

Aromatherapy, Ayurveda and Cosmetics

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Definition of Cosmetics

- Cosmetics are care substances used to enhance the appearance and odour of Human Body.
- FDA,USA, defines cosmetics as 'Intended to be applied to the Human body for cleansing, beautifying, promoting attractiveness or altering the appearance without affecting the body's structure or functions.'

Definition of Cosmetics

- Cosmetics as per Drugs and Cosmetic act India, 1940 is defined as, any substance intended to be rubbed, poured, sprinkled or otherwise applied to human being for cleansing, beautifying , promoting attractiveness.
- According to ayurveda, mood and health reflects on face which can not disguised by cosmetics.
- Beauty is a perfect balance of inner and outer self of an Individual.

Use of Cosmetics along with

Ayurveda

- Understanding individual prakriti and health use of medication, massage oil, medicines for perfect health.
- Planning regular daily regime and diet and other activities

Aromatherapy

- Selecting ambiance in the form of air fresheners, aroma spray, body splashes and other accessories to make mind fresh and fine.
- Massage with essential oil selecting oils based on Individual under treatment



Ayurveda Massage Oils

- These are made from herbs and herb extract and sometimes their smell is not very pleasant.
- Taking therapy should be enjoyable and should impart positive effect of happiness of taking treatment
- Safety aspect and allergy testing

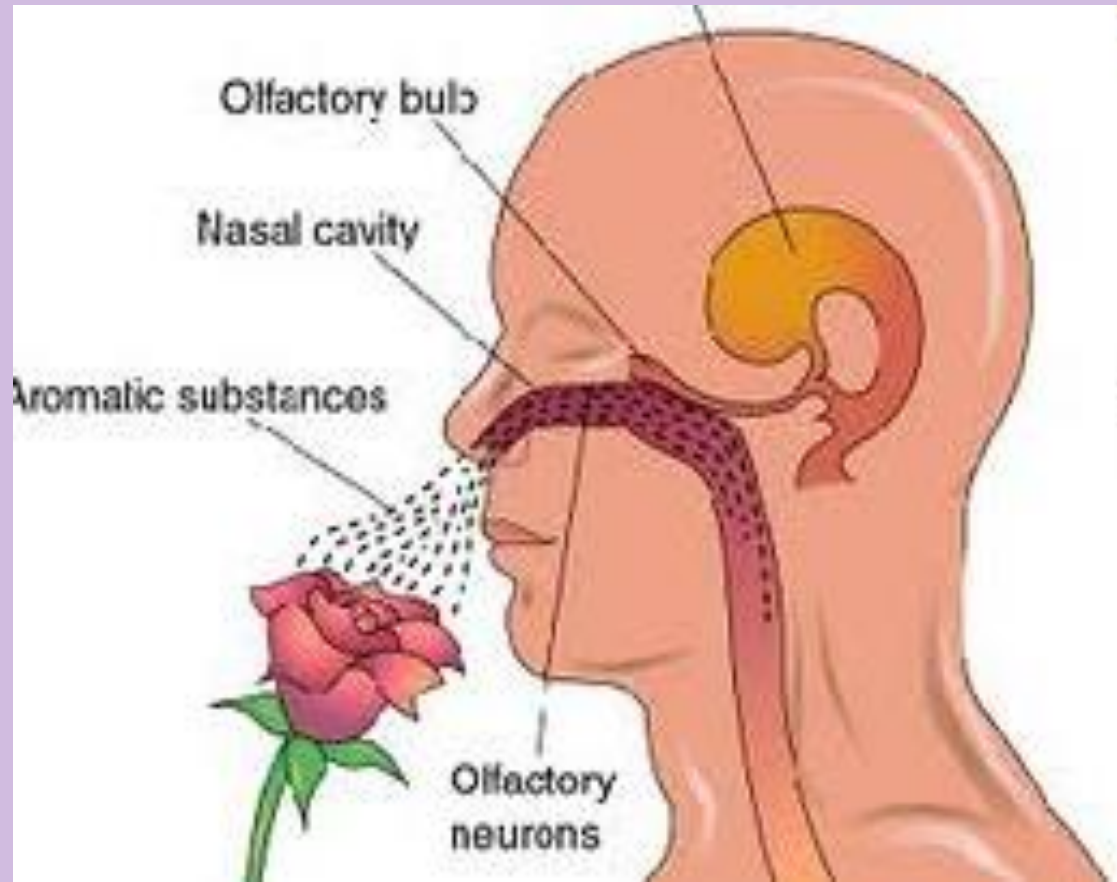
Adding Fragrance to Oils

- It is possible to make oil pleasant smelling with the help of fragrances.
- Fragrances can be designed using nature identical materials made synthetically.
- Natural oils to be used as odour neutralizer may not be cost efficient.
- IFRA and RIFM

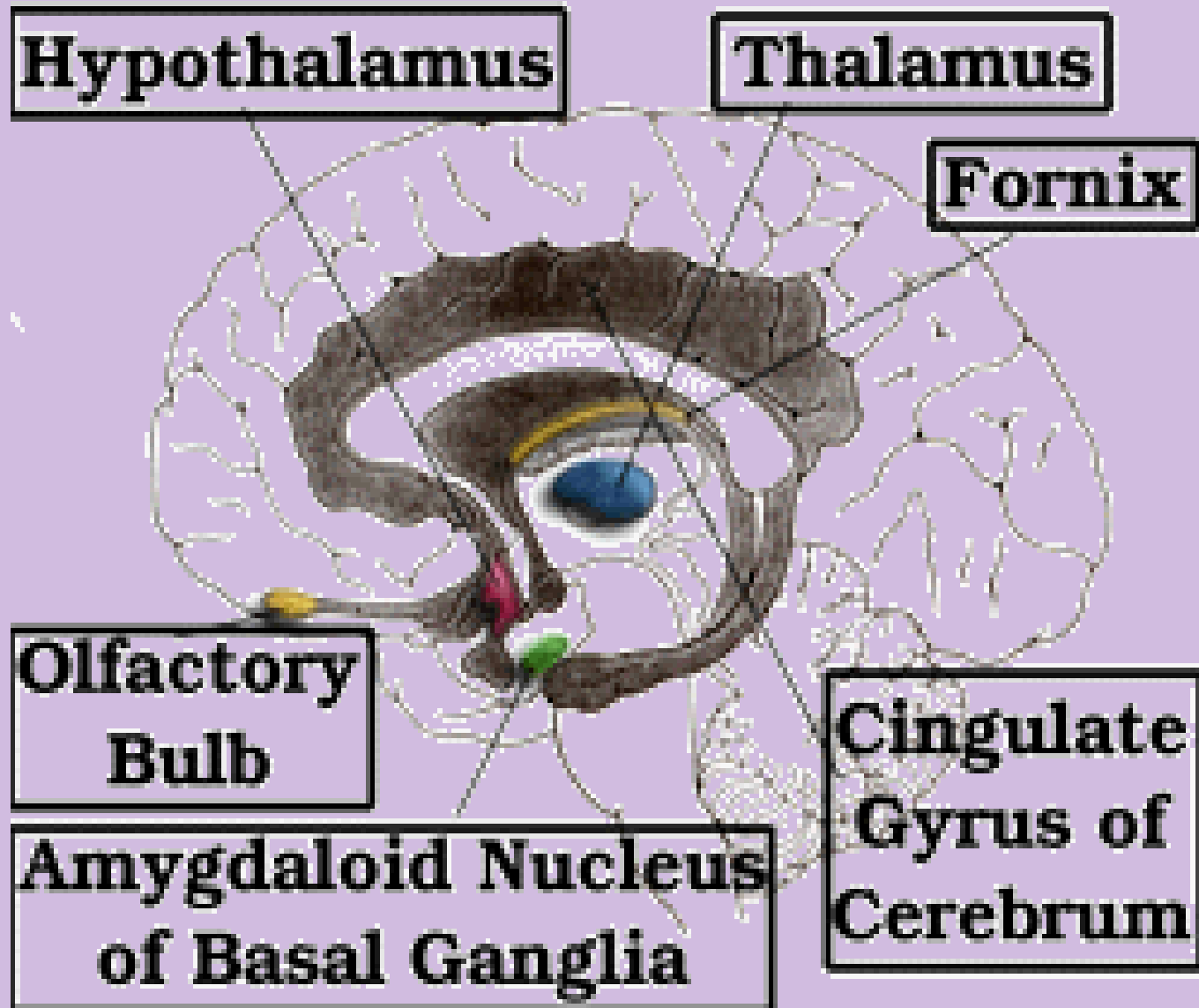
Theory of Aromatherapy, in short

- Curative effect of essential oils is achieved only when the oil is pure, natural, complete and correct essential oils.
- Effector molecules reach brain, (by olfaction or blood circulation)
- Modern techniques like fMRI, BEAM (**B**rain **E**lectrical **A**ctivation **M**aps) psychological analysis using various psychoanalytical tools are used to find the effect of essential oil

Aromatherapy works when therapeutically active molecule reaches the limbic system



THE LIMBIC SYSTEM



- To have effect on limbic system to achieve expected therapeutic benefit, essential oil used should be natural, pure and complete.
- Natural oil: The oil distilled from plants. A known botanical species
- Pure: The oil as obtained from plants/plant part without any added chemicals.
Synthetic or nature identical

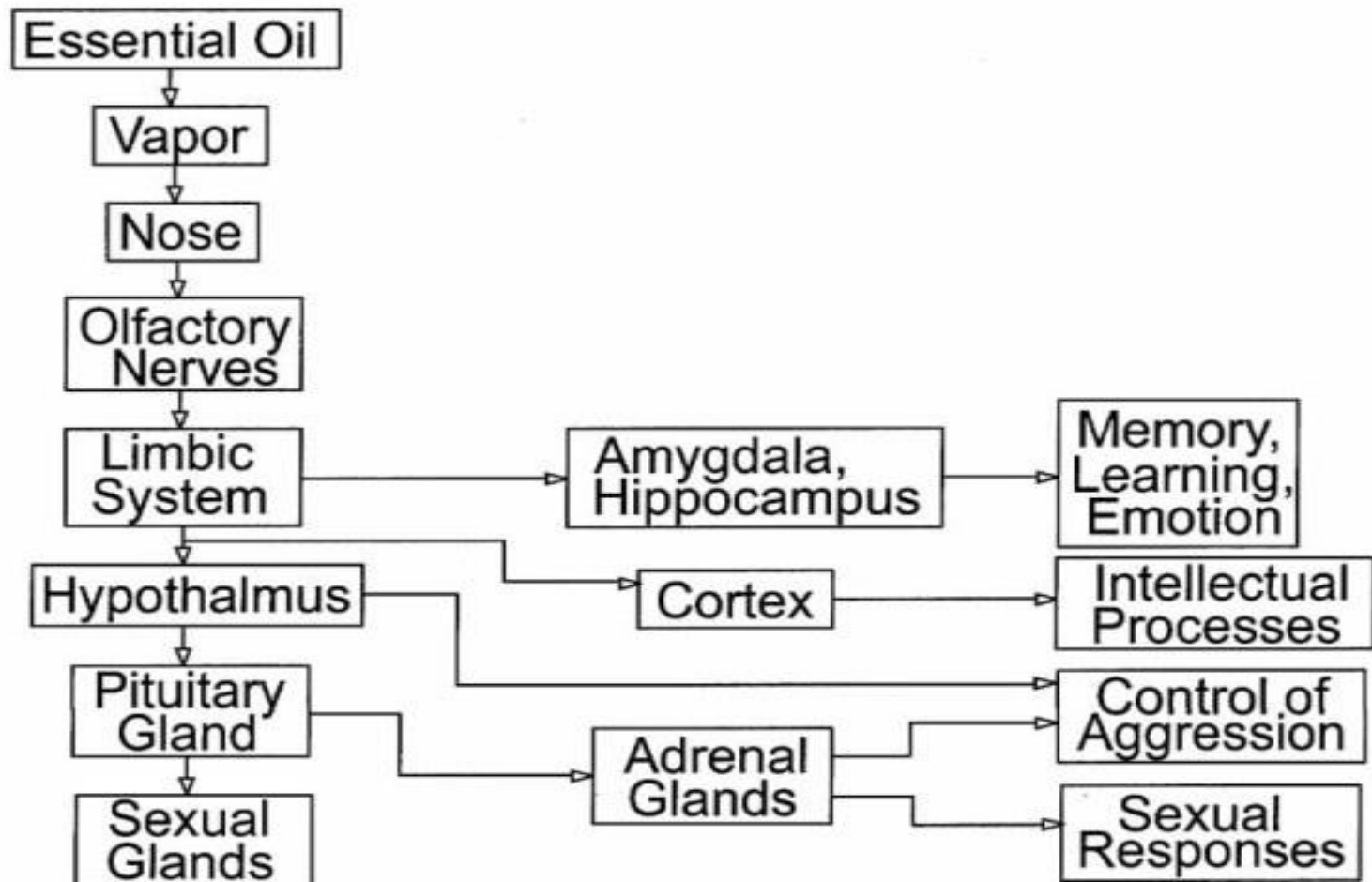
- Complete oil: The oil containing all the constituents as present in nature.
- Due to different distillation processes, certain ingredients of the oil are lost. Such oil, does not show expected therapeutic index.
- Complete oil contains active component, carrier molecule and antidote.

Effect of odour on human depends on a variety of factors

- How the odour was applied
- How much was applied
- To whom it is applied (age, sex, personality)
- Circumstances in which it is applied
- What mood they were to start with
- Previous association the person has with the odour
- Whether the person is anosmic



The Electro-Chemical Effects of Aromatherapy



How essential oils stimulate the olfactory nerve to affect your hormonal system (memory, mood and emotions).

Perceived odour and effect

1. Citrus: Refreshing, data shows it improves immune function and helps reduce depression
2. Herbal: Cleansing, antibacterial (reduces stress induced skin effects)
3. Rose, sandal: Skin care, feel of nourishing
4. White floral (jasmine, tuberose): Refreshing,
5. Orange and lavender: Reduces anxiety
6. Minty: Alertness

After understanding the client

- Select essential oils to give client pleasant and positive ambiance
- Select ayurvedic and aromatherapy massage oil and cosmetics depending upon the need for good health and mental peace as well as facial and body beautification

Various cosmetics to enhance beauty

- To enhance facial appearance
- To make skin young and vibrant
- Hair care to make hair look elegant
- Mood elevators

The products include soap, shampoo, conditioner, body mist, body splashes, hair oils, creams, lotions, talcum powder, perfumes etc. Ayurvedic extract or essential oil should be added for therapeutic efficacy

Ayurvedic actives used in cosmetics

Aloe vera: Moisturizer, Sunscreen, Emollient

Cichorium intybus (chicory): Skin blemishes

Mesua ferrea: (Nagakesar): Strong astringent

Bacopa monnieri (Brahmi): Hair tonic

Allium sativum: (Garlic) Antifungal, antiseptic, tonic

These actives have a strong, not so liked odour, which make the product unacceptable however therapeutic and cosmetic it may be.

Essential oils used in Cosmetics

- One simple example: Lets see essential oils used as anti aging
- Different skin problems and different oils to be used as anti aging:
- Dry skin- Rose, Galbanum
- Dry patches – Carrot
- Wrinkles – Rosemary, Rose, Galbanum
- Black heads – Juniper, Neroli

Selection of Essential Oils

- Essential oils are classified ayurvedic ways, Kapha, Vata, Pitta depending upon which pulse is enhanced after smelling/application of essential oil. Also, it is done by understanding prakriti of the person using it.
- Selection of essential oils based on factors affecting effect of odour, character of the oil, prakriti of the user (all is individualistic), helps to enhance beauty.

Example

- Enhancing complexion for person X, who is dominating 'vata' type, prone to dryness (skin).
- Person X has a strong positive memory for roses and negative memory for jasmine (may be heard a shocking news while smelling jasmine)
- Oils useful for 'vata type' and for complexion enhancing are rose, geranium, jasmine, chamomile. In this case, we can not use jasmine, but surely can use Rose.

Story of a princess

Story of a head strong princess who refused to marry any prince presented to her. King keeps her in prison blindfolded and declares that the man she touched would be her husband and their children would continue royal line.

One day, an elderly holy man wondering in the courtyard to deliver some herbs was touched by the princess. He pled for the exemption to the rule bec of his age... but King's word was the law.....

Holy man's teacher instituted an intensive program to
rejuvenate and energize...

KAYA KALPA

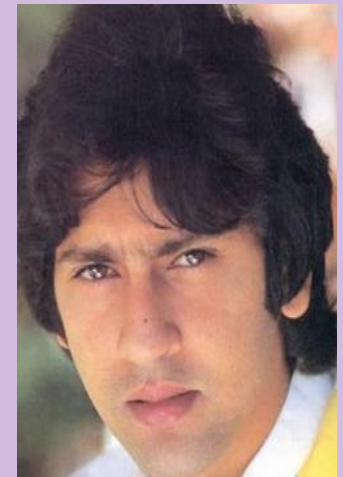
(The bodies' Transformation)

Understanding type of the person, determine lifestyle, diet, herbs and essential oils to balance the doshas

Herbal paste to revitalize skin

Herbal bath to release unexpressed emotions and fears

Isolating the person for self understanding and analysis



Would you like this to happen?

Thank you

Be beautiful always.

