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# Enhancement of Beauty through Dincharya

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**Abstract:** *Beauty is the desire of every individual to give pleasure to the senses. But, it is often equated with youthfulness and ageing is considered as a retarding factor of beauty. Especially, the appearance of symptoms of ageing on face (i.e. fine wrinkles, thin, loose, sagging, dry, dull skin, hollowed cheeks, spider veins) is not only a physical change but also have a massive psychological and social impact. Ayurveda talks about all the aspects of a healthy being (Sharirik and Mansik) and has described in detail Dincharya (daily regimen) which is one of the preventive principles of Ayurveda. Ayurveda describes some daily regimen modalities for maintenance of positive health required for achievement of a long, healthy, active life, achieving satisfactory enjoyment of life and attainment of self-realization. These daily regimens, if followed regularly have beneficial physical as well as physiological effects on our body and our mind. Citing the importance of Nasya - one of the modalities, Acharya Charaka says that it vanishes the symptoms of ageing from one's face. Also, Tailabhyanga, another modality, and also a pre-requisite of Nasya; results in pacification of Vata Dosha: the preliminary cause of ageing. Tailabhyanga enhances the overall blood circulation of the face as the technique used for massage is along the arterial supply of the face (facial and angular arteries) and it also stimulates the facial and trigeminal nerve endings distributed across the face. The Sneha Gandusha and Kavala improve the circulation of oral cavity. Gargling procedure of Kavala poses the massaging effect over the oral mucosa and even strengthens the muscles of cheek, face and jaw bones thus, is a form of Vyayama for facial muscles.*

## I. INTRODUCTION

The constant quest for beautiful and youthful appearance has been there from ages and the urge has increasing manifolds in recent times. This has also led in acceleration in the beauty and personal care market of India alone from 5.5 bn US dollars in 2010 to 19.8 bn US dollars in 2019; as per statistical research department. A decisive shift has taken place around anti-ageing category over the last years. The concepts of beauty and *Vayasthapana* are well established in *Ayurveda*; and are safer and more natural ways for maintenance of youthfulness and health.

### A. *Ayurveda Perspective Of Beauty*

It is interesting to look back to ancient literature when beauty was not only looked upon as physical attractiveness but was defined in holistic terms, and beauty was within every person's reach. *Ayurveda*, the 5,000-year-old healing system from India, has a unique perspective on beauty. *Ayurveda* covers the entire essence of human – body, mind & soul. Holistic and all-encompassing, the definition of beauty reads — "Roopam, Gunam, Vayastyag, Itishubhangakaranam." According to *Ayurveda*, there are three pillars of beauty. Roopam is outer beauty — personified by shining, healthy hair and a clear, radiant complexion. Gunam refers to inner beauty — the beauty that shines from within, characterized by a warm, pleasing personality and innocence of mind and heart. And Vayastyag means lasting beauty — looking, and feeling, younger than your chronological age.

Thus, *Ayurveda* says that holistic Health and Beauty go hand in hand. There are physical, mental and spiritual components to each. A healthy body is a beautiful body.

### B. *Concept Of Dincharya In Maintenance Of Roopam*

Roopam or the outer beauty is the direct indication of overall health. This depends on food habits, purity of blood & Dinacharya.

The science of *Ayurveda* has 2 objectives—"Swasthasyaswaasthyarakshnamaaturasyavikaaraprashamnam cha"<sup>1</sup> i.e. to maintain the positive health in the individuals who are healthy and to treat the persons who are suffering from disease. For fulfillment of the first objective (to maintain positive health in healthy individuals), *Ayurveda* has mentioned some lifestyle strategies:

- 1) Dincharya (daily regimen)
- 2) Ritucharya (seasonal regimen)
- 3) Sadvritta (Good moral conducts)
- 4) Ashtang Yoga (Eightfold yoga path first described in Patanjali's Yoga Sutra)

All these strategies are preventive rather than curative and Dinacharya (daily regimen) is one of these preventive principles of Ayurveda.<sup>2</sup> These daily regimens if followed regularly have beneficial physiological effects on our body and our mind.

Dinacharya modalities are anti-ageing as they are Vayasthapana (age defying), Varnya (brighten skin-glow), Sandhaniya (cell regeneration), Vranaropana (healing), Tvachya (nurturing), Shothahara (anti-inflammatory), Tvachagnivardhani (strengthening skin metabolism) and Tvagrasayana (retarding ageing).

### C. Anti-Ageing Effect of Abhyanga and Gandusha on Face

With aging, all facial elements undergo specific modifications. Laxity of the skin and subcutaneous tissues, Loss of volume, due to fat atrophy and bone remodeling, contributes significantly to the aging process. All this anatomical and physiological result in pronounced frown lines, Wider and deeper orbital appearance, excess upper eyelid skin and fat (hooding), protrusion and sagging of fat, muscles, and skin, Prominent nasolabial folds, deeper and more vertically sloped nasolabial crease, loss of jawline contour with formation of jowls, loss of submental cervical angle, midline platysma separation and band formation;<sup>4</sup> as a result the youthful appearance fades.

As skin is site of Sparsh Indriya which has predominance of Vatadosha, Taliabhyanga mainly works on the Vatadosha.<sup>3</sup>

In Ayurveda, Prakopita Vatadosha is deteriorating factor for Bala, Varna, Sukha And Ayu, and also causes Arvaidriya nasha<sup>4</sup> and a normally functional Vayu results in maintenance of equilibrium of Sarvadhātu at their respective places, Harsha, Utsaha, perception of the subjects of senses, Sandhana of bones, excretion of Mala from body, Strotasbhedna.<sup>5</sup> All these factors are responsible for ageing process and maintenance of youthfulness respectively.

While mentioning benefits of Tailabhyanga, Acharya Charaka has clearly said that it leads in Priyadarshana or beautiful appearance. Other benefits are Komalsparshtwacha, Upchitaanga, Balwanapurusha.<sup>6</sup>

In modern anatomy, from a functional perspective, the face has an anterior aspect and a lateral aspect. The anterior face is highly evolved beyond the basic survival needs, specifically, for communication and facial expression which are superficially placed. In contrast, the lateral face predominantly covers the structures of mastication lie in deeper layers. In techniques of massage of face, the movement of hands is such that it focuses on the anterior aspect of the face more where the muscles of facial expression and vessels are more superficial. Also, while massage, facial expressions are used to target on each and every muscle separately.

Thus, Abhyanga considers all the factors responsible for ageing i.e. fat and muscle thinning, bone remodeling and decreased circulation. While the anterior aspect of face get maximum benefits from Abhyanga, the muscles of mastication present on lateral aspect of face are greatly benefited by Snehagandusha – another modality of Dinacharya. The Sukhoshna (lukewarm) Gandusha and Kavala Dravya are used which improves the circulation of oral cavity. Gargling procedure of Kavala poses the massaging effect over the oral mucosa and even strengthens the muscles of cheek, face and jaw bones. Gandusha results in Mamsavridhi, taste perception, increases the desire of consuming food, stronger gums and teeth and dryness of mouth reduces.<sup>7</sup> Thus, not only appearance related ageing problem of loss of muscles and fat, but internal factors (decreased appetite, drying of lips, tastelessness) effecting inner health and indirectly appearance can be also dealt by following the Dinacharya; as Ayurveda says "You are what you digest." A radiant, clear complexion begins with proper nutrition, efficient digestion and assimilation of nutrients by the body, and regular elimination.

## II. DISCUSSION AND CONCLUSION

Roopam does not specify a type of figure or the color of the skin or the length or style of the hair. Outer beauty, according to Ayurveda, is a reflection of good health — good digestion and healthy eating habits and Dinacharya. The modalities of Dinacharya have anti-ageing effect as they work on all the causative factors of ageing; that are: laxity of the skin and subcutaneous tissues, Loss of volume due to fat atrophy and bone remodeling.

Dinacharya (daily regimen) is one of these preventive principles of Ayurveda. Ayurveda has an anatomical and physiological explanation and should be practiced every day for a longer and healthier life and also because it results in Vayasthapana.

Taliabhyanga mainly works on the Vatadosha- which is main reason for ageing. Prakopitavatadosha is responsible for ageing process and a normally functional Vayu for maintenance of youthfulness. Tailabhyanga leads to Priyadarshana or beautiful appearance.

In techniques of massage of face, the movement of hands is such that it focuses on the anterior aspect of the face more where the muscles of facial expression and vessels are more superficial. Also, while massage, facial expressions are used to target on each and every muscle separately.

The muscles of mastication present on lateral aspect of face are greatly benefited by Snehagandusha. Gandusha results in Mamsavridhi which is important for anti-ageing.



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