



ROLE OF PANCHAKARMA IN BEAUTY CARE

⁽¹⁾Dr Rahul H ⁽²⁾Dr Amrutha K P

¹Assistant professor, Department of Panchakarma Vaidyaratnam Ayurveda college, ollur, Thrissur, Kerala, India

²House surgeon, Vaidyaratnam ayurveda college ollur, Thrissur, Kerala, India

ABSTRACT

Beauty care encompasses a wide range of practices aimed at enhancing and maintaining physical appearance and overall well-being. These practices include skincare, haircare, and body care, and they often involve the use of cosmetic products, natural remedies, and treatments. Skincare routines focus on cleansing, moisturizing, and protecting the skin, while haircare emphasizes nourishing and styling the hair. The beauty industry also promotes holistic approaches, integrating wellness practices like proper nutrition, hydration, and stress management, which all contribute to external beauty. In Ayurveda, the concept of healthy skin or beauty is mentioned but all are in segregated form, from daily routine activities to the treatment of skin-related disorders all are mentioned. Some Specific herbs are also mentioned in Ayurveda classics that work best on the skin. Panchakarma treatment is one of the major pillars of Ayurveda science mainly famous as a detoxification procedure and can also contribute to Cosmetology. As it works efficiently by deeply cleansing the skin and by removal of toxins out from the body. Ayurveda cosmetic products already play an important role in the global industry of cosmetics and the use of Panchakarma in cosmetics made a strong stand in the cosmetic industry as well.

KEYWORDS: Panchakarma, Dinacharya, varnyapayoga

INTRODUCTION

Panchakarma, a traditional Ayurvedic detoxification and rejuvenation therapy, is gaining recognition in the beauty care industry for its holistic approach to enhancing both inner and outer well-being. Rooted in ancient Indian medicine, Panchakarma involves five cleansing and purification processes that eliminate toxins (ama) from the body, balance the doshas (Vata, Pitta, and Kapha), and restore physical and mental harmony. In beauty care, Panchakarma's therapeutic techniques—such as massage (abhyanga), herbal treatments, and steam therapy—are used to improve skin health, boost circulation, and promote natural radiance. By addressing the root causes of imbalances, Panchakarma not only revitalizes the complexion but also fosters overall wellness, making it an integrated approach to beauty care that nurtures both the body and mind.⁽¹⁾

Key Panchakarma Therapies for Skin Care:

1. Vamana (Therapeutic Emesis): This treatment involves inducing vomiting to eliminate toxins from the stomach and respiratory system. It helps clear skin conditions related to excess Kapha and Pitta, such as acne and eczema.
2. Virechana (Purgation): A cleansing therapy that focuses on removing toxins from the liver and intestines. This treatment can benefit those with skin conditions like psoriasis, dermatitis, and hyperpigmentation, often linked to Pitta dosha imbalances.
3. Bahya snehana: It refers to the external application of oils in Ayurveda, specifically involving massages or treatments where medicated oils are applied to the body. In beauty care, Bahya Snehana plays a crucial role in enhancing skin and hair health by nourishing, moisturizing, and detoxifying the body. Bahya Snehanam deeply nourishes and hydrates the skin. The application of warm herbal oils penetrates the skin layers, ensuring long-lasting moisture and preventing dryness. Regular oil application prevents premature aging by maintaining skin elasticity. The antioxidants in the oils help fight free radicals, reducing the signs of aging such as fine lines, wrinkles, and sagging skin.⁽²⁾
4. Swedana (Herbal Steam Therapy): This treatment uses herbal steam to open the pores, allowing impurities to be eliminated through sweat. It softens the skin, reduces inflammation, and enhances complexion.
5. Nasya (Nasal Therapy): Nasya involves the application of medicated oils through the nostrils, which is thought to improve facial skin tone, reduce wrinkles, and prevent premature graying of hair. Nasya promotes circulation to the face by stimulating the tissues in the nasal region, leading to improved blood flow. This increased circulation brings more oxygen and nutrients to the facial skin, enhancing its glow and vitality. It can reduce dullness and improve the overall complexion. Nasya purifies and detoxifies the head region, helping to remove toxins that can manifest as skin issues like acne, pimples, or pigmentation. Since skin problems are often linked to imbalances in the doshas (Vata, Pitta, and Kapha), Nasya helps to restore balance and clear skin conditions. Oils used in Nasya, such as Anu Tailam or Kumkumadi Tailam, can have specific benefits like reducing acne and hyperpigmentation, as well as promoting healing of scars and blemishes.
6. Raktamokshana :It is a minor surgical procedure of allowing the blood to bleed for therapy. It works best in treating skin-related disorders, skin eruptions, Vyanga (blackish discoloration over face), Piplu, fungal infection, Reddish patches on the skin. It also heals the bad body odor, itching, and black pigmentation over the skin.⁽³⁾

Panchakarma and Hair Care:

Panchakarma is also beneficial for hair health. Hair fall, dandruff, and premature graying are often associated with stress, poor diet, and imbalanced doshas, particularly Vata and Pitta. Panchakarma therapies focus on nourishing the scalp, improving blood circulation, and balancing the doshas, which can lead to stronger, shinier hair.

Key Panchakarma Therapies for Hair Care:

1. Shirodhara: This therapy involves the continuous pouring of warm herbal oils on the forehead, helping to reduce stress and calm the nervous system. It is known to improve hair texture, reduce hair fall, and prevent premature graying.

2. Shiro Abhyanga (Head Massage): A head massage with medicated oils not only nourishes the scalp but also strengthens hair roots, reduces dryness, and promotes hair growth.⁽⁴⁾

3. Takradhara (Buttermilk Therapy): A stream of medicated buttermilk is poured on the forehead, helping to cool the body and balance excess Pitta, which can reduce hair loss and improve scalp health.

Panchakarma for Anti-Aging and Youthfulness

Aging is a natural process, but Panchakarma aims to slow down its effects by rejuvenating the body and mind. By eliminating toxins, improving digestion, and restoring dosha balance, Panchakarma therapies promote a youthful glow, reduce fine lines, and improve skin elasticity.

Key Anti-Aging Panchakarma Therapies:

1. Rasayana (Rejuvenation Therapy): A specialized therapy that focuses on renewing cells and tissues, increasing vitality, and slowing down the aging process. It includes herbal formulations, dietary recommendations, and specific therapies that improve skin texture and overall radiance.⁽⁵⁾

2. Basti (Enema Therapy): Medicated oil or herbal decoctions are introduced into the colon, helping to remove toxins and improve nutrient absorption. This therapy is particularly beneficial for anti-aging as it helps to balance Vata dosha, which, when imbalanced, accelerates aging.

ROLE OF DINACHARYA IN BEAUTY CARE⁽⁶⁾

Dinacharya is a concept in Ayurveda, meaning “daily routine,” aimed at aligning one’s daily activities with nature’s cycles to promote physical, mental, and spiritual wellbeing. It emphasizes consistency in daily habits to maintain balance in the body’s doshas (Vata, Pitta, and Kapha) and foster long-term health. In the context of beauty care, Dinacharya focuses on nourishing the skin, hair, and body from both the inside and outside, using natural practices that enhance not only physical appearance but also overall vitality. According to Ayurveda, true beauty comes from internal balance and well-being, and a well-planned Dinacharya helps support this by detoxifying, nourishing, and rejuvenating the body regularly.

Dinacharya procedures like Dantadhavan, Anjana, Nasya, Abhyanga, Shirobhyanga, Padabhyanga, Udavartana, Snana, Anulepana, Vastradharana, chatradharana etc can play role in showing the cosmetic effect in elevating the beauty as well as to prevent the diseases. So we can say that if we follow these procedures on daily basis as Acharyas has said then there will no need to any external application for beauty

Daily regimen (Dinacharya procedures)

1) Ushapaan – Ushapaan means drinking of water before the sunrise. It helps in prevention of many diseases and also helps in reducing weight.

2) Danta Dhavana (Brushing of teeth) – One should brush in morning and night after intake of food. Benefits – It brings about freshness, takes away bad odor and coating on teeth. It produces alleviation of Kapha, cleanness in the mouth and desire for food.

Contraindications- In case of indigestion, vomiting, difficulty to breath, cough, fever, facial paralysis, excessive thirst, mouth ulceration, diseases of heart, eye, head and ear are contraindicated for teeth brushing.⁽⁷⁾

3) Jihvyanirlekhana (Tongue cleaning) – Tongue cleaning should be done with the help of instrument which is smooth, soft, 10 angula in length, made of silver, gold, or iron.

Benefits- It removes bad taste, odor of mouth, cures oedema, stiffness of tongue and gives taste.

4) Gandusa (Gargaling) – Mouth is completely filled with gandusa dravya and kept without movement in gargaling or gandusa.

Every day Gandusa is ideally done with oil or meat soup.

Benefits – Practice of Gandusa enhances strength of mandible, resonance of voice, nourishment of face, taste sensation and good taste. It prevents dryness of throat, cracking of lips, decay of teeth and makes the teeth strong.

5) Anjana (Collyrium) – Eye is most important among all the sense organs. So to protect it one should apply Anjana every day.

Benefits – Application of Anjana cleans the human eyes, which makes them shine like the bright moon in the sky.

Contraindications – One should not apply Anjana in the condition of tiredness, crying, after intake of alcohol, anger, fever, fear.⁽⁸⁾

6) Nasya – Nose is the entry way for the head and medicine used in the form of nasal instillation, cures the diseases of head through this route only. Nasya indicated as daily regimen is Pratimarsh Nasya.

Benefits – Practice of Nasya at proper time as said in the text prevents diseases of eyes, nose, and ears. There will be no white or grey hair, no hair fall instead they grow well. Veins, skull bones, joints, ligaments and tendons are nourished by nasya and become strong. Face becomes pleasant and nourished, voice becomes sweet, deep and loud, clearness in sense organs and strength get enhanced.

7) Vyayam (Exercise) – Exercise nourishes the body, gives good complexion, proportionate body parts, take away laziness, provide lightness, purifies the body, enhance tolerance power of tiredness.

8) Abhayanga (Massage) - One should massage the body with Luke warm oil, according to season in the direction of body hair. Oil can be used according to the season, dosa and condition. Benefits – Daily practice of Abhayanga delays ageing, cures tiredness and Vata disorders, improve vision, complexion, nourishment, life, sleep, good lustrous skin and strength. This should be done specially to head, ears and feet.

9) Padabhayanga (Foot massage) – Padabhayanga helps to remove dryness, stiffness, roughness, tiredness and numbness instantly. It also makes the skin smooth, provides strength and stability to feet, improve vision. It also prevents diseases like sciatica, cracking of foot and stiffness of ligaments.

10) Shirobhayanga (Head massage) – Daily practice of head massage prevents balding, graying, hairfall, gives strength to skull, strengthens hair roots, make the hair black and long. It also nourishes the sense organs, softens the skin, provides luster to face.

11) Udvartana – Massage done after oil massage is Udvartana. Massage with powder of herbs without oil is Udgharsana. Massage with the paste of herbs without oil is Utsadana.

Benefits – By Udgharsana blood vessels get dilated and agni of skin (Bhrajaka pitta) get enhanced. Udgharsana cures itching, rashes, Vata diseases, enhance strength of thighs and provides lightness. Utsadana enhance complexion of ladies, gives pleasures, clearness and lightness in the body.

12) Snana (Bath) – Taking bath is auspicious, enhances virility, longevity, strength, compactness and Ojas, at the same time cures tiredness, sweat and impurities of the body.⁽⁹⁾

13) Vastradharana (Wearing cloths) – Wearing clean cloths enhances beauty , success , longevity , pleasantness of mind , recognition in the society and destroys poverty.

14) Padatradharana (Wearing of foot wear) – Wearing foot wear is good for eyes , skin and destroys diseases of foot. It enhance strength, courage and virility.

15) Chatradharana (Wearing head turban and umbrella) – Wearing turban over the head , helps to keep the hair clean and good for hair. Umbrella protects from rain, wind, dust and intense heat of sun. It improves complexion and good for eyes and enhances Ojas and is auspicious.

16) Diet – Diet also play an important role in maintaining beauty. So one should have proper diet along with above mentioned procedures.

Varnyapayoga drugs⁽¹⁰⁾

1. Chandana (Sandalwood)

Botanical Name: Santalum album

Properties: Cooling, soothing, and anti-inflammatory.

Uses: Chandana is known for its ability to calm irritated skin, improve complexion, and reduce blemishes. It is often used in face packs and oils.

2. Manjishtha (Indian Madder)

Botanical Name: Rubia cordifolia

Properties: Blood purifier, anti-inflammatory, and skin brightening.

Uses: Manjishtha helps purify the blood, thus reducing acne, pigmentation, and skin dullness. It is frequently used in formulations to promote clear, glowing skin.

3. Haridra (Turmeric)

Botanical Name: Curcuma longa

Properties: Anti-inflammatory, antioxidant, and antibacterial.

Uses: Haridra is famous for its skin-brightening properties and is used to reduce blemishes, pigmentation, and acne scars. It enhances skin tone and promotes a glowing complexion.

4. Yashtimadhu (Licorice)

Botanical Name: Glycyrrhiza glabra

Properties: Anti-inflammatory, skin lightening, and antioxidant.

Uses: Yashtimadhu helps lighten skin, reduce hyperpigmentation, and soothe irritation. It is effective in improving uneven skin tone and providing a radiant glow.

5. Lodhra (Symplocos Bark)

Botanical Name: *Symplocos racemosa*

Properties: Astringent, anti-inflammatory, and cooling.

Uses: Lodhra is used to treat acne and oily skin, and it helps tighten pores while promoting a clear, blemish-free complexion.

6. Kushta (Saussurea Lappa)

Botanical Name: *Saussurea lappa*

Properties: Anti-inflammatory, rejuvenating, and detoxifying.

Uses: Kushta is effective in enhancing skin tone and reducing blemishes. It also supports the overall health and radiance of the skin.

7. Sariva (Indian Sarsaparilla)

Botanical Name: *Hemidesmus indicus*

Properties: Blood purifier, cooling, and anti-inflammatory.

Uses: Sariva is known for its ability to purify the blood, cool the body, and promote a healthy complexion. It helps reduce heat-related skin conditions like rashes and acne.

8. Amalaki (Indian Gooseberry)

Botanical Name: *Emblica officinalis*

Properties: Rich in Vitamin C, antioxidant, and rejuvenating.

Uses: Amalaki enhances skin glow, promotes collagen production, and helps reduce signs of aging, such as wrinkles and fine lines.

9. Padmaka (Himalayan Cherry)

Botanical Name: *Prunus cerasoides*

Properties: Skin brightening and anti-inflammatory.

Uses: Padmaka helps improve complexion and is used to treat skin conditions that result from imbalances in Pitta dosha.

10. Anantmool (Indian Sarsaparilla)

Botanical Name: *Tylophora indica* or *Hemidesmus indicus*

Properties: Blood purifier, anti-inflammatory, and cooling.

Uses: Anantmool is effective in treating skin ailments like eczema, acne, and rashes. It improves skin texture and promotes a healthy glow.

DISCUSSION

Panchakarma's role in beauty care is deeply rooted in its holistic philosophy, aiming to address both internal health and external appearance. Unlike conventional beauty treatments that focus solely on surface level enhancement, Panchakarma takes a comprehensive approach by purifying the body from within. This

detoxification process helps remove accumulated toxins (ama) that can dull the skin, cause premature aging, or lead to various skin disorders. The core elements of Panchakarma such as abhyanga (oil massage), swedana (herbal steam therapy), and nasya (nasal cleansing) work together to rejuvenate the skin, improve blood circulation, and nourish deeper tissues. These therapies not only cleanse the body but also stimulate the natural production of collagen and enhance skin elasticity, making the skin appear more youthful and radiant. From a beauty care perspective, Panchakarma's benefits extend beyond the skin. Treatments like shirodhara (a steady stream of oil on the forehead) help reduce stress, which is a major factor in skin aging and dullness. Key therapies such as Shiro Abhyanga (head massage) and Shirodhara (oil drip therapy) use medicated oils like Bhringraj and Amla to strengthen hair roots, improve scalp circulation, and reduce hair fall while preventing premature graying. These treatments also balance doshas, particularly Pitta, which is linked to scalp inflammation and hair issues. Additionally, detoxification therapies like Udwarthana (herbal powder massage) clear toxins from the scalp, enhancing overall hair quality. By combining these therapeutic approaches, Panchakarma not only revitalizes hair but also promotes overall well-being and vitality. The process also boosts the immune system and balances hormones, factors that are vital for clear skin and healthy hair. Moreover, Panchakarma aligns beauty with overall wellness, emphasizing diet, lifestyle, and mental balance. Ayurvedic herbs used in treatments are carefully selected to match an individual's dosha, ensuring personalized care that enhances one's natural beauty. The stress-relieving and toxin-eliminating practices also have long-term effects on skin quality, reducing acne, pigmentation, and other common concerns. Incorporating Panchakarma into modern beauty care regimens highlights the importance of internal health for external beauty. Its natural and non-invasive methods make it a valuable alternative for those seeking sustainable, long-lasting beauty solutions. By harmonizing the body, mind, and spirit, Panchakarma offers a transformative approach to beauty care, making it more than just a cosmetic treatment it becomes a way of life.

CONCLUSION

Panchakarma represents a transformative and holistic approach to beauty care, addressing both the external appearance and internal well-being. Unlike conventional beauty treatments, which focus primarily on surface-level enhancements, Panchakarma emphasizes detoxification, balance, and rejuvenation from within. By utilizing natural, personalized therapies such as oil massages, steam treatments, and herbal remedies, it promotes radiant skin, improved circulation, and overall vitality. Moreover, Panchakarma helps manage stress, balances hormones, and fosters long-term wellness, making it a comprehensive beauty solution. As more individuals seek sustainable, natural, and holistic beauty care methods, Panchakarma offers a powerful and enduring path to achieving both inner health and outer beauty.

REFERENCE

1. Mishra, R. Panchakarma: The Ultimate Guide to Ayurvedic Detox. J.P. Publications, 2014.
2. Lad, Vasant. The Complete Book of Ayurvedic Home Remedies. 1st ed. Three Rivers Press, 1998, pp. 68
3. Dr Ram karan Sharma and Vaidya Bhagwan Dash Charaka samhita Vol 3, reprint edition, Chowkambha sanskrit series office, Varanasi, 2014, Chikitsa stanam Chapter 5

4. Dr Ram karan Sharma and Vaidya Bhagwan Dash Charaka samhita Vol 1, reprint edition, Chowkambha sanskrit series office,Varanasi, 2014 , Chikitsa stanam Chapter 5 pp 39
5. Dr Ram karan Sharma and Vaidya Bhagwan Dash, Charaka samhita Vol 3, reprint edition, Chowkambha sanskrit series office,Varanasi, 2014 , Chikitsa stanam Chapter 1 pp 1-34
6. Dr Ram karan Sharma and Vaidya Bhagwan Dash Charaka samhita Vol 1, reprint edition, Chowkambha sanskrit series office,Varanasi, 2014 , Sutra stanam Chapter 5 pp 33
7. Dr Ram karan Sharma and Vaidya Bhagwan Dash Charaka samhita Vol 1, reprint edition, Chowkambha sanskrit series office,Varanasi, 2014 , Sutra stanam Chapter 5 pp 33
8. Dr Ram karan Sharma and Vaidya Bhagwan Dash Charaka samhita Vol 1, reprint edition, Chowkambha sanskrit series office,Varanasi, 2014 , Sutra stanam Chapter 5 pp 33
9. Dr Ram karan Sharma and Vaidya Bhagwan Dash Charaka samhita Vol 1, reprint edition, Chowkambha sanskrit series office,Varanasi, 2014 , Sutra stanam Chapter 5 pp 33
9. Sharma, P.V. Dravyaguna Vijnana. Vol. 1. 2005 chap 12 pp 320-325

