



A CONCEPTUAL APPROACH TO BEAUTY THROUGH *DINACHARYA*

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ABSTRACT

Cosmetology is the science of oscillation of appearance and mutation of beauty. Beauty is not just a source of joy, but also relaxes the mind. Beauty boost the individual's confidence. The increased demand of beautification is evident by magnitude of beauty competition, beauty parlours, a range of makeup items like creams, lotions, powder etc. Along with increased demand of beautification, the problems are also increasing which cause damage to Beauty or Personality due to changed life style and polluted atmosphere.

Ayurveda, world's oldest system of health deals with all aspect of human life. *Ayurveda* emphasizes on external and internal beauty. It can be enhanced by understanding and following basic guideline mentioned in *Ayurveda* in the form of *Swasthavritta*. In the Ayurvedic text there is importance of *Dincharya* i.e. daily regime which is said by Acharyas for human being to be healthy. There is *Dincharya* procedures for skin becoming healthy and for its good complexion and its texture

Here it's my petit effort to highlight *Dinacharya* as a restorative Intervention in cosmetology.

Keywords: *Ayurveda*, Beauty Cosmetology, *Swasthavritta*,

INTRODUCTION:

Dinacharya is known as Daily routine, the ideal lifestyle for a day explains various duties

Systematically. *Dinacharya* helps to establish balance in one's constitution. It also regularizes a person's biological clock, aids digestion, absorption and assimilation and generates self esteem, discipline, peace, happiness and longevity¹. *Dinacharya* starts with waking up in the morning, in *Brahammuhurta*, *Mala mutra visarjana*, *Dantadhavana*, *kavala*, *Gandusha* etc. Hygiene is as important as cosmetic application. Beauty is not achieved in one day, but it should be enhanced or maintained by following the daily regimens mentioned in our Classics. Various *Charyas* which need to be followed in our day to day life which are very much essential for maintaining good health are mentioned in *Dinacharya* (daily regimen) which are as follows.

Activities under *Dinacharya*

Brahmmuhurt Jagrana : Meaning of "*Brahma Muhurtha*": According to Ashtang Hridaya, the beginning of

Dincharya. A healthy man should give up his bed in *Brahma Muhurta* to protect the Ayu². As per ayurvedic ideology, the *Brahma Muhurta* (90 minutes before Sunrise) is dominance of vata *dosha* that certainly control the *mana*. Hence *Brahma Muhurta* is necessary for spiritual evolution. The person who wakes up early in the morning his ageing process become delayed. Waking up in early morning, in *Brahma Muhurta* (before sunrise) when there are *Satvika* qualities in nature that bring peace of mind and freshness to senses, that in turn will have influence on enhancing ones beauty.

Danta Dhavan – cleaning teeth, it bring about freshness take away bad odour and coating on teeth. It increase the beauty of teeth³. One should brush in morning and night after intake of food with *Arka* (*Calatorpis procera*), *Khadira* (*Acacia catechu*), *Karanja* (*Pongamia pinnata*) and *Arjuna* (*Terminalia arjuna*). It produces alleviation of *Kapha*, clearness the mouth⁴.

Mukhasodhana- *Danthadhavana* (brushing), *Jihwanirlekhana* (cleaning of tongue), *Gandushadharana* (oil pulling), *Mukhaprakshalana* comes under this which helps in removal of foul smell, Prevents lips from cracking, Tenderness of face⁵. Smile is the person's ability to express the range of emotions with the structure and movement of the teeth and lips. It can often determine how well a person can function in the society. So, to keep oneself confident, proper care of teeth and lips is important⁶.

Nasya: *Nasya* therapy is a process wherein the drug (herbalized oils and liquid medicines) is administered through the nostrils.

Benefits of *Nasya*: *Nasyakarma* ensures the proper and healthy growth of hair. The therapy enhances the activity of sense organs and protects the person from diseases pertaining to head (*urdhwanga*). Early aging process is effectively prevented by the regular administration of *Nasyakarma*⁷.

Abhyanga: It is one of the most popular therapies for the preservation of health described in *Ayurveda*. It is the process by which the body of an individual is anointed with oil. Benefits of *Abhyanga*: Regular practice of *Abhyanga* endows the following benefits. It enhances the age and reduces wrinkles. It relieves tiredness and weakness. It relieves the *Vata* in the body. It improves the eyesight. It tones up the Body Tissues and strengthens the body. It induces sound sleep. It imparts a glossy and soft appearance of the skin. It altogether improves the general health of the individual. It improves the circulation⁸. It promotes nutrition to the cells; it helps in the increased production of sweat thereby helping in the excretion of waste products through the skin. *Abhyanga* includes- *Sareera Abhyanga* (Body Massage), *Pada Abhyanga* and *Siro Abhyanga* (Head Massage). It is best in graying and falling of hair, helps in growing of deep-rooted long hair. Daily practice of the head massage prevents

balding, hair fall, strengthens hair root and makes the hair black and long. It also nourishes the sense organs, softens the skin, provides luster to face⁹.

Shiro Abhyanga (Oiling of head) : one who applies oil on his head regularly, doesn't suffer from headache, The skin of his face becomes brightened¹⁰.

Pada Abhyanga induces good sleep; it is best in cracking of foot. It can be practiced in all seasons as a preventive procedure to prevent the foot related problems and to get the other beneficial effect from *Pada Abhyanga*¹¹.

Udvardana: It is a process which helps to decrease the *kapha* and fat (*meda dhatu*), It is a massage with different powders of herbs. It makes the body strong and gives excellent, clear and good complexion to the skin¹². Smooth rubbing improves the blood circulation which gives fairness and tenderness to the skin. When applied over the face it makes the cheeks and face fleshy, delicate like a lotus by removing the dark spots and pimples. It imparts *Kaanthi* (Complexion), relieves itching, it is indicated in skin diseases like *Vyanga*¹³.

Snana : *snana* is the regimen that is to be done daily & which removes mala, *sweda* and makes the person Healthy. *Snana* is purifying, libidinal stimulant & gives longevity. *Snana tarpanaparyantham kuryad ekena vasasa*¹⁴. It removes fatigue, sweat & dirt (*srama, sweda, malapaham*)¹⁵. Taking bath is auspicious, enhances virility, longevity, strength, compactness & ojas¹⁶.

Anjana (Collyrium): Eye is the most important among all the sense organ. So to protect it, one should apply *Anjana* (collyrium) every day. The gold ornaments are cleaned by means of oil, cloth and hair brush, similarly application of *Anjana* cleans the human eyes, which makes them shine like the bright moon in the clear sky. Which increase the beauty of eyes and looks beautiful¹⁷. Ancient scriptures like *Abhijnana Shakunthalam* and *Meghadootam of Kalidasa* and many mythological epics encompass the

reference of cosmetics like *Kajal*, which itself show the importance of *Anjanam*¹⁸. There are references regarding the application of *Anjanam* in our classics. Application of *Rasanjana* (a sort of collyrium prepared of *Berberis aristata*) helps in lacrimation of eyes, which helps in balancing the *Kapha*¹⁹. Therefore *Anjana* which alleviates *Kapha* is good for keeping eyes clear¹⁹. By the use of Collyrium, the eyes become bright like the moon in the clear sky²⁰. Susruthacharya explains about the importance of *Netra Prakshalana* with *Lodhra kashaya* (*Symplocos racemosa*) or with *Amalaka* (*Emblica officianalis*) *Swarasa* or with cold water. He states that it is beneficial in removing the dryness of face, diseases of *Raktha* and *Pitta*²¹.

Chatradharana (Wearing head turban and umbrella): Wearing turban over head, helps to keep the hair clean and good for hair. Umbrella protects from rain, wind, dust, fumes, mist and intense heat of sun. It improves complexion and good for eyes and enhances *ojas* and auspicious²².

DISCUSSION

The benefits of Following *Dinacharya*, as stated by various *Acharya*, Through *Brahmimuhurta*, *Dantadhavana*, *nasya*, *Abhyanga*, *udvarthana*, *Vyayana* etc, are: *Sutvak* (good skin), *Susparsha* (soft or healthy on touch), *Priya darshana* (pleasing in appearance), *alpa Jara* (anti-ageing), and so on. The cosmetic industry flourishes by using the principles of procedures like *Abhyanga*, *Udwartana*, *Anjana*. and they produce products like creams, moisturizers, sunscreens, day creams, night creams, face packs, kajal and so on. The modern science also accepts the benefits of massage in overall systemic and cosmetic benefits, but lacks the principles and medications of *Ayurveda*. It is hence needed to elaborate the benefits of *Dinacharya*, to the world.

CONCLUSION

Beauty is not obtained in a single day. Everyone wants to be beautiful and for that people are using many beauty products

with more number of Chemicals, which has shown adverse effects on skin of people, and this is the reason why people are attracted towards Ayurveda, as it is efficient and long-term beauty therapies without any harmful effects. But as we know, lifestyle has special role to improve and maintain the beauty of an individual. So by following the *Ayurveda* in the form of *Dinacharya*, we can promote and restore beauty in natural way.

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