



## Comparative Study of different Herbal Brands: A Appraisal

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### Article info

Received: 09/08/2020

Revised: 09/09/2020

Accepted: 27/09/2020

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### Abstract

This article compares various herbal cosmetic brands to find their popularity ranking. The study was to understand consumer perception of Herbal products. The demand of herbal cosmetics is increasing rapidly thanks to their skin friendliness and lack of side effects. The best thing of the herbal cosmetics is that it is purely made by the herbs and shrubs and therefore provide the body with nutrients and other useful minerals. The herbal cosmetics are capable for treating various skin ailments like dry skin, anti-ageing, skin protection, and other acne problems too. The herbal brand not only beautify our skin but also hair. The method used was a survey-based questionnaire. This research was carried out in diferent zones of Kanpur. According to the survey it was found that Ayur Herbals was the most popular brand. Therefore, we can conclude that there is not at all shortage in the demand for herbal products in the market. The consumers concern towards health risk and harmful effect of chemical products forcing them to switch over to natural products. There is high favorability of Ayur Herbals products among its users. People mostly used Ayur Herbals brand products.

**Keywords:** Herbal brands, Popularity, Authenticity, Safety, Quality, Herbal market.

### Introduction

Beauty the quality that gives pleasure to the senses, is perhaps the desire of every human being on earth. Some are born beautiful and some are infact made beautiful. Aesthetic appearance has always been a matter of prime importance. The word cosmetic was derived from the Greek word "kosm tikos" that means having the ability, arrange, talent in decorating [1]. The conception of beauty and cosmetics dates back to ancient man and civilization. The origin of cosmetics were related to looking, fighting, faith and superstitious notion and later related to medication [2]. The cosmetics according to the medicine and Cosmetics Act is outlined as articles supposed to be rubbed, poured, besprent or sprayed on, introduced into or otherwise applied to the frame or any half thence for cleansing, beautifying,

Promoting attractiveness or sterilization the looks [3].

Herbal Cosmetics, referred as Products, are developed, using numerous permissible cosmetic ingredients to make the base during which one or more herbal ingredients are required to provide defined cosmetic benefits which, shall be called as "Herbal Cosmetics". The demand of herbal medicines is increasing rapidly thanks to their skin friendliness and lack of side effects. The best thing of the herbal cosmetics is that it is purely made by the herbs and shrubs and therefore provides the body with nutrients and other useful minerals [4].

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(Table 1) [5]

There is currently, however, growing scientific proof that plants possess a huge and complicated arsenal of active ingredients (photochemical) in a position not only for sole purpose to calm or smoothen the skin but also, however actively restoring, healing and shielding the skin.

Advantages of Herbal Cosmetics over Synthetic [6]

- Natural products
- Safe to use
- Compatible with all skin types
- Wide selection variety
- Fits your budget
- Not tested on animals
- No side effects

Herbal Cosmetics Can Be classified Into Following Major Categories

- Cosmetics for enhancing the appearance of facial skin
- Cosmetics for hair growth and care
- Cosmetics for skin care, particularly in teenager (acne, pimples and sustaining)
- Shampoos, soaps, powders and perfumery, etc.
- Miscellaneous products

Herbal plants for Skin care

- 1) Dry Skin Treatment
  - Coconut oil
  - Sunflower Oil
  - Aloe [7]
  - Jojoba oil
  - Olive oil [8]
  - Sweet flag
  - Kesar
- 2) Anti-Aging Treatment
  - Golden Root [9]
  - Carrot [10]
  - Ginkgo
  - Comfrey
  - Echinacea
- 3) Skin Protection
  - Green Tea [11]
  - Calendula [12]
  - Turmeric [13]
- 4) Miscellaneous
  - Garlic (Promotes skin healing, Antibacterial)

- Neem (Antiseptic, Reduce dark spots, Antibacterial)
- Gotu kola (Wound healing, Reduce)

Herbal plant for Hair care

- 1) Amla [14]
- 2) Almond Oil [15]
- 3) Shikakai
- 4) Brahmi
- 5) Burdock root
- 6) Gotu kola
- 7) Lemon
- 8) Bhringraj [4]
- 9) Dandruff treatment
  - Henna
  - Neem
  - Shikakai
  - Hirda
  - Behada
  - Amalaki
  - Magic nut
  - Rosary Pea
  - Sweet Flag
  - Cashmere tree
  - Mandor [4]

Essential Oils

- 1) Rose oil [16]
- 2) Eucalyptus Oil
- 3) Citronella oil
- 4) anise oil
- 5) coriander oil
- 6) grapefruit oil
- 7) jasmine oil
- 8) palma rose oil
- 9) sandalwood oil [4]

Antioxidants

- 1) Tamarind [17-19]
- 2) Vitamin C [20]
- 3) Vitamin E [20]

Advantages of Herbal Medicine

- Herbal medicines have long history of use and higher patient tolerance as well as acceptance.
- Medicinal plants have a renewable supply, that is our solely hope for sustainable supplies of cheaper medicines for the growing population in the world [21].

- Availability of medicinal plants isn't a drag particularly in developing countries such as India which has rich agro-climatic, cultural and ethnic biodiversity.
- The cultivation and processing of medicinal herbs and herbal products is environmental friendly [22].
- Prolong and apparently placid use of herbal medicines may provide testimony of their safety and efficacy.
- Throughout the world, herbal medicine has provided several of the most potent medicines to the huge arsenal of drugs to be available to the modern medical science, in both, the crude form as well as in the form of pure chemical upon which modern medicines are structured [23].

The Indian herbal cosmetic industry is seeing an everincreasing growth with the increase in the use of natural products including items of medicinal value or pharmaceuticals. Herbal remedies manufactured in India are both by organized and unorganized sector players, but the major players in the segment are Dabur, Himalaya, Zandu, Baidyanath, Hamdard, Patanjali, Organic India. A consumer's purchase decision-making process is a complicated task which involves various external and internal stimuli. Consumers base their purchase decisions towards a product or brand on personal experiences and perception about it, more than the reality statistics. Thus the way a brand is positioned on certain attributes has a major influence on the choices a consumer makes. Since image of a brand in the minds of consumer is one of the most important influences behind a purchase, brand positioning aims to develop or understand the brands.

The herbal cosmetic brands on which our survey was being done are as follows:

1. Himalaya Herbals – It has become one of the most trusted names in the Indian herbal cosmetics industry. Since the year 1930, the company has been taking utmost care of our beauty with its vast line of products that are 100% natural and safe. Years of research, rare Himalayan herbs, best ayurvedic compositions, and superior pharmaceutical technology are some of the specialties of this brand. (Table 2)
2. Lotus Herbals - Being one of the most renowned herbal cosmetic brands of India, Lotus Herbals offers more than 250 variations of beauty and cosmetics items enriched with all the goodness of some not-so-easily-available medicinal as well as therapeutic herbs. It is an ISO 9001 company with a holistic healthcare approach, which helps us make the most of our beauty regime by providing long-term results in the shortest possible time. (Table 3)
3. Khadi Natural - When you opt for Khadi Natural, you don't need to worry about the quality or purity of your herbal cosmetics products. It is one of the leading manufacturers of herbal items in India and has long been delivering customized products to customers of all skin and hair types. (Table 4)
4. Ayur Herbals - Ayur Herbals offers a vast range of natural beauty and cosmetics products to Indian as well as international customers. Authenticity and price are two biggest pros of this brand. (Table 5)
5. JOVEES Herbal - JOVEES Herbal has also been providing high quality herbal cosmetics to Indian as well as International customers since last few years. The brand has more or less 85 excellent natural products in its portfolio now. With so many choices of items, you can easily pick the best one to meet your requirements. (Table 6)
6. Patanjali - Home grown brand that has become quite popular now thanks to all the advertisements we see is Patanjali. Since the owner of this brand is a preacher of all things natural and desi, you can be sure that there aren't any chemicals in this one. From herbal shampoos to face creams and body lotions, Patanjali has diversified into an entire beauty range and the best thing is, everything is very affordable which makes it a favorite of many. (Table 7)

The cosmetic products are the best option to reduce skin issues such as hyper pigmentation, skin wrinkling, skin aging and rough skin texture etc. Additionally, it also features a great future ahead as compared to the synthetic cosmetics. Proper regulation of these herbs and its standardization will cause its tremendous and significant growth in herbal cosmetics field.

### Methodology

The purpose of the research was to

- Understand which kind of cosmetics products do people prefer during purchase?
- To know, whether the purchase of cosmetic by the consumers is actually affected by which factors?
- This study additionally focuses on whether or not the packaging of the cosmetic products actually plays a role or not within the mind of the consumers while making the cosmetic purchase decision.
- This study will try and apprehend, how the male client of the cosmetics gets influenced, and for that what cosmetics firms and retailers do to focus on the male client for their cosmetics.

This research was carried out in different zones of Kanpur.

We conducted a cross sectional questionnaire study of people in Kanpur. Data collection took place between January 2020 to April 2020 in Kanpur. Data was collected using a convenience sample in three different regions in Kanpur: Rawatpur (urban and rural), Shuklaganj (urban and rural) and Ramadevi (rural and urban). Participation in the survey was entirely voluntary, and by filling in the questionnaire, volunteers agreed with participation in the study. The hospital institutional ethics committees stated that ethics approval was not necessary for this anonymous questionnaire study.

### Research Questions

No validated questionnaires in this context were available. Consequently, a standardized questionnaire was developed based on available literature and available questionnaires about knowledge and use of complementary and alternative medicine, Before preparing the questionnaire, following issues were considered.

1. What kind of products do people use ?
2. What do people look for when they buy cosmetics?
3. What are the specific reasons to use the cosmetic products?
4. Reasons for shifting towards herbal brands?
5. On which personality traits do a cosmetic buyer, evaluate and considers a particular brand.

### Questionnaire

1. What kind of product do you use?
  - a. Herbal
  - b. Any Other
2. What do you look first when you buy a product?
  - a. Brand
  - b. Efficiency
  - c. Advertisement
3. Which of the following brands you are most aware of?
  - a. Himalaya
  - b. Patanjali
  - c. Jovees
  - d. Lotus herbals
  - e. Khadi natural
  - f. Ayur herbals
4. Promotion or advertisement always influences your intention towards a particular brand?
  - a. Yes
  - b. No
5. What is the major reason of purchasing a selected brand?
  - A. Brand name
  - B. Quality
  - C. Price
6. Since how long have you been using a herbal product?
  - a. Less than 6 months
  - b. 6 months
  - c. More than 6 months
7. What were the reasons for your shifting to herbal brand?
  - a. Brand name
  - b. Price
  - c. Appearance/packaging
  - d. Ingredients
  - e. Effectiveness
8. Rate on the scale of 10 your favourite herbal brand on the basis of following attributes: Colour/variety/ fragrance

- a. Less than 5
  - b. Between 5 to 8
  - c. More than 8
9. Have you ever felt the side effects for herbal products?
- a. Yes
  - b. No
10. (A) SHAMPOO
- a. How important is the wellness of your hair to you?
    1. Extremely important
    2. Moderately important
    3. Slightly important
    4. Not at all
  - b. What features do you look for in a shampoo?
    1. Strengthening Of Hair
    2. Anti Dandruff
    3. Conditioning Of Hair
    4. To Prevent Hair Fall
  - c. Does the price of a shampoo affect your decision regarding the purchase of a shampoo?
    1. Yes
    2. No
- (B) CREAM
- a. How important is the wellness of your skin to you?
    1. Extremely important
    2. Moderately important
    3. Slightly important
    4. Not at all
  - b. what features do you look for in a cream?
    1. Anti Aging
    2. Smoothing Of The Skin
    3. Protecting/Healing of skin
- (C) Does the price of a cream affect your decision regarding the purchase of a cream?
1. yes
  2. No
11. Do you prefer a home made herbal shampoo over a commercial one?
- a. Yes
  - b. No
12. Do you know about all herbal range?
- a. Yes
  - b. No

13. How did you come to know about this product?
- a. Media
  - b. Newspaper
  - c. Internet
  - d. Other Sources
14. what is your gender?
- a. Male
  - b. Female
15. What is your age group?
- a. Teenager
  - b. Adults
16. Are you happy with the features associated with the herbal products?
- a. Yes
  - b. No
17. Are herbal products easily available and accessible?
- a. Yes
  - b. No
18. Would you suggest herbal products to your friends and relatives?
- a. Yes
  - b. No
19. Do herbal products align with the values and beliefs of people?
- A. Yes
  - b. No
20. Give your remark regarding the herbal products?
21. What do you like the most about this brand and why?

### Result and Discussion

The familiarity ranking of all the six herbal brands:

The familiarity ranking and scores of the six brands on total score of 243. On the basis of the questionnaire Ayur Herbals scored first rank (with 233 score), Himalaya scored second rank (with 200 score), Khadi Natural scored third rank (with 150 score), Patanjali scored fourth rank (with 144 score), Jovees scored fifth rank (with 90 score) and Lotus Herbals scored sixth rank (with 30 score). (Table 8)

According to the above survey conducted in Kanpur regarding herbal products, we came across the following result that Ayur Herbals was the most popular brand as compared to other brands. The inclination of the respondents towards

a particular brand may be due to its no side effects, reasonable cost and its effectivity.

The study was to understand consumer perception of Herbal products in Kanpur. The research study was carried out using three overall objectives. The data analysis and conclusion building method used for achieving the objectives of the research was done using ten sub-objectives.

The attributes which were suggested by the respondent on the use herbal products were prepared from natural ingredient, free from any side effect, and also fit for health and chemical-free. Most of the respondents mentioned that herbal products are made from natural ingredient so they faced no side effect. Purchase of herbal products primarily takes place on a monthly basis and used on a daily basis.

The second objective was related to familiarity and favorability of herbal brands particularly Ayur Herbals. The consumers segments of Ayur Herbals products were from middle-class sector, higher educated over age 36. These segments search value for money, examine products quality and performance. Ayur Herbals is the market leader in familiarity as per respondents. However, there is high favorability of Himalaya products as well among respondent who have used it.

Mass media, posters, banners and retail stores are the major source of information about herbal products and brands. Majorly the purchase of herbal products takes place at a retail stores and medicines shop.

Ayur Herbal offers a vast range of natural beauty and cosmetic products to Indian as well as international customers. Authenticity in combination with price are the pillars of this product. This has contributed to the popularity of the product in a big way. Consumers generally consider all herbal products comparable in attributes. They purchase other company product only in case of non-availability of preferred brand. They do not take much pain to look for their favorite brands.

As most of the products are cost-effective and are purchased on a regular basis, the respondents have a much positive attitude towards herbal products. All disagreed to have faced any side-effect. Rather, agreed to use herbal products because it is free from side effect and are prepared from natural ingredients.

## Conclusion

There is no shortage in the demand for herbal products in the market. The consumers are concerned towards their health risk and harmful effect of chemical products which are forcing them to switch over to natural products. However the most favourite brand of the consumers is based on its popularity and authenticity. Therefore to find the popular and authentic brand a survey through questionnaire was done in which it was found that Ayur Herbals tops the popularity rank. There is high favorability of Ayur Herbals products among its users. People mostly used Ayur Herbal brand products. They only switched over to another brand in case of non-availability. Marketing is considered to be the heartbeat of an organization. Therefore, we can say that the Ayur firm has done its job excellently.

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**Table 1: List of Phytochemicals having cosmetic potential [5]**

S/No.	Phytochemical	Uses
1.	Arbutin	Skin Whitening, Melanin-inhibiting
2.	Azulene	Colouring agent, antioxidant, and anti-inflammatory
3.	Carnosic acid	Antioxidant
4.	Glycyrrhizin	Reduces skin discolorations
5.	Glycyrrhithinic acid	Anti-inflammatory
6.	Nordihydro-guaiaretic acid	Anticancer and sunscreen
7.	Pycnogenol	Antioxidant
8.	Rutin	Antioxidant and emollient
9.	Squalene	Emollient, antioxidant and immunostimulant

**Table 2: Marketed Preparations of Himalaya Herbals**

Product	Brand name
Face Wash	Deep Cleansing Apricot Face Wash
Shampoo	Anti-Dandruff Shampoo-Volume & Bounce
Body Lotion	Intensive Moisturizing Body Lotion
Cream	Himalaya Acne n Pimple Cream
Face Pack	Himalaya Clarifying Mud Pack
Toner	Himalaya Herbals Refreshing & Clarifying Toner
Face Wash	Himalaya Purifying Neem Face Wash

**Table 3: Marketed Preparations of Lotus Herbals**

Product	Brand name
Cream	Lotus Herbal Nutramoist Skin Renewal Daily Moisturising Creme Spf-25
Body Lotion	Lotus Herbals White Glow Hand And Body Lotion
Face Wash	Lotus Herbals Herbals Whiteglow 3 In 1 Deep Cleansing Skin Whitening Facial Foam Face Wash

**Table 4: Marketed Preparations of Khadi Natural**

Product	Brand name
Hair Shampoo	Khadi Natural, Herbal Amla & Bhringraj Shampoo
Cream	Khadi Natural Day Cream, Herbal Face Cream
Face Wash	Khadi Neem Teatree and Basil Face Wash

**Table 5: Marketed Preparations of Ayur Herbals**

Product	Brand name
Hair oil	Amla Brahmi hair oil
Cream	Herbal massage cream
Shampoo	Ayur Herbal Amla Shikakai With Reetha Shampoo



Moisturizer	Ayur Herbal Moisturizer
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**Table 6: Marketed Preparations of JOVEES Herbal**

Product	Brand name
Cream	Jovees Anti Blemish Pigmentation Cream
Cream	Jovees Ayurveda Anti Acne & Pimple Cream
Face wash	Jovees -Eight Flavour-Bridal Brightening,Gold Ultra Radiance,Papaya,De-Tan,Tea Tree,Grape,Neem,Strawberry. Face Wash

**Table 7: Marketed Preparations of Patanjali**

Product	Brand name
Anti-wrinkle Cream	Patanjali Anti - Wrinkle Cream
Face wash	Patanjali Herbal Facial Foam Face Wash
Face scrub	Patanjali Apricot Face Scrub With Wheat Germ & Aloe Vera

**Table 8: Result showing the favourability ranking of the surveyed herbal brands based on their popularity**

S/No.	Brand	Score out of 243	Rank
1.	Ayur Herbals	233	1
2.	Himalaya	200	2
3.	Khadi Natural	150	3
4.	Patanjali	144	4
5.	Jovees	90	5
6.	Lotus Herbals	30	6

**Cite this article as:**

Dubey V. and Tiwari M. (2020). Comparative Study of different Herbal Brands: A Appraisal, *Int. J. of Pharm. & Life Sci.*, 11(9): 6974-6982.

Source of Support: Nil

Conflict of Interest: Not declared

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