



Review Article

ROLE OF PRAKRITI IN SELECTION OF COSMETIC PRODUCTS

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ABSTRACT

Ayurveda is an ancient science of life. It attributes primary aim towards prevention and health maintenance. Health promotion depends on toxin (*Ama*) free systems, restoration of cellular nutrition and maintenance of balance of *Doshas*. The major preventive approaches for maintaining and improving the quality of life includes individualized specific daily regimen (*Dinacharya*), seasonal regimen (*Rutucharya*), behavioral and ethical consideration (*Sadvrittas*). Healthy lifestyle is emphasized as the determinant of longevity of life which depends on the *Prakriti* (bio-identity i.e. body - mind constitution) of an individual. *Prakriti* is an important concept of Ayurveda. *Prakriti* is a combination of Physical, Physiological and Psychological characteristics of an individual. In Ayurveda concept of personality and beauty is expressed in terms of *Prakriti*, *Sara* and *Anguli Praman* etc. Variation in skin characteristics are also mentioned in Ayurveda as per dominant *Deha Prakriti*. Day by day cosmetic field is gaining wide importance along with its increased demand. On other hand skin problems are also increasing which causes damage to skin due to overuse or misuse of cosmetics. It requires knowledge of cosmetic science along with *Prakriti* while choosing any cosmetics otherwise random use of any cosmetics may cause adverse effect on skin. Awareness about *Prakriti* gives guideline by suggesting *Aahar vihar* and lifestyle modification according to *Prakriti* so that one can maintain skin health. The main aim of this study is to provide awareness to healthy individuals about role of *Prakriti* while selecting skin care cosmetics products. For this study literature collection is done from various *Samhita Granths*, cosmetic books, thesis research work of related topics, and current research papers.

KEYWORDS: *Prakriti, Vata, Pitta, Kapha, Sebum, Hydration.*

INTRODUCTION

Ayurveda attributes primary importance in prevention and the maintenance of positive health. The major preventive approaches for maintaining and improving the quality of life includes individualized specific daily regimen (*Dinacharya*), seasonal regimen (*Rutucharya*), behavioral and ethical consideration (*Sadvritta*). Healthy lifestyle is emphasized as the determinant of longevity of life, which depends on the *Prakriti* (bio-identity i.e. body - mind constitution) of an individual. Proper understanding of *Prakriti* leads the physician in making right diagnosis, treatment plan, and prognosis and also in guiding how to stay disease-free, what to do for restoration and maintenance of health.

According to Ayurveda every individual is different from other and hence should be considered as a different entity called as *Prakriti*. *Prakriti* means *Swabhav* or nature of an individual.^[1] According to *Sushruta* the *Prakriti* remains inherits throughout the life prior to death^[2]. *Ayurveda* categorizes human population in to sub population such as *Vata Prakriti*, *Pitta Prakriti* and *Kapha Prakriti* or their combination on the basis of physical, physiological, and psychological characteristics with completely avoidance of racial, ethical and geographical consideration. *Prakriti* of an individual is decided at the time of birth which shows differences in physical, physiological and psychological characteristics of an

individual. There are two aspects of *Prakriti* on the basis of the two aims of *Ayurveda*. For Health Purpose *Prakriti* plays an important role in the development of body, its complexion, behavior, resistance power i.e. immunity and health status etc. If the diet, daily regimen, seasonal regimen etc. conducted by a person having opposite *Gunas* to their *Prakriti*, then person can maintain its health for long time. For treatment purpose *Prakriti* is first *Pariksha* mentioned by Acharya Charaka in the list of *Dashavidha Pariksha* for investigating the patients.^[3]

In modern sciences there are many theories mentioned to explain the concept of *Prakriti*. In psychology temperament refers to those aspects of an individual personality such as introversion or extroversion. Historically the concept of temperament was a part of theory of the four humors with their corresponding four temperaments. The combination of mental and emotional traits of a person is called as temperament. The manner of thinking, behaving or reacting characteristics of a specific person. Personality also refers to the patterns of thought, feelings, social adjustment and behaviours consistency exhibited over time that strongly influences ones expectation, self perception and attitude. Ayurvedic system of medicine explains *Prakriti* in term of various factors affecting on it which covers all the theories in modern medical science.^[4]

The Skin is the largest organ of our body. The unbroken skin is the nature's dressing over the body. A healthy skin is a source of pleasure not only to its owner but also to one who looks at it. It is believed in Ayurveda that one can enhance internal beauty by understanding and following basic principle of Ayurveda. Ayurveda determines beauty in terms of *Prakriti*, *Sara* and *Anguli Praman* etc. Day by day Cosmetic field is gaining wide importance. Advancement in this field is defiantly beneficial for skin health but, its overuse or misuse is affecting skin health. Now a day's people are suffering from various skin problems due to overuse or misuse of cosmetics. To overcome these problems one should be aware about skin health. Because of its visibility skin reflects our emotions and some aspects of normal physiology. According to Sante (1997) the prevalence of skin disorder associated with cosmetic was 69.2%^[5,6]. Skin reflects its impact on physical and psychological health of sufferer. So, normal and healthy skin is important factor for individual's personality. According to different *Deha Prakriti* the quality of skin is also mentioned in our ancient text. *Twacha* and *Loma* of *Vata Prakriti* person are rough due to *Ruksha Guna*. Due to *Vaishadya Guna* *Sputit Avayav* is also seen in *Vata Prakriti* person. Due to *Ushna Guna* of *Pitta Prakriti*, person has fair skin colour. *Mrudu*, *Alpa*, *Kapil Varna* *Loma*. *Prabhut Sweda Pravritti* is also seen in *Pitta Prakriti* volunteers. Due to *Snigdha Guna* of *Kapha* this *Prakriti* person have fair colour skin. *Kapha Prakriti* person has *Mrudu Anga* and *Alpa Sweda Praman*. *Kapha Prakriti* has the *Gaur Varna* of the skin like *Durva*, *Indivar*, *Sarakand* etc.^[7-10]

Awareness about *Prakriti* gives guideline by suggesting *Aahar Vihar* and lifestyle modification according to *Prakriti* so that one can maintain skin health. To know the skin quality according to *Prakriti* before using skin cosmetic products is today's need.

DISCUSSION

In the review of previous studies it was found that individuals from three most contrasting constitutional types exhibit striking differences with respect to biochemical and hematological parameter and at genome wide expression levels.^[11] There are various research works available in this direction. Mexameter, Corneometer, Skin Ph meter, Sebumeter, TEWAmeter are available instruments by which we can assess quality of skin on the basis of *Prakriti*. Few works was also done with the help of these instruments. According to authors of different research works there is variation in skin quality according to *Prakriti* and *Sararta* also. According to Patange Pradnya^[12] skin moisture content is influenced by *Prakriti*. As per her finding skin moisture was less in *Vata Prakriti*, medium in *Pitta Prakriti* and high in *Kapha Prakriti*. Jadhav Ujjwala 2011^[13] found less sebum in *Vata Prakriti*, medium sebum in *Pitta Prakriti* and higher sebum in *Kapha Prakriti*.

Other research works were also done in this direction. According to Lopez et al^[14] and Tagami^[15] skin sebum level was significantly higher on fore head than cheek. S. Marrakchi and H. I. Maibach^[16] reported that the oldest individual had least hydrated skin than younger due to decrease in natural moisturizing factor in older individual.

As per costin and Hearing understanding the mechanisms by which different factors and compound induce melanogenesis is of great interest pharmaceutically (as therapy for pigmentary diseases) and cosmeceutically to design tanning products with the potential to reduce skin cancer risk. Vittorio Mazzarello et all concluded in their research paper that skin texture associated with analysis of PH, sebum, pigmentation and hydration can help the comprehension of skin aging. Ihuma J.O. et al^[17] found that the use of medicated soaps should be in moderate level because overuse may reduce the resident micro flora thereby giving way to transient micro flora which may grow opportunistically above the normal threshold level creating a disease situation especially in immune compromised individuals. Melanin is one of the factor which is responsible for skin colour. In 2001 G. G. Hillebrand^[18] reported that individuals lived in sun exposed area has higher melanin index as compare with people has who lived in less sun exposed area. In 2011 Alizerza Firooz^[19] found that melanin index was higher in 20- 30 year age group than 10 - 20 year age group.

As per finding of Varghese et al^[20] the comparative analysis of influence of cosmetics in altering or modifying the ecology of human skin micro flora associates with earlier report and suggest a strong positive correlation between reduction in the number of human skin flora and long term use of cosmetics. Less bacterial count was observed on the skin surface of respondents who were long term users of cosmetics as expected. Alireza Firooz et al^[21] in this research article concluded that there were significant differences between hydration, melanin index and elasticity of different age group. Regarding location, forehead had highest melanin index where as palm had lowest value. The main value of erythematic index and melanin index and TEWL were significantly higher in males and anatomical location was a significant independent factor for all parameters.

CONCLUSION

It has been concluded that *Prakriti* has important role in selection of cosmetic products. If such type of more work will be done by Ayurvedic researcher then it will provide awareness to society while selecting cosmetics and secondly it will be a new guideline for cosmetic Preparation Company to make products according to variation in *Prakriti* so that no one can get side effects related to misuse of any cosmetic products.

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Cite this article as:

Umarkar Suwarna V, Vyas Deepak M, Waghmare Pragati P. Role of Prakriti in Selection of Cosmetic Products. International Journal of Ayurveda and Pharma Research. 2017;5(7):97-99.

Source of support: Nil, Conflict of interest: None Declared

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