

Role of Ayurvedic Nutricosmetics in Skin and Hair Rejuvenation: A Narrative Review

VINAY KUMAR¹, SADHANA MISAR WAJPEYI², PANKAJ YADAV³, BHISHMANI TARARE⁴



ABSTRACT

Healthy skin is a symbol of overall health condition of an individual. *Ayurvedic* herbs are useful for correcting the pathogenesis and establishing the original and natural colour and complexion of healthy skin and hair. In recent years, there has been a growing awareness among consumers about the side-effects of synthetic skincare products and the role of internal nutrition in the care of skin and hairs. The expansion of nutricosmetics markets worldwide reflect this trend for safer, natural and holistic options. Although there are many well-experimented Ayurvedic formulations for the skin and hair care, there is a lack of records and scientific evidence with regard to Ayurvedic aspect related to nutricosmetic approach leading to the present study. In the present study it carefully connects traditional Ayurvedic knowledge-like the application of *Keshya*, *Varnya*, *Rasayana*, and *Vayasthapana* herbs with the latest developments in oral skincare supplements. It also offers a comprehensive and preventive viewpoint on skin and hair health by exploring the Ayurvedic method in a unique way, starting with *Dincharya*, *Ritucharya*, *Shodhana*, and *Shamana*. This work aligns Ayurvedic classifications with contemporary pharmaceutical actions and gut-skin axis ideas.

Keywords: Phytotherapy, Cosmeceuticals, Traditional medicine, *Dravyaguna*, Medicinal plants

INTRODUCTION

Healthy skin is a symbol of overall health condition of an individual and when we think about skin care, the first thing, which comes in our mind, is cosmetics. According to Drug and Cosmetic Act 1940, cosmetic is anything which can be applied, sprayed, sprinkled, poured, and rubbed on any part of human body for cleaning, altering the appearance, beautifying or promoting attractiveness. It is available in various forms like powder, lotions, creams etc., in the market [1]. Nutricosmetics, nutraceuticals, and cosmeceuticals each play a unique role in health and wellness. Nutricosmetics are oral supplements that enhance beauty from within, improving skin, hair, and anti-ageing by nourishing tissues and supporting the gut-skin axis [2]. Nutraceuticals focus on internal health, using dietary supplements like herbs, omega-3s, and probiotics to boost immunity, digestion, and metabolism [3]. Cosmeceuticals are topical products such as creams and serums that combine cosmetic and medicinal benefits to treat issues like acne, pigmentation, and wrinkles [4]. While nutricosmetics and nutraceuticals work systemically, cosmeceuticals act externally. Ayurvedic herbs like *Amla*, *Ashwagandha*, and Turmeric are commonly used across all three for their holistic and therapeutic effects. The phrase “nutricosmetics” has become more and more popular in the food and cosmetics sectors in recent years. Nutricosmetics come from two words—nutrition and cosmetics. “Nutraceuticals” is another phrase from which the term nutricosmetics is borrowed. The term Nutraceuticals is given by the American physician Stephen de Felice in 1989 [5]. Cosmeceuticals are not regulated in the EU, US, or Japan. The majority of products in the US are considered as medications that have most likely not received FDA approval, while in the EU they are regarded as cosmetics. They have been classified as quasi-drugs in Japan [6]. The 1940 Drugs and Cosmetics Act regulates ways to manufacture, sell, accumulate, distribute, and import medications in a way that is virtually similar to how beauty care products are regulated in India [7]. The market for nutricosmetics is expanding incredibly fast. The size of the worldwide nutricosmetics market was estimated at US\$ 6.5 billion in 2022, and by 2032, it is projected to reach over US\$ 14.63 billion [8]. Today people are careful with the food and medicine choices as they are aware about the side effects of synthetic drugs. So here Ayurveda comes into the scenario to play a significant role. Ayurvedic concepts, herbs and preparations

are useful for correcting the pathogenesis and establishing the original and natural colour and complexion of healthy skin [9]. The phytochemistry of Ayurvedic nutricosmetics includes bioactive compounds like flavonoids, phenolics, alkaloids, and antioxidants found in herbs such as *Chandana*, *Manjistha*, *Amla*, and *Bhringaraj*. These herbs improve skin complexion, purify blood, promote hair growth, support wound healing, and offer anti-ageing and rejuvenating effects. Combined with modern ingredients like vitamins and polyphenols, they offer a holistic, natural approach to skin and hair care [10]. In Ayurveda, anti-ageing cosmeceuticals focus on balancing the *doshas*—*Kapha* (moisture), *Pitta* (metabolism), and *Vata* (circulation)-to maintain skin youthfulness. Skin health reflects the state of three key tissues: *Rasa* (nutrient fluid), *Rakta* (blood), and *Mamsa* (muscle). Anti-ageing therapies are classified as promotive (*Urjaskara*) and curative (*Vyadhihara*). For *Vata* skin, nourishing and hydrating oils prevent dryness and wrinkles. *Pitta* skin needs sun protection and soothing oils, while *Kapha* skin benefits from daily oil massage and gentle exfoliation [11].

The history of Ayurvedic nutricosmetics dates back to the Indus Valley Civilisation. The goal of using these things was to achieve longevity and good health in addition to improving one's outer appearance. Evidences of highly developed ideas about self-care, beautification and various nutricosmetics and cosmetics used by people are found in India. Numerous customs were seasonal (*Rutus*) and delicately entwined with everyday life (*Dinacharya*). Natural resources served as the foundation for the ancient Indian's conception and application of cosmetics over the whole spectrum. The daily regimen for skin care that is outlined in Ayurvedic literature involves a variety of formulas made with herbs and other natural components. They were applied externally in the form of oils, pastes, herbal liquids etc. [12].

The states of the 3 *dhatu*s that make up the skin are the muscle (*Mamsa*), blood (*Rakta*), and nutritive fluid (*Rasa*). *Mamsa* gives the skin firmness, *Rakta* helps remove toxins from the skin in connection with liver function, and *Rasa* maintains all bodily tissues, especially the skin. Ayurvedic anti-ageing skincare products that work well should support each of these three areas. In Ayurveda, medicinal herbs under the category of *Varnya*, *Keshya*, *Vayasthapana*, *rasayana*, *Kandughna*, *Kushtaghna* etc along with *Dincharya*, *Ritucharya*,

Shodhan and *Shaman chikitsa* can make significant difference in beautifying and treating the skin and hair problems [13].

In *Charak Samhita*, *Acharya Charak* has mentioned 10 *varnya dravyas* eg. *Chandana*, *Punnaga*, *Padmaka*, *Usheer*, *Madhuka*, *Manjishtha*, *Sariva*, *Payasya*, *Sita*, *Lata* under the heading of *varnya mahakashay* [14].

In *Sushruta Samhita*, *Acharya Sushrut* has mentioned some *dravyas* like *Lodhra*, *Palash*, *Shallaki*, *Jingini*, *Kadamba*, *Kadali* etc in *Lodhradi Gana* and *Ela*, *Tagara*, *Kushtha*, *Dhyamaka*, *Twak*, *Patra*, *Priyangu*, *Choraka*, *Guggulu*, *Sarjarasa*, *Kunduru*, *Agaru*, *Ushira*, *Bhadradaru*, *Kumkuma* etc under *Eladi Gana*. *Haridra*, *Kumari*, *Bakuchi* *Madyantika*, *Nimba*, *Karanj*, *Kutshalmali*, *Shalmali*, *Ingudi*, *Bakuchi* are other drug options for attaining these effects on skin [15]. Nowadays the skin care -'Beauty-from-within' cosmeceuticals are gaining a lot of traction in the anti-ageing market domain. These functional products taken orally help people seem younger by focusing on and reversing certain physiological processes that are typically linked to ageing, namely the irreversible deterioration of cells and tissues. Vitamins, phytonutrients, and other natural components are used in many of these nutricosmetics to produce the intended effects. Vitamins A, C, and E, fatty acids like alpha-lipoic acid, and botanicals like green tea are examples of antioxidants included in nutricosmetics and oral anti-ageing therapies. Additionally, superior products have compounds that support healthy skin, have anti-inflammatory properties, and help reduce stress [16]. There has been a noticeable shift in hair care trends recently toward more sustainable, individualised, and holistic methods. With treatments like exfoliating serums, probiotic-infused tonics, and Ayurvedic oils (such *Bhringraj* and *Amla*) becoming more and more popular, scalp health is becoming a top priority. While wellness-oriented treatments with adaptogens and aromatherapy target stress-induced hair loss, repair-focused remedies with bond-builders and peptides aid in restoring damaged hair. In order to promote both beauty and hair health in a straightforward, minimalist routine, businesses are providing texture-specific products for curly, coily, and ageing hair [17].

The goal of this review is to offer an in-depth review of Ayurvedic nutricosmetics, emphasising its historical foundations, classical references, phytochemical makeup, and usefulness to current skincare and haircare regimens. Through the integration of modern nutricosmetic ideas with traditional Ayurvedic knowledge, the study demonstrates how herbal formulations support long-term health and internal balance in addition to improving external beauty. The author wants to highlight Ayurvedic cosmetology's scientific basis and its increasing recognition as a sustainable, all-natural, and holistic approach to beauty. The classification, modes of action, and pharmacological potential of key Ayurvedic herbs are also examined in this review, along with how they relate to the *dosha* theory to provide personalised and effective skin and hair wellness solutions.

The data concern with this subject is gathered from the Ayurveda texts, *Samhita*, *Nighantu*, Articles, Journals, websites of various organisations like World Health Organisation (WHO) and Central Drug Standard Control Organisation (CDSCO), Ministry of Health and Family Welfare, GOI. Apart from these, reports of various government agencies like Food and Drug Administration, Consumer Product Safety of United States and different web blogs also have been referred.

DISCUSSION

The concept of Nutricosmetics and Cosmetics is not new to Ayurveda. It advised to follow seasonal and daily routines to protect the natural skin tone, hair, sound and body. *Shodhana chikitsa* and *shamana chikitsa* also contributes to cosmetics and nutrition supplements [18].

Dincharya and Ritucharya (Daily and Seasonal Routines)

Ushajalapana (Consumption of water early morning) improves the eyesight, prevents early greying and hair fall. *Anjana* (application of

collyrium) gives clear vision. Application of *Anjana* daily makes eyes look beautiful. *Dantadhavana* and *Jihwa nirlekhana* (Flossing and scraping the tongue) cleans teeth and tongue.

Gandusha and *Kavala* (mouth gargle) relieves the rigidity of the mouth and gives the teeth strength. It reinforces the face and cheek muscles. This routine protects lips from cracking. *Pratimarsa Nasya* (Nasal drops) stops hair greying and falling. It delays the effects of ageing and makes a person appear younger. The skin on the shoulders, neck, face, and chest thickens, becomes brighter, and the sensory organs get stronger.

Abhyanga (oil massage) enhance the skin complexion. Head massage (*Shiroabhyanga*) prevents premature greying and balding. *Padabhyanga* (Foot massage) prevents cracking of the feet. It promotes eyesight and improves the beauty of the legs. *Anulepana* (External applications) removes perspiration, odour, and uneven skin tone [19].

Shaman (Internal Medications)

Varnya: The Sanskrit word for color is varna. The pharmacological action which improves the skin complexion is called as Varnya. Varnya is a medication that enhances the skin's look. Skin tone is just the natural color and texture of the skin. Social significance of beauty and skin tone is an utmost concern for all individuals. In the fourth chapter of Sutrasthana, Shad Virechan Shatashriteeya Adhyaya, of Charaka Samhita, Acharya Charak has mentioned ten medicinal herbs called Varnya Mahakashaya, which can be utilised to achieve radiant skin [20].

Raktaprasadana: Improving the quality of the blood and circulation of blood. It indeed promotes the quality improvisation of the skin. Drugs like *Manjishtha*, *Sariva*, *Yahtimadhu*, *Chandana* does this action [21].

Keshya: Dravyas that strengthen the roots of hair and encourage its healthy growth are referred to as *keshavardhaka* or *keshya*. The absence of nutrients at the roots of hair is the cause of hair fall. *Pitta* and *Vata* aggravation can also be the cause of this problem. *Kapha* and *rakta* vitiations can lead to clogs in the passageways that supply nutrients to the hair, which can often have an adverse effect on the nourishment that the hair receives. *Bhringaraja*, *Amlaki*, *Jatamansi*, *Neeli*, *Reetha*, *Brahmi* etc are some examples for drugs having these pharmacological actions [22].

Sandhaniya: *Sandhaniya* herbs aid in the repair and renewal of the skin, reversing the symptoms of ageing, and the coalescence of lost tissue. These plant-based medications increase nerve regeneration. Every medication listed under *Sandhaniya Mahakashaya* has some properties. These dravyas must be *Katu* (pungent), *Tikta* (bitter), *Kashaya*, or *Madhura Rasatmak* which are crucial for the healing of wounds. The *Sandhaniya Mahakashaya* medications are *Amapachaka*, *Krimihara*, *Vranahara* (wound healer) and *Vishahara* (anti-toxic). It demonstrates their capacity to treat wounds properly at the same time. Being the bioactive parts of the plants, some specific phytochemicals are one of the main factors speeding up the healing of wounds [23].

Vayasthapana: *Vayasthapana*, means to maintaining youthfulness or arresting age, is the element that nourishes the skin, preserves its optimal physiological activities, and has a general anti-ageing property. *Vayasthapana* herbs balance all three *doshas*. The most promising *vayasthapana* herb for anti-ageing is *Amlaki* (*Emblia officinalis*). It also promotes the synthesis of collagen [24].

Rasayana (Rejuvenation): Long life, excellent memory, intelligence, good health, youth, excellent, good skin and complexion, good voice, physical strength, strong sense organs, good oration skills, aphrodisiac qualities and brilliance are all gained by undergoing rejuvenation therapy. Rasayana, also known as anti-ageing/rejuvenation therapy, refers to techniques or therapies that enable one to maximise the utilisation of the digested end product (*Prashasta Rasa dhatu*) [25].

Shodhana (Body detoxification): Various *Panchkarma* procedures are helpful to get healthy skin and complexion by removing aggravated doshas from the body. *Raktamokshana* used by *Jalouka* (leech therapy) helps in pimples, wounds and itching [26].

Kalpa: Some Ayurvedic formulations e.g. *Sarivadyasav*, *Chandanavasam*, [27] *Haridradi lepa* [28] *Ashokarishta*, *Mahamanjishthadi kwath* [29], *Manjishthadi lepa* [30] etc., also also serve the same pharmacological action to exhibit the desired pharmacological effects.

The global nutricosmetics market is growing rapidly as people became more aware regarding nutritional deficiencies and skin health. They realised the importance of healthy and balance diet rather than external application of various creams, lotions and moisturizer on skin. Manufacturers understood this trend and launching variety of products to attract the consumer. They are offering the nutricosmetics enriched with antioxidants, vitamins and minerals etc. People realised that anything and everything they eat can affect the skin complexion and radiance as there is an axis between gut and skin which affects the gut and skin microbiome. Microbiome is the key regulator of immune system which protects the human body from variety of diseases. In this modern era educated consumer understands the safety before consuming anything and that's why the consumption of herbal products are increased tremendously over last few decades as people trust it for its safety and efficacy [31].

CONCLUSION(S)

Nutricosmetics is one of the emerging branches of science which is gaining attention of researcher, industry and general public all around the globe. In this aspect Ayurveda can serve the mankind with its time-tested knowledge and holistic approach. Therefore, various Ayurveda nutricosmetics need to be standardised and accordingly, various experimental and clinical studies should be planned to establish and strengthen the Ayurveda in nutricosmetics.

REFERENCES

- Government of India. The Drugs and Cosmetics Act, Rules Government of India; 2014. Available from: https://cdsco.gov.in/opencms/export/sites/CDSCO_WEB/Pdf.
- Dini I, Laneri S. Nutricosmetics: A brief overview. *Phytotherapy Research*. 2019 Dec;33(12):3054-63.
- DeFelice SL. Nutraceuticals: Opportunities in an emerging market. *Scrip Mag*. 1992;9:14-15.
- Raja RR. Nutraceuticals and cosmeceuticals for human beings—an overview. *American J Food Sci Health*. 2016;2(2):07-17.
- Kalra EK. Nutraceutical-definition and introduction. *Aaps Pharmsci*. 2003 Sep;5(3):25.
- Sathyaseelan S, Rao BH, Anushmati S. Cosmeceuticals: A transit state from synthetic to natural. *Indian J Pharm*. 2024 Jan 1;56(1):42-51.
- Sahu A, Srivastava N, Jena D, Singh A, Kumar S, Chauhan I. Important regulatory guidelines on natural products. *Current Traditional Medicine*. 2024 Dec 1;10(6):152-72.
- Hadjikinova R. Nutricosmetics - present and future. Review. *Plovdiv: University of Food Technologies*; 2024.
- Anandhapriyan M, Srinivasprabhu DK. Skin Health and Complexion Improvement Benefits of Selected Ayurvedic Medicinal Plants. *Int J Ayurveda Pharm Res*. 2024 Aug 10:44-54.
- Newton KG. The biology of aging (Jara)-An Ayurvedic Approach. *Journal Of Indian Medical Heritage*. 2001 Jul 1;31(2):161-80.
- Datta HS, Mitra SK, Paramesh R, Patwardhan B. Theories and management of aging: Modern and ayurveda perspectives. *Evidence-Based Complementary and Alternative Medicine*. 2011;2011(1):528527.
- Patkar K. Herbal cosmetics in ancient India. *Indian Journal of Plastic Surgery*. 2008 Oct;41(S 01):134-37.
- Banga P, Sarodea S, Bhosale M. Shalakyta tantra: Ayurvedic insights for radiant beauty.
- Parde PR, Jaiswal SK, Jaiswal MS. The role of Charakokta Varnya Mahakashaya for maintenance of skin complexion (Varnya Vriddhi): A literature review. *Ayurline: Int J Res Indian Med*. 2021;5(2)
- Gandhi A, Peresypkin P, Hegde PL. Cosmetology in Ayurveda. *Research & Reviews: A Journal of Ayurvedic Science, Yoga & Naturopathy*. 2022; 9 (2): 7-17p.
- Hakulinen I. Active ingredients-Trends among consumers: A theoretical study about skincare active ingredient use and current trends among generation Z consumers.
- Alessandrini A, Piraccini BM. Essential of hair care cosmetics. *Cosmetics*. 2016 Sep 27;3(4):34.
- Nille GC, Chaudhary AK, Rajmane SJ. The probability of advance fortune of cosmetology on doctrines of Ayurveda—the ancient science of life with beauty. *Indian Journal of Traditional Knowledge (IJTK)*. 2020 Dec 29;19(4):868-78.
- Abhilash M, Hajara Shamna T. Cosmetology And Ayurveda—A Review Based Upon the Scope and Utility. *Kerala Journal of Ayurveda*. 2025 Mar 30;4(1):20-24.
- Sundar B, Gadad GG. Scope of Varnya Mahakashaya drugs as a key component to health from a cosmetic perspective. *Int J Res Ayurveda Pharm*. 2016;7(2):1-4.
- Swati, Aradhana Kande. Raktapradoshaja Vikara and their Upakrama. *J Ayurveda Integr Med Sci [Internet]*. 2025;10(3):346-52.
- Neeru S, Yadevendra Y, Usha S, Chand SK. Concept of hair problems and its treatment in ayurveda. *Sch Int J Tradit Complement Med*. 2020 Feb;3(2):33-8.
- Sandwal S, Pandey YK. Therapeutic potential of Sandhaniya Maha Kashaya: A Critical Review of Ayurvedic Literature and Pharmacological Insights. *Journal of Ayurveda and Integrated Medical Sciences*. 2024;9(12):123-31.
- Mishra RN. Vayasthapak-The ayurvedic anti aging drugs. *International Journal of Research in Pharmaceutical and Biomedical Sciences*. 2012 Jun 27;3(1):234-49.
- Kumar YV. Concept of rasayana and Ayurvedic drugs: A review. *International Journal of Research in Ayurveda and Pharmacy*. 2013;4(2):292-296.
- Gadadavar MD. Applicability of jalouka in shalyaja vyadhi. *World J Pharm Sci*. 2025 May 22;13(02):1-250.
- Bhati A, Yadav CR, Gurao R. Scope of Ayurveda in the management of Kushtha (skin diseases). *Int Res J Ayurveda Yoga*. 2024 May 9;7(4):45-49.
- Sason R, Sharma A. Clinical study to compare effect of Haridradi lepa and Shringatadi tailam along with Shwadanshradi churna in Keshashatan (hair fall). *Journal of Indian System of Medicine*. 2022 Jan 1;10(1):12-8.
- Varsakiya J, Alisha DK. To evaluate the effect of ayurveda formulations to manage the switra (vitiligo)-A case report. *Journal of Ayurveda and Integrated Medical Sciences*. 2023;8(1):145-149.
- Sushma SV, Rakesh RN. An open labelled clinical study to evaluate the effect of Manjistha Lepa on Savarnikarana of Vrana Vastu vsr to scar. *Journal of Ayurveda and Integrated Medical Sciences*. 2023 Dec 8;8(10):14-20.
- Puri V, Nagpal M, Singh I, Singh M, Dhingra GA, Huanbutta K, Dheer D, Sharma A, Sangnim T. A comprehensive review on nutraceuticals: Therapy support and formulation challenges. *Nutrients*. 2022 Nov 3;14(21):4637.

PARTICULARS OF CONTRIBUTORS:

- Postgraduate Scholar, Department of Kayachikitsa, Datta Meghe Institute of Higher Education and Research, Wardha, Maharashtra, India.
- Professor, Department of Kayachikitsa, Datta Meghe Institute of Higher Education and Research, Wardha, Maharashtra, India.
- Postgraduate Scholar, Department of Kayachikitsa, Datta Meghe Institute of Higher Education and Research, Wardha, Maharashtra, India.
- Postgraduate Scholar, Department of Kayachikitsa, Datta Meghe Institute of Higher Education and Research, Wardha, Maharashtra, India.

NAME, ADDRESS, E-MAIL ID OF THE CORRESPONDING AUTHOR:

Vinay Kumar,
Row H. No.19, Takshak City, Yavatmal Road, Sawangi, Wardha,
Maharashtra, India.
E-mail: vinaynara94@gmail.com

AUTHOR DECLARATION:

- Financial or Other Competing Interests: None
- Was informed consent obtained from the subjects involved in the study? No
- For any images presented appropriate consent has been obtained from the subjects. NA

PLAGIARISM CHECKING METHODS: [Jain H et al.]

- Plagiarism X-checker: Apr 05, 2025
- Manual Googling: Oct 27, 2025
- iThenticate Software: Oct 29, 2025 (1%)

ETYMOLOGY: Author Origin

EMENDATIONS: 6

Date of Submission: Jan 12, 2025

Date of Peer Review: May 29, 2025

Date of Acceptance: Nov 01, 2025

Date of Publishing: May 01, 2026