

(Review Article)



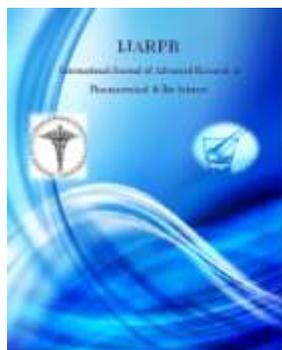
Received on 15/08/2012;

Revised on 23/08/2012;

Accepted on 05/09/2012

Mushrooming of Herbal's in New Emerging Market of Cosmaceuticals

Ashutosh Pareek*, Vivek Jain, Yashumati Ratan, Swapnil Sharma, Pankaj K Jain, Vivek Dave
Department of Pharmacy, Banasthali University, Banasthali-304022, Dist-Tonk, Rajasthan



Corresponding author: Ashutosh Pareek,
Assistant Professor, Department of Pharmacy,
Banasthali University, Banasthali, Rajasthan
Email ID: ashu83aadi@gmail.com

ABSTRACT

From last few decades field of herbal cosmetic users and uses, immensely increasing with increased population. There is every to believe that the cosmetic and toilet industry will flourish. These herbs may be used to effect in their crude form or they may be extracted purified or derivative to render them more suitable for use on cosmetic. This review may guide new researchers and persons in understanding the concept of new cosmetic market, beside this it also attract their attention towards further research in herbal cosmetics.

KEY WORDS: Cosmetics, herbal, Cosmaceuticals, Herbal extract

(Review Article)**INTRODUCTION**

Traditional System of medicines date back to 5000 BC and remain critical source of everybody's health and live hood for millions of people. Ayurvedic sages have said "Nanaushadhi Bhootam jagat Kinchit", i.e. there is no plant in the world, which does not have medical properties.

Harsh chemicals and pollution fill our lives today. There is unrest all around and the simple and natural way of life has got lost everywhere. It's time that we looked back. Back in the time when Mother Nature took care, when herbs were the healing touch. Nature has endowed us with its everlasting treasure of versatile ingredients.

Today's consumer is much more concerned about the environment, what foods are eaten by her family and what she spreads on the skin. Cosmetic ingredient labeling has educated her as to what is used in cosmetics. These factors have given rise to revival of the naturals and use of herbal cosmetics in cosmetics.

In the earlier time, women used the kitchen as a beauty parlor, as many spices happen to be natural beauty e.g. malai (milk cream) , papaya peel, mashed cucumber, fermented curd , turmeric, lemon, multani mitti (Ayurvedic beauty treatment made of fuller's earth, cereal, milk and lime) etc. Even in the 21st century things have not changed but the style has changed. Cosmetics are primarily of two types.

1 Synthetic cosmetics. – Cosmetic prepared from the synthetic chemicals of compounds.

2 Herbal cosmetics – Cosmetics prepared from the plant and other natural drugs like animals & minerals etc.

The analysis of many herbal ingredients using modern scientific technologies has led to the identification of phytochemical components in Indian herbs, which deliver functional benefits like anti-dandruff, deodorant, age-defying, etc. For almost any European herb containing certain photochemical and similar phyto-chemicals, e.g. hazal containing tannins are replicable with ascorbic acid. The ready presence of vitamin C in amla fruits in stable form enable us to use this amla fruit for better anti-wrinkle, anti-oxidant benefits and sesame oil for vitamin E contain, etc. In view of the current trends of patenting many Indian herbs over the world, Indian companies dealing with herbal medicines strengthened their focus on research. This has led to identification of new applications of known herbs^{1,2,3}.

Herbal cosmetics are the product of cosmetic chemistry, a science that combines the skills of specialists in chemistry, physics, biology, medicine and herbs. Since cosmetics are applied mostly to the skin, hair and nails. The cosmetics are the utility products used extensively throughout the world for maintaining and improving general appearance of face and other parts of body e.g. mouth, hand finger, eye, hair, etc. It includes creams, powders, face pack, lotions, moisturizers, shampoo, hair oil, conditioners, nail polish, etc.

In classifying herbal cosmetics, it must be considered that the consumers of these

(Review Article)

preparations, most of whom are girls and women, are more concerned with their physical than their chemical characteristics. Now-a-days herbal cosmetic is occupying more popularity than synthetic cosmetic. So there is very good scope for new entrants, because it has both domestic as well as export market.^{1, 4, 5-9}

Merits of Herbal Cosmetic

In spite of knowing the various advantages of exploiting natural products of flora and fauna available around us and the goodness of home remedies as different beauty care products, we find ourselves ending up purchasing and using synthetic cosmetics as preparing these natural substances into a usable product demands much effort. They do not provoke allergic reactions and have no any negative side effects.

- ✓ They easily incorporated with skin and hair.
- ✓ These are very effective then other cosmetics with small quantity.
- ✓ Extract form of the plants decreases the bulk properties of the cosmetics and gives appropriate, pharmacological effects.
- ✓ Easy to available and found in large of variety of plants.
- ✓ They have more stability, purity, efficacy with their herbal constituents.
- ✓ Easy to manufacture.
- ✓ The storage and handling of herbal cosmetics is easier and for prolong period.
- ✓ Cheap in cost.¹

Limitation of Herbal Cosmetics

The major problems in the use of herbs and natural products in cosmetics remain that of product uniformity or constituent variability, quality control, coupled with formulation stability and preservation. The other difficulty, which is encountered in using phytoconstituents, is seasonal variation of plant constituents.

Natural extract are not as consistent as products based on synthetic chemicals. Inherently, they tend to be less stable, often requiring the addition of a suitable preservative, varying in consistency from batch to batch, and be subject to seasonal availability which is often reflected in fluctuating price and doubtful continuity of supply.

These problems are not necessarily so serious as to preclude the use of botanicals but are aspects that must be taken into consideration when including these substances in a new product formulation.

The makers of cosmetics and perfumes have long experimented with different plants for their scents a beautifying property. The beautician can produce any number of cosmetics containing some kind of herbal ingredient. In cosmetology, it has now become fashionable to use “biological vegetable complexes” or to use “herbal components” to produce preparations which apart from the cosmetic effect, claim to have additional advantages (say, of nurturing and curative or preventive effects).

However, it is strongly felt that the acclaimed use of any herb (or herbal ingredient) in cosmetics be based on rational, controlled experiments, and tests be also conducted so as to examine the presence of medicinal effects.^{1, 4}

(Review Article)**Principles**

During the past few decades, there has been a dramatic increase in the case of natural products in cosmetics. Only now are the antiseptics, anti-inflammatory and general cosmetic effects of natural products on skin, hair, teeth and mucous membrane. A wide range of active principles of various plants including vitamins, harmonies, phytoharmons, bio-flavanoids, enzymes, tannins, fruit acids, amino acids, sugars, glycosides, essential oils and dye are being conceded useful in cosmetic formulations. The main principle of these cosmetics is to maintain skin resistant to infection and mechanical injury. Natural botanicals may be used to effects in their crude form or they may be extracted, purified or derived to render them more suitable for use in cosmetics.

Classification

The classifications of herbal cosmetics according to their use are shown in figure 1.

1 Cosmetics for the Skin

We all are born with a gentle, soft and smooth skin, but many of us do not contain the same texture and tone even during our teens. This is because most of us deal with our skin carelessly when young, which results in various skin problems affecting beauty. The herbal approach of proper skin care is principally based on following steps:

Proper Cleaning

Most of the herbal system of medicine like Ayurvedic prescribes herbal powders to clean and exfoliate the skin on a daily basis. The herb aids as a gentle scrub to clear away the dirt, toxins, pollutants and dead cells without washing away the necessary moisture ingrained in the skin. Face pack containing turmeric and lime juice removes dead skin cells and refreshes the face ¹⁰.

Nourishing and Moisturizing

Gentle massage of the skin with the essential oils helps improves blood circulation and straightens the connective tissue, thereby reducing wrinkles to keep the skin in good condition, avoid excessive exposure to sun, salt water, wind cold weather, and snow. Excessive use of oily cream clog pores and cause pulpiness. The use of soaps, detergent, chemical makeup removers, heavy eye creams harsh scrubs, chemical powders, pumice stones, chemical stringent, products containing alcohol very hot a very cold water , should be avoided. Drinking or oral liquids like water, coconuts water fresh juices, chilled buttermilk are useful.

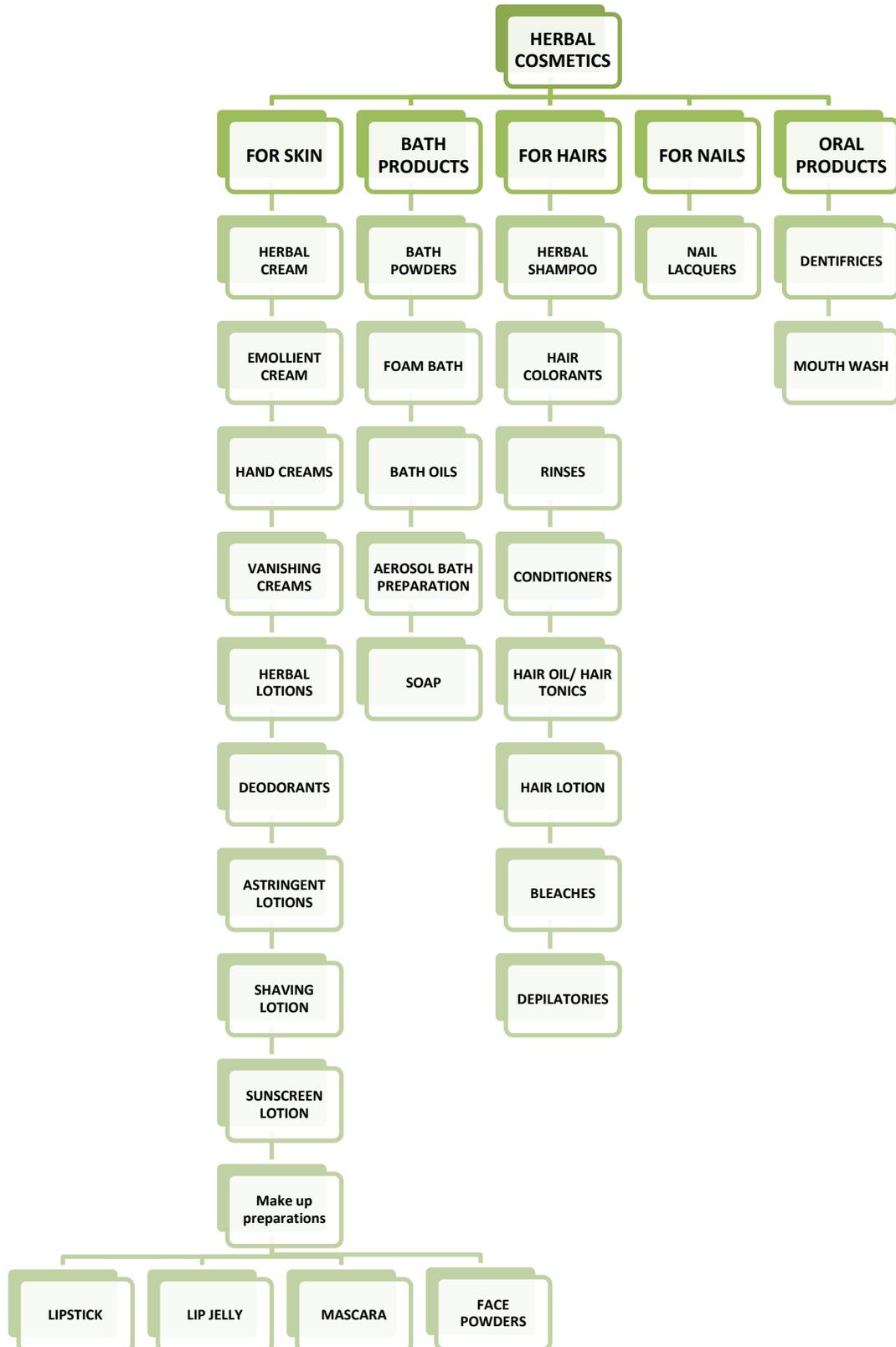
List of some marketed herbal products is given in table 1.

2 Cosmetics for Bath Products

Bath preparations are formulated different purposes. A bath preparation may serve several or all of the following purposes.

- ✓ To give the user refreshing feeling.
- ✓ To soften hard water
- ✓ To impart pleasing effect to the bath by addition of color and perfume.
- ✓ To clean the body of dirt and odor.

(Review Article)



(Review Article)**Figure 1:** Classification of Herbal Cosmetics Based on Their Applications**Table 1:** Herbal Skin Preparations

S.NO.	NAME	HERBAL CONSTITUTIONS	USES
1.	Almond Lanolin under Eye Cream	Almond Oil Lanolin	Removes dark circles around the eyes, Nourish and clear the skin.
2.	Vitaminsed Nourishing Cream	Wheat germ oil cabbage date extract	Luxurious night cream provides skin a meaning full look without being unnecessarily greasy
3.	Cactus Aloe Vera Dehydrate Cleansing Cream	Aloe Vera known as the desert lily Lemon extract carrot extract cactus	Removes impurities from skin's surface, without disturbing its moisture balance
4.	Vitaminised Whitening cream	Almond oil Lactic acid Vitamin A and D Carroty seed extract	Lightens the skin colour Act as powerful astringent porcelains the skin
5.	Apricot Lustier Firming Cream	Pure Apricot Extract Rose Oil	Gives Lusture to dry and dull skin, beautifying cream
6.	Honey Intensive	Honey Sandal Wood	Effective moisturizer Excellent softener. Gives nourishment to the skin.
7.	Precious herbs	Tulsi, wild turmeric date, apricot	Moisturizer for fabled skin.

3 Cosmetics for Nails

Fungi are everywhere in environment and can infect various parts of body. Fungal infections of nails are very common and notoriously difficult to cure. Nails are considered one of the body's hardest and strongest tissues. The conventional treatment of nails fungal infections is expensive and long term. Treatment may include topical

preparations and / or oral anti-fungal medications. Nail fungus can be very stubborn to treat and people whose infection clears up often finds that it recurs soon after discontinuing the medications. However, all of the medications have the toxicity profile, including hepatotoxicity.

People prefer herbal and natural way to treat so that side effects are minimized. There are many

(Review Article)

herbs for curing nail infections such as *Megabuck laterfolia*, *Lavendula officinalis*, *Cytopogon citrates*, *Syzygium aromaticum*, *C.zeylanicum*, *Thyme vulgaris*, *Allium sativm*, etc. these herbs have a deep penetration power which aids in the destruction of the nail fungus. Since the fungus infects the root of the bed as well as the surface most of the conventional topically therapy for nails fungal infection are not sufficiently effective, and this drug into the nail plate affecting the concentration of an applied coat from utilize with penetration of the nail permeability.

Herbal are a wonderful gift of nature, compatible with both human skin and hair. They are used as powerful aids in treating almost any skin and hair problems. Unlike chemical based products. Herbs are by nature more friendly to human body and therefore are completely safe, extremely effective and have almost no negative side effects.

Herbal hair products like herbal hair oils. Herbal shampoo and herbal conditioners are based on thousands of years old Indian Ayurveda systems of medicine^{3, 11}.

4 Cosmetics for the Hair**Table 2:** Herbal Hair Preparations

S. NO	NAME	HERBAL CONSTITUTIONS	USES
1.	Herbal Hair Rinse	Mint, Brahmi and other herbal extracts	Promotes hair growth used in combination with Henna/ Amla Shampoo.
2.	Herbal Hair Conditioner	Amla, Sandal wood Brahmi, Lichens and other precious herbs	A complete hair food treatment makes the hair strong healthy and Lustrous prevents Hair loss and Acts as a scalp deep cleanser.
3.	Herbal Hair Oil	Arnica, Henna, Shikakai and other Herbal extract	Specially created to prevent hair loss and promote Luxurious hair growth.
4.	Herbal Henna Reinforced Hair food treatment	Pure Henna	Make hair lustrous manageable and silky Acts as treatment for scalp disorder and gives a natural colour and sheen to hair.
5.	Hair Amla Shampoo	Extracts of Amla Dates Armica and rare herbal	For normal to dry hair, make the hair lustrous healthy and

(Review Article)

		extracts	manageable. Cleaning. The scalp while retaining and stimulating its natural oil.
--	--	----------	--

CONCLUSION

Herbs are wonderful gift of nature, compatible with both human skin and hair. They are used as powerful aids in herbal cosmetic in treating almost only skin & hair problem. Unlike chemical based products, herbs are by nature more friendly to human body and therefore are completely safe, extremely effective and have almost no negative side effects. They are used in

cosmetic for enhancing attractiveness and cleaning purpose.

The present review enlightens the prospective of herbs in new era of cosmetics. Furthermore it focuses merits and demerits of the herbal cosmetics over synthetic cosmetics products which is lacking behind in current market. In review various marketed formulations were summarized so as to give an outlook their uses.

REFERENCES

1. Nema, R. K., Rathore, K. S., Dubey, B. K., 2009. **Text Book of Cosmetics**. CBC Publishers & Distributors, New Delhi, 1, 257-290.
2. Ansari, S. H., 2005. **Essential of Pharmacognosy**. Birla Publication, Delhi, 1, 597-598.
3. Kapoor, V. P., 2005. Herbal Cosmetic for Skin and Hair Care. **Natural Product Radiance**. 4(4), 306-314.
4. Panda, H., 2004. **Herbal Cosmetic Handbook**. Asia Pacific Business Press Inc. Publisher, New Delhi, (4), 1-4.
5. Anand, N., 1990. Contribution of Ayurvedic Medicine to Medicinal Chemistry. In: Handa, S.S., Kaul, M.K., (Eds.), **Supplement to Cultivation and Utilization of Medicinal Plant**, Regional Research Laboratory Jammu- Tawi, (1), 113-131.
6. <http://www.alternativehealingmedicineonline.com/herbal/herbal-cosmetics>
7. http://www.Niir.Org/Books/Book_Pdf/35/%5BNiir%5D%20Herbal%20Cosmetics%20Handbook.Pdf
8. <http://search.rediff.com/mode=mtoolbar&MT=Herbal+Cosmetics>
9. <http://www.bestindiansites.com/herbal-cosmetics>
10. Sharma, P. P., 2005. **Cosmetic Formulation, Manufacturing and Quality Control**. Vandana Publication, Delhi, 3, 635-655.
11. Nanda, S., Nanda, A., Khar, R.K., 2007. **Cosmetic Technology**. Birla Publications, Delhi, 1, 105-121.