dress and address.”

*Saugandhitdravyadharana*<sup>[21]</sup> - application of fragrant drugs like Chandan, Kesara, Kasturi etc.

Benefits: it produces fragrance, beauty, pleasantness of mind. In Modern Era it is important because not only they help to fight with body odor but also enhance the mood. It helps to lift spirits, makes attractive.

*Vyayamam*<sup>[22]</sup>- means exercise.

Benefits: similar to abhyanga it also has effect on almost all systems of body. It enhances blood circulation, increase the perspiration, helps to reduce fat from the body and also help body to make firm.

*SnehaGandush*<sup>[23]</sup> - Benefits: prevents cracking of lips, dryness of mouth etc.

The market of beauty products is growing very fast. Many companies have entered with branded products in categories such as skin care, hair care, soaps, essential oils, serums. But all of these products have harmful constituent or chemicals which may slowly damage skin, hair etc. Now a days consumer interest is increasing in natural beauty products. More and more products now include interest in herbal and botanical ingredients. Indian herbs and Ayurveda products are being sourced and tested for use in cosmetic industry. Ayurvedic cosmetology started from Mothers womb, *dincharya*, *ritucharya* and with the practices of ayurvedic herbs. The procedures mentioned in *Dincharya* are aimed at personal hygiene and if the person follows the steps of *Dincharya* then he/she would be at less risk of developing disease. The steps and plans mentioned

in *Dincharya* if followed properly helps a person to remain healthy as it is often said that “*PahlaSukhaNirogi Kaya*”. If a person body & mind are healthy, then his physical appearance and personality also be impressive. *Dincharya* procedures can play important role in showing the cosmetic effect in elevating the beauty. From this we can say that if we follow *Dincharya* there will be no need to any external application for beautiful personality or skin. The different procedures of *Dincharya* include beauty of skin, face, hair, feet etc.

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