



## INTERNATIONAL JOURNAL OF PHARMACY & LIFE SCIENCES

### Herb's big hand in the field of cosmetics in India and abroad

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#### Abstract

Herbal cosmetic also known as “natural cosmetics”. With the beginning of the civilization, mankind had the magnetic dip towards impressing others with their looks. At the time, there were no fancy fairness creams or any cosmetic surgeries. First only thing they had was the knowledge of nature, compiled in the ayurveda. With the science of ayurveda, several herbs and floras were used to make ayurvedic cosmetics that really worked. Ayurvedic cosmetics not only beautified the skin but acted as the shield against any kind of external affects for the body.<sup>2</sup> Ayurvedic cosmetics also known as the herbal cosmetics have the same estimable assets in the modern era as well. There is a wide gamut of the herbal cosmetics that are manufactured and commonly used for daily purposes. Herbal cosmetics like herbal face wash, herbal conditioner, herbal soaps, herbal shampoo, and many more are highly acclaimed by the masses. The best thing of the herbal cosmetics is that it is purely made by the herbs and shrubs. The natural content in the herbs does not have any side effects on the human body; instead enrich the body with nutrients and other useful minerals. Herbal cosmetics are comprised of floras like ashwagandha, sandal (chandan), saffron (kesar) and many more that is augmented with healthy nutrients and all the other necessary components.

Keywords: Natural cosmetics, Ayurveda, Ashwagandha, Cosmetic surgeries, Herbal conditioner

#### Introduction

**H**erbal Cosmetics, here in after referred as Products, are formulated, using various permissible cosmetic ingredients to form the base in which one or more herbal ingredients are used to provide defined cosmetic benefits only, shall be called as “Herbal Cosmetics”.<sup>1</sup> The history of the herbal cosmetics industry includes very dark chapters in European and Western countries from about six centuries back. Mixtures and pastes were then used to whiten the face, a practice which remained popular till over four hundred years later<sup>1</sup>. The early mixtures that were used in Europe for this purpose were so potent that they often led to paralysis, strokes or death. In that era, the history of herbal cosmetics in the 1940s shows how the fashion or trend with respect to lipstick colors was changed annually, getting darker and closer to red every passing year. It was around this time that eyebrow shaping also became popular. Some of the pure herbs are extracted from the terrains of great Himalayas where numerous herbs are yet to be identified. With their unending health benefits, it is expected that Herbal extracts will soon revive the era of healthy mind and body.<sup>2</sup>

**Present Status:** Herbalists today, believe to help people build their good health with the help of natural sources. Herbs are considered to be food rather than medicine because they're complete, all-natural and pure, as nature intended. When herbs are taken, the body starts to get cleansed, it gets purifying itself. Unlike chemically synthesized, highly concentrated drugs that may produce many side effects, herbs can effectively realign the body's defenses. Herbs do not produce instant cures, but rather offer a way to put the body in proper tune with nature.<sup>3</sup> for thousands of years, humans have used herbs. Herbs have been used in the following ways - In cooking for flavoring foods, as perfumes, as disinfectants, to protect us against germs, as medicines to heal when we are sick.<sup>3</sup>

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**Herbal Extracts For Cosmetics:** Herbal extracts as the name suggests, is the extract of herbs. Herbal extracts are an ancient methodology as its references have been discovered in holy Vedas and in unani scriptures. Herbal extracts are processed for curing several remedies and serve other health prospective. In the extraction process, the herbs are smashed in a bowl to squeeze out the juice. Later the liquefied juice is mixed with essential substances to prepare the herbal extracts.<sup>2</sup> There exist a gigantic variety of herbal extracts, to name a few *Andrographis paniculata* (Kalmegh), *Asparagus racemosus* (Shatawari), *Boswellia serrata* (Salai Guggal), *Asphalt* (Shilajit) etc. Some other frequently used herbal extracts are *Azadirachta indica* (Neem), *Bacopa monnieri* (Brahmi), *Camellia sinensis* (Green tea) etc. In addition to this *Centella asiatica* (Mandukparni), *Cassia angustifolia* (Sena), *Chlorophytum borivilianum* (Safed Musli) and *Pudina* are some of the prime herbal extracts used in our daily lives.<sup>2</sup> Herbal extracts in liquid and other forms have proved to be panacea in the diseases like cardiac problems, digestive disorders and in mental fatigues. In some cases, herbal extracts's accuracy was detected more than English medicines which are usually comprised of complex chemicals. Herbal extracts have very less chances of side effects than any other medicines. That's why herbal extracts are said to be common man same Medicines and drugs.<sup>3</sup> Herbal extracts have shown commercial aspects as well. Herbal extracts are cultivated all over the world and is prime name in horticulture sector. In the present, masses are drifting towards nature and several cosmetics, fashionable items and others are prepared from it. Cosmetics made up of herbal extracts for anti-marks, fairness, cleansing and hair-care are very popular for their reliability. Also, herbal extracts are useful in making medicines for increasing reproduction potency.<sup>2</sup>

**Herbalism Today:** Herbs are generally defined as non-woody plants, which die after blooming. This definition has been expanded to any of the plants of which part or whole can be used in medicinal treatments, culinary preparations (as seasonings), nutritional supplementation, or used as a coloring or cosmetic agent. Fresh herbals and medicinal plants can be acquired by gathering them in wild conditions, growing them in your own personal garden, or buying them from other gardeners and health food stores from the germ theory of disease and the advent of antibiotics to combat various infections; it appeared as if infectious diseases were a thing of the past. With the realization that chemical medicines are not always "magic bullets" and may carry serious side effects, herbalism and ancient medicines are making a comeback. Our challenge now is to ensure that valued botanicals should remain abundant for future generations, prepared by steeping in boiling water to be drunk as a tea, they are known as an infusion. If these dried herbs get simmered in hot water, they are called as decoction. If gets incorporated in with other ingredients and made into cream, they are viewed as an herbal ointment. Sometimes used an Herbal compress where piece of cloth is soaked in an infusion or decoction and is wrapped and applied externally. If herbs are used to cleanse and heal externally, they are called herbal wash. Herbal infusions and decoctions can also be used as herbal bath for relaxation and healing. Always follow the recommended dosages on your preparations and recipes because over-use of herbs can defeat the purpose for which you are using them. Some of the most beneficial herbs can prove to be toxic if over used.<sup>3</sup>

**Indian Extracts for Herbal Cosmetics:** Herbs play a significant role, especially in modern times, when the damaging effects of food processing and over-medication have assumed alarming proportions. They are now being increasingly cosmetics, foods and teas, as well as alternative medicines. The growing interest in herbs is a part of the movement towards change in life-styles. This movement is based on the belief that the plants have a vast potential for their use as a curative medicine.<sup>4</sup>

**Amla (*Emblica officinalis*):** Amla is the name given to the fruit of a small leafy tree (*Emblica officinalis*), which grows through out India and bears an edible fruit. This fruit is highly prized both for its high vitamin C content and for the precious oil, which is extracted from its seeds and pulp and used as a treatment for hair and scalp problems. It is used in eye syndromes, hair loss, and children ailments etc.<sup>5</sup>

**Brahmi (*Bacopa monnieri*):** It can be used as a face pack to improve facial complexion. It is used as a hair application to make hair shiny and their beautification. It also removes dandruff and lice in hair. It can also be used to clean jewellery and washing woolen clothes. It is used in Ayurvedic preparations and Herbal Shampoos.<sup>5</sup>

**Shikaka (*Acacia cancia*):** It is a small shrub-like tree, which grows in the warm, dry plains of central India. For centuries the people who have had access to this tree have used its pod-like fruit to clean their hair. It's considered a superior cleanser for "lustrous long hair" and has been reported as "promoting hair growth and preventing dandruff. It also helps in removing dandruff and lice & very effective in removing oil and dirt from hair."<sup>5</sup>

**Neem ( *Azadirachata indica* ):** "Sarva Roga Nivarini - the curer of all ailments" Neem's role as a wonder drug is stressed as far back as 4500 years ago. Some of its health restoring benefits Effective in skin infection, rashes & pimples, Immunity booster, Anti obesity, Blood purifier for beautiful & healthy skin, Anti diabetic, Anti viral, Disperses intestinal worms and parasites, Malaria, Piles, Hair disorder & Oral disorders.<sup>5</sup>

**Reetha Powder (Soap nut):** It is used in India as a natural hair and body cleanser. It offers an alternative way of naturally cleansing hair, face and body without Sodium Laureth Sulfate or Sodium Lauryl Sulfate. Soap nut powder also makes a great face and body exfoliant<sup>5</sup>

**Tulsi ( *Ocimum sanctum* ):** Holy basil, called Tulsi in India, is ubiquitous in Hindu tradition. Perhaps its role as a healing herb was instrumental in its "sacred" implication.<sup>5</sup>

**Ghritkumar ( *Aloe vera* ):** is a most ingenious mixture of an antibiotic, an astringent coagulating agent, a pain inhibitor and a growth stimulator (also called a "wound hormone"), whose function is to accelerate the healing of injured surfaces. It is used for pain relief and healing of 'hemorrhoids, applied externally and internally it's also used for sunburn, scratch and a cleansing purge for the body or skin. It is an aid to growing new tissue and alleviating the advance of skin cancer caused by the sun.<sup>5</sup>

**Multani Mitts (Fullers Earth):** It is Mother Nature's own baby powder. Clay was one of the earliest substances to be used as a beauty mask to draw oils from the skin, natural moisturizers for hairs, teeth, gums and hair, To remove pimple marks, treating sunburn, helps unclog pores, to cleanse the skin of flakes and dirt.<sup>5</sup>

**Formulation of Herbal Cosmetics:** Herbal Cosmetic products were once the sole domain of film personalities and stage actors. The use of cosmetics in those eras was restricted to the purpose of creating a dramatic effect. The hair care cosmetics which were an insignificant product until a few years back emerged as the most essential fashion accessory since the nineties.<sup>8</sup> the hair colour market is dominated by cosmetic companies' mostly marketing chemical based colour. However, with the passage of time, women started using cosmetics to highlight their facial features as well. In India beetroot was used to redden the cheeks, while in Western countries, certain chemicals were used to darken the hair.<sup>6</sup> Finally, because of the world-wide demand for make-up for the average person, cosmetics finally became available for sale to the common man. Some common cosmetics include lipsticks, blush-on or rouge as it is sometimes known eyeliners ,mascaras, foundations and eyeshadows.<sup>6</sup> Lipsticks are made using color pigments, oils, waxes and often fragrances as well. Different cosmetic companies also add various other substances to create other effects with lipstick. The oldest use of lipstick can be traced back to almost five thousand years ago; Perfume is another popular cosmetic product. It is a fragrant mixture made using various oils and aromatic compounds. Usually every perfume manufacturer keeps the exact combination of ingredients.<sup>6</sup> In the case of perfumes that are manufactured by large brand names. Eye liner is used to emphasize the shape of the eyes. Today there are many kinds of eyeliners like liquid eyeliners, or kohl and kajal, all of which can be used to create different effects and looks. Smoky eyes and the gothic look are in vogue nowadays and these looks can be created using kohl over and under the eye with metallic gold or silver eye shadow.<sup>6</sup>

#### **Applications of Herbal Products in Cosmetics:**

**Herbal Skin Care Products:** Lavender Silk Soaps, Lotions creams, Body powder, Lavender Herbal body powder,<sup>7</sup> Skin Care Creams.

**Herbal Hair Care Cosmetics:** Henna (*Lawsonia inermis*), Amla (*Emblica officinalis*), Shikakai (*Acacia concinna*), Brahmi (*Bacopa monnieri*), Bhringraj (*Eclipta Alba*), Guar Gum (*Cyamopsis tetragonolobus*).<sup>8</sup>

**Herbal Lip Care Cosmetics:** Herbal Lipsticks, Herbal Lip Gloss, Herbal Lip Balm, Herbal Lip plumper

**Advantages over existing process / product:** Aroma – mood lifting, anti-depressant, anti stress, sensual pleasure providing, creative thought inducing, anxiety reducing, refreshing, stimulant, soothing, fragrant & antimicrobial. Composition has improved moisturizing effect.

**Herbal Eye Care Cosmetics:** Eye Make Up, Eye Shadows, Eye Gloss, Liquid Eye Liners

#### **Herbal Creams, Lotions, Gel:**

**Creams:** Aloe Moisturizing Hand Cream, Rich Face and Hand Cream, Herbal Moisturizers

**Herbal Oils:** Herbal oils are Effective for Baldness, Falling of Hair, Thinning of Hair, Dandruff, and Irritation & Itching of Scalp, Patchy Baldness, and Maintenance of fine head of Hair

**Herbal Perfumes & fragrances:** Citrus Fragrance: The light, fresh character of citrus notes (bergamot, orange, lemon, petitgrain, mandarin etc.) is often combined with more feminine scents (flowers, fruits and chypre). Chypre

Fragrance: Based on a woody, mossy and flowery complex, sometimes with aspects. Chypre fragrances smell slightly dry, not very sweet. .Oceanic Lifestyle: Sporty, young, joyous, energetic, understated.<sup>9,10</sup>

**Table 1: Marketed Products of Herbal Cosmetics<sup>11,12</sup>**

Category	Products	Brand name	Manufacturer	
<b>Herbal skin care</b>	Face Pack	Amazine Herbal Scars Face Pack	Amazing Herbal Remedies, New Delhi	
	massge gel	Amazine herbal fruit massage gel	Amazine India Marketing Pvt. Ltd.	
	Gel	Dr jain's forest cucumber gel	Dr. Jain's Forest Herbals Private Limited	
	face wash	Combi neem face wash	Combii Organochem Pvt. Ltd	
	Cream	Vicco turmeric cream	Vicco laboratories, India	
	Face scrub	Aloe indica face scrub	Aloe indica.pvt.ltd	
	cold cream	Gayatri papaya&strawberry cold cream	Gayatri Herbals Pvt. Ltd	
	face powder	Agarwal tulsi face powder	Agarwal Herbal Products	
	<b>Herbal hair care</b>	Shampoo	Agarwal honey aloe vera shampoo	Agarwal Herbal Products
		Anti dandruff shampoo	Himalaya antidandruff shampoo	The himalaya drug company,banglore
hair oil		Radico neem & amala hair oil	Radico.pvt.ltd	
hair gel		Aroma sikakai& tulsi hair gel	Aroma Treasures	
Hair conditioner		Vedico aloevare hair conditioner	Vedico Bio Labs	
hair colours		Crown heena hair colours	Crown herbals.pvt.ltd	
hair oil		Prakriti sesam gold hair oil	Prakriti Herbals, Bangalore	
<b>Herbal lip care</b>		Lip gloss	Komet kozmetik lip gloss	Komet kozmetik santic.ltd .sti
	Lip plumper	Ruhi lip plumper	Ruhi cosmetics- India	
	Lipstick	Kamey lipstick	Kamey cosmetics- India	
	Lip balm	Pallido lip balm	Pallido.pvt.ltd	
<b>Herbal eye care</b>	Eye shadow	Matrix eye shadow	Matrix exim- India	
	Eye liners	Tonnie eye liners	Tonnie cosmetics co.ltd	

	Mascaras	Uniclor mascaras	Unicolo pvt.ltd
	Eye pencils	Organic rose eye pencils	Organic rosehipskin care p/l
	Perfumes	Devy perfumes	Devy cosmetics exports– India
	Deodorants	Always deodorants	Always perfumas- India
	Soaps	Carmino herbal soaps	Carmino .pvt.ltd
	Foundations	Carmine foundations	Carmine .pvt.ltd

**Table 2: Products of Beauty creams**

<b>Manufactures( Beauty Creams)</b>	<b>Products</b>
<b>Eubiotic Cosmetics</b> , New Delhi, Delhi -	Beauty cream, slimming cream and anti-stretch mark
<b>Combii Organochem Pvt. Ltd.</b> Okhla, New Delhi, Delhi	Moisturizing cold cream, aloe Vera moisturizing cold cream, spf cream.
<b>Bio Life Technologies</b> , New Delhi, Delhi	Facial gel, facial cream, facial face pack, facial lotion, facial face wash, men's facial cream, women's facial cream, men's facial gel, women's facial gel, face care cream, body care cream and hand care cream.
<b>Vedic Bio Labs</b> , Bangalore, Karnataka	Beauty cream, cold creams, colored nail polish, eye cosmetic, face powder, fragrance perfume and lip cosmetics.

**Table: 3 Products of Anti Wrinkle creams**

<b>Manufacturers(Anti Wrinkle Cream)</b>	<b>Products</b>
<b>Komal Health Care Pvt. Ltd</b> , Thane, Maharashtra	Skin creams, anti wrinkle cream, facial creams, facial scrubs, aloe Vera creams, and aloe Vera anti wrinkle cream, face packs, and herbal face wash.
<b>Ban Labs Ltd.</b> ,	Youthful beauty creams, youthful beauty creams and anti aging beauty creams along with bath salts
<b>Vedic Bio Labs</b> , , Bangalore, Karnataka - 560 076, India	Natural beauty creams, skin beauty creams, face beauty creams, youthful beauty creams, youthful beauty creams and anti aging beauty creams along with bath salts, body oils, massage oils, moisturizing gels etc.
<b>Roy &amp; Company</b> , Mumbai, Maharashtra	Anti aging beauty creams along with bath salts, body oils, massage oils, moisturizing gels etc.

Table: 4 Products of Anti acne creams

Manufacturers	Products
<b>Anti Acne Cream Yash Medicare Private Limited</b> , Ahmedabad, Gujarat	Anti acne cream, topical acne cream. Also supply Medicare products such as topical anti fungal, anti parasitic, dermatitis, anti burns, topical steroids, and topical antibiotics, anti scabitic and anti seborrheics.
<b>Roy &amp; Company</b> , Mumbai, Maharashtra	Anti acne cream, skin care creams, aloe Vera, aloe Vera gel, anti wrinkle cream anti migraine drug, hair oil, hair shampoo, aloe Vera skin gel, aloe Vera cream and herbal anti marks cream.
<b>Surya Herbal Ltd.</b> Noida, Uttar Pradesh	Anti acne cream, natural fairness cream, blueberry face cleanser, essential moisturiser normal dry, nourishing day cream, nourishing night cream.
<b>APCOS NATURALS</b> , , Mohali, Punjab	Ayurvedic acne treatment kit, ayurvedic blemish treatment kit, ayurvedic every day care kit, ayurvedic fairness kits, ayurvedic age defying wrinkle treatment kit
<b>Aurochem Laboratories (I) Private Limited</b> , Mumbai, Maharashtra - 400 101, India	Exporting anti acne cream of composition tazarotene gel 0.05% W/W in a pack of 5 gm. Also supplying antibacterial cream, antieczema cream and antifungal cream
<b>Amrut Pharmaceuticals</b> , , Belgaum, Karnataka	Anti acne creams, anti acne face creams and ayurvedic herbal anti acne creams. Also offering creams for ailments such as dryness of skin, itching, fungal infections, crack fooks, burns for fire and chapped lips.
<b>Bio Life Technologies</b> , New Delhi, Delhi	Anti acne creams, herbal anti acne creams, natural anti acne creams and skin anti acne creams. Also deals in anti pimple creams, anti marks cream, fairness creams and anti septic creams.





Alnusaf Cream & Acnufor Cream: Roy & Company



Anti Acne Cream: Sydlar Remedies Private Ltd.



Anti Acne Products: By: Yash Medicare Private Limited



Anti Wrinkle Cream: By: Shridi Mirra Impex



Anti Wrinkle Cream: By: Combii Organochem Pvt. Ltd.



Anti Wrinkle Cream: By: Ban. Labs Ltd<sup>13</sup>

## Conclusion

Herbal cosmetics are in existence from when the men started to use the cosmetic products. So they are oldest products used by mankind. Some common cosmetics include creams, face packs, scrubs, hair oils, hair colors, shampoos, hair conditioners, lipsticks, blush-on or rouge as it is sometimes known, eyeliners, mascaras, foundations and eye shadow, perfumes and fragrance, soaps, etc. The formulation of all these cosmetic products includes addition of various natural additives like oils, waxes, natural colour, natural fragrances and parts of plants like leaves, flowers etc by specific formulation methods. 'Quality control for efficacy and safety of herbal cosmetic products is of paramount importance. So quality control test must be carried out for herbal cosmetics. It is assumed to be safe for longer periods of time.

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