

# **AROMATHERAPY IN PERSONAL CARE PRODUCTS**

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- Three thousand years ago in the ancient city of Taxila (now in West Punjab, Pakistan) there existed a “*Gurukul*” established by Acharya Atreya a specialist teacher in Ayurveda.
- Entry to the college was tough and only the best pupils gained admission.
- One day three ambitious boys approached Acharya Atreya and expressed their desire to learn medicine.
- Atreya agreed to absorb only one student strictly based on their performance in the entrance test he would administer.
- All the candidates scored equal marks and Atreya was in a fix.

- To break the deadlock he then asked the boys to go to the forest and come back with a plant or part thereof, that did not have any medicinal value
- The first candidate after a couple of hours brought a cluster of jungle weeds,
- The second one brought a bundle of thorns.
- The third candidate after a week's intense search came back empty handed.
- He explained that in spite of his best efforts he was not able to find a plant that lacked medicinal use.
- Acharya Atreya was pleased with the answer and admitted him.

- **The celebrated book on Ayurveda, The Charaka Samhita, that every substance in the world possesses some medicinal value, provided it is used correctly.**
- The selected candidate was none other than Jeevaka, eminent pedologist, & neurologist of ancient India

The World Health Organisation (WHO) defines health as a state of physical, mental and social well being and not only the absence of disease or infirmity.

# 3000 years old Charka Samhita defines Ayurveda

हिता हितम् सुखं धुखं  
अयु तस्मय् हिता हितम् ।  
मनमं च तदन् च याभोक्थम्  
अयुर्वेदा स उचते ॥

– भगवन् धन्वंतरि

- **Ayurveda is a science that treats not only what is advantageous but also that is harmful to our body, the happy and unhappy states of life and explains all related matter that is good and bad to humans.**

- Ayurveda is closely related to Indian philosophy and is derived from the Atharvaveda.
- Ayurveda literally means “knowledge of life”.
- The Hindu God Lord Brahma taught the guiding principles of Ayurveda to his son Prajapati and he in turn taught it to several sages.
- Rishi Agnivesh was the first to document the teachings.
- The Agnivesh manuscript edited by Charka is now known as Charka Samhita.



- The aim of Ayurveda is not only healing of the sick but also prevention of illness and preservation of good life.
- The emphasis on maintaining good health (swasthavartha) is crucial to Ayurveda.
- Daily routine (dinacharya), & Seasonal rules (ritucharya) are designed to keep one healthy. Diet, physical exercise, personal hygiene, and mental health are all important.
- Ayurveda address every aspect of our life by blending daily prescription for good health mind, body and spirit into our routine, so that we experience optimum health and well being.

- Life is defined as the union of body senses, mind, and soul. Indian philosophy states that there can be no life if this combination does not exist.
- Everything in the universe is composed of five elements (Panchamahabhutas).
  - Prithivi (Earth),
  - Jala (Water),
  - Vayu (Air),
  - Agni (Fire), and
  - Akasha (Ether / Space).

- These combine into three doshas (Tridosha),
  - Vata,
  - Pitta, and
  - Kapha
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- Every individual is controlled by the three doshas to different degrees, with one or two doshas dominating.
  - Doshas not only determine our constitution and illness but also our features body types, our liking and dislikes.
  - In short, every aspect of our life is governed by the doshas.

- Vata - vayu & akasha (air & ether/space),
  - Pitta - tejas & jala (fire & water), and
  - Kapa - jala & prithivi (water & earth).
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- When all the three doshas are in balance or in equilibrium, we possess good health, growth, strength, complexion, mental stability, and happiness.
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- The balance of the doshas depends on correct diet, exercise, good digestion of the food eaten, healthy elimination of body wastes, and a balanced emotional spiritual health.

- When the three doshas are unbalanced, they cause disease.
- The three main cause of this imbalance and cause of diseases are
  - Neglect, abuse or too much use of our sense organs.
  - Wrong decisions made by our body, mind and speech
  - Effect of the seasons and environment.

- Correct perceptions only happen by the coordination of the senses with our mind and soul.
- When external stimuli are in normal limits the body responds within physiological limits suitable for our well being.
- When an external stimulus crosses the normal range they become stressful and the body responds abnormally.

- Ayurveda does not deny the existence of germs but, also does not also accept it to be the main cause of diseases.
- Ayurvedic therapy consists of four basic forms
  1. medicine or drugs,
  2. detoxification,
  3. diet and
  4. regulating lifestyles.
- Thus, Ayurveda works in two fundamental ways of prevention and cure.

- Prevention is through
  1. personal hygiene,
  2. diet, and
  3. lifestyles,
  4. use of special drugs and
  5. yoga.
  
- Cure in Ayurveda consists of
  1. internal medicine,
  2. external medicine, and
  3. surgery.



- Internal medicine (Panchakarma therapy)
- purification of the body by emesis,
- purgation,
- enema,
- **snuffing or inhalation and**
- Bloodletting
  
- External medication includes,
- **massage,**
- **application of pastes and powders,**
- various gargles,
- physiotherapy and oblation.

- Ayurveda believes that body equilibrium is disturbed due to external stimulus and its interaction with nature.
- Natural herbs, extracts, and essential oils are used to correct this imbalance and cure the malady.
- Herbal extracts containing essential oils in vegetable oil, base both for internal and external use is popular in Ayurveda.

- Inhalation & sniffing is a common form of treatment for various nervous disorders & respiratory ailments.
- Bathing in water containing essential oils, herbal extracts are a part of treatment especially for skin care and skin ailments.
- This use of herbs in medicine spread from ancient Indian civilisation to other parts of the world.

- Egyptian civilisation made extensive use of natural oil for curing illness, and enhancing self-esteem of users.
- Ancient Chinese claimed to cure almost every medical illness known to humans at that time by use of herbs and natural plant ingredients.
- The use of plant oils was also practised in Greece, Rome and Persia.

- This ancient system of herbal medicinal therapy with modern scientific understanding and experimentation forms the basis of aromatherapy.
- Aromatherapy as the name suggests is a holistic therapy using fragrant essential oil to treat body and mind. The odour of the fragrant oil re-balances the body systems to help aid relaxation, assist in healing and alleviate stress.
- External application of essential oil obtained from plant and herbs on skin or taken internally as medicine to rebalance the human body system is called aromatherapy.

- Aromatherapy enables us to benefit from the therapeutic properties of fragrant essential oil.
- Aromatherapy is now regarded as an independent alternative therapy with additional cosmetic benefits.
- It claims to enhance beauty by means of internal harmony and general well being in addition to treating tangible condition through natural based cosmetics that make use of fragrances containing essential oils derived from plants

- Essential oils are produced by tiny glands at the petals, leaves, stems, roots, bark and wood of many plants and trees.
- Under normal natural conditions, they are released from the plant slowly to the surroundings. When heated or crushed these glands break releasing the plant aroma.
- Approximately 300 natural essential oils are now in use in aromatherapy.

- Aromatherapy oils are complex chemical compounds and are volatile by nature.
- EO are neither greasy nor fatty.
- EO are rich in terpenes, alcohols, phenols, aldehydes.
- EO do not leave any oily residue on skin.
- EO are soluble in alcohol vegetable oils and water



- Essential oils are extracted from plant parts by use of any of the following procedures
  - Pressing / Cold expression.
  - Tapping.
  - By effleurage (absorption of the fragrant oil in a greasy oil and then separated by solvent extraction)
  - Steam distillation.
  - Water distillation.
  - Hydro diffusion by application of gentle pressure during distillation.
  - Alcohol extraction.
  - Carbon dioxide extraction.
  - Molecular distillation.

- Essential oils are natural antioxidants and normally do not get rancid, however they generally react with water and oxygen.
- Once processed the essential oils are stored closed tight in dark glass bottles in a cool place away from direct heat and light.
- Essential oils are expensive as it takes huge amount of plant extract to produce a small amount of oil.
- About sixty thousand rose petals are required make 30 gms of rose oil.

- Interest & use of natural oils in treatment was pioneered by French Prof. Rene Gattefosse who accidentally discovered the healing power of lavender oil, when he dipped his badly burnt hand in it. Within a short, time the burn healed without any blister formation or leaving scar.
- Taking a cue from this experience he carried out experiments with different essential oils on soldiers during the World War I & helped heal their wounds faster.
- Dr. Gattefosse scientifically proved that certain essential oils had the ability to penetrate human skin and heal the damaged internal tissues.

- Dr. Jean Valnet, an expert on herbal medicine used a variety of essential oils to treat blisters, burns, psoriasis, cough cold, headache, Insomnia, eczema, mental stress, arthritis, cramps.
- Marguerite Maury, a French biochemist beautician used essential oils in beauty & skin care treatments.
- Although Dr. Gattefosse coined the term aromatherapy in 1920, it was accepted as a form of treatment only after it was popularised by Dr. Jean Valnet, through his book ‘Aromatherapie’ published in 1964

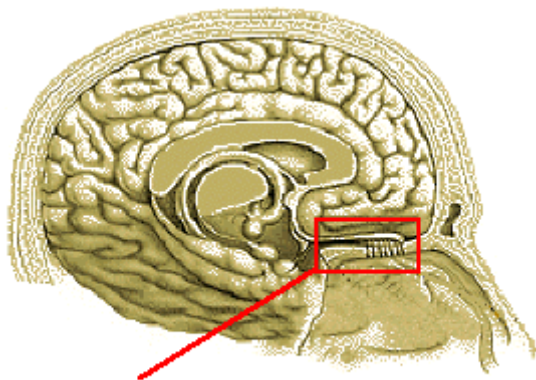
- Aromatherapy oils can be used in the following three ways. Every individual has to choose the method that suits his or her personality, as a method suitable for one may not be suitable for another.
  - Inhalation
  - Ingestion
  - Massage
- Ayurveda generally followed a combination of all the above methods.
- Modern aromatherapy is based only on Inhalation and Massage.

- Inhalation is the quickest way for the essential oil to enter our body. Adding a few drops of essential oil to a warm bath water, inhaling on a tissue paper or by using an oil burner, vaporiser.
- A body massage with essential oil is the most effective & relaxing method of introducing essential oils into our body. Essential oils should not be used neat on the skin but always mixed with a carrier oil any lotion base
- Almond oil, olive oil, soybean oil, wheat germ oil, grape seed, and Jajoba wax.
- Ayurveda recommends freshly extracted pure coconut oil.

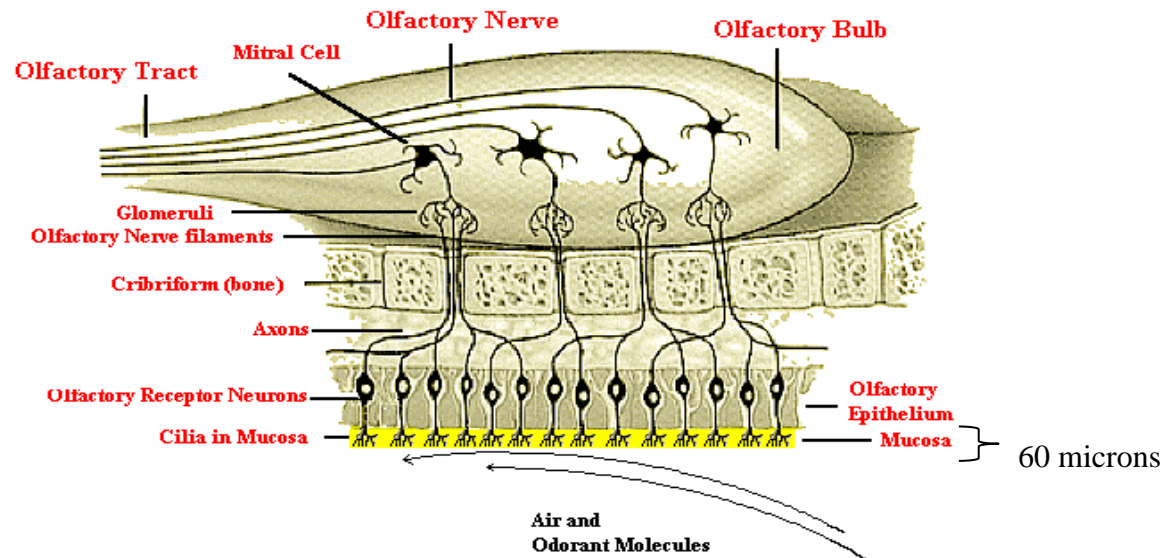
The odour molecules that reach the brain that gives an emotional effect and help lift depression.

The exact mechanism of how the odour of the oil gives emotional effect is not known.

It is believed that when an odour is inhaled it first acts on the rhinencephalon, which then directs the cerebrum and the central nerve function, to regulate and balance the autonomous nerves.



Olfactory Region (*Regio olfactoria*)



- We know that the lymphatic vessels run parallel to our blood vessels and are responsible to remove impurities and waste matter from our blood stream and muscle tissues.
- Unwanted toxins due to the rigours of our modern lifestyles, junk food, pollution and stress are accumulated in the muscle tissues.
- When light finger stimulation is effected during a massage, the toxins are gently eased back into the blood stream and lymphatic system and are eliminated from our body during our normal excretory process.



- Five drops of pure essential oil added to 10 ml of the vegetable oil base are normally used for this purpose.
- Higher dosage of essential oils is not recommended as essential oils used incorrectly or in excess can be toxic and cause irritation or burns especially for people with sensitive skins.
- Pregnant women, epilepsy patients, asthmatics, persons with acute heart ailments should use aromatherapy only under medical supervision.

- Essential oils should not be used neat on the skin but always mixed with a carrier oil.
- It is advisable to do a patch test before regular use of aromatherapy products for people with sensitive skin.
- If concentrated oil is splashed on skin or eyes it should be flushed out with ample amounts of vegetable oil and medical help and advise sought thereafter.
- Essential oils are extremely powerful and should be used with care.

## MOST POPULAR ESSENTIAL OILS USED IN AROMATHERAPY PRODUCTS.

ESSENTIAL OIL	PROPERTIES	USES	PRODUCT
Lavender	Most versatile oil, calming, relaxation, healing antiseptic	Nervous tension, stress, depression, Insomnia, margarine headaches, acne, boils, burns, bruises, sinusitis, bronchitis, dermatitis, psoriasis, sunburns, sprain, rheumatism, arthritis	Products used for bathing Vaporiser, Candles, Skin care products
Camomile	Most versatile oil, calming, relaxation, healing antiseptic, anti-inflammatory	Nervous tension, stress, depression, Insomnia, margarine headaches, acne, boils, burns, bruises, sinusitis, bronchitis, dry skin inflammation, dermatitis, psoriasis, sunburns, sprain, rheumatism, arthritis	Products used for bathing Vaporiser, Candles, Skin care products

<b>ESSENTIAL OIL</b>	<b>PROPERTIES</b>	<b>USES</b>	<b>PRODUCT</b>
Rosemary	Aids concentration, refreshing, stimulating, improves blood circulation, encourages hair growth, disinfectant	Arthritis, mental fatigue, headache, dandruff, hair loss.	Products used for bathing Vaporiser, candles, Hair care products
Bergamot	Antiseptic, revitalising, Skin care benefits	Nervous tension, stress, depression, Insomnia, margarine headaches	Products used for bathing Skin care products
Peppermint	Soothing stimulating, skin toning	Cough and cold, bronchitis, sinusitis, mental fatigue, headache, broken & weak nails, inflamed skin	Products used for bathing Skin care products
Patchouli	Calming, soothing, relaxing, refreshing, condition the hair	Nervous tension, stress, depression, anxiety, cuts and bruises, acne	Products used for bathing Vaporiser, Candles, Skin care products, Hair care products

- The consumer who now leads a hectic way of life is no longer satisfied with purely aesthetic gains but seeks to get additional properties and benefits.
- The growing disillusionment over synthetic drugs due to their side effects in the last 15 to 20 years has seen a plethora of personal care products available in the market.
- Products range from pure essential oils, body & hair oils, body lotions & creams, soaps, shower gel, shaving products, Eau de cologne, etc., that claim to provide effective therapy for all kind of illness and states of our mind.

- Aromatherapy products rarely mentions any details of conclusive clinical studies that were carried out with it.
- Are the essential oils available in quantities enough to have any effect? It is also possible that the promise made by clever advertising only makes the consumer feel that a special wonder ingredient is more effective, when in fact it only has a placebo effect.
- Alternatively, are not these products selling only dreams? A product will taste success only if the therapeutic benefits they claim to offer are realised by the consumer during use.

- Aromatherapy market will continue to grow and will become very common in mass marketed product in the near future.
- Due to increase in mental and physical stress in our daily life, every person looks forward to a few moments of peaceful contemplation shutting themselves in the bathroom, and reaching out for products that give relaxation.
- As demand for aromatherapy product increase, essential oils will blossom into product categories offering additional advantages not presently available.

- Not a day passes without reports of persons carrying out acts of destruction, bomb blasts, terrorist explosions, crime, forgery, corruption, committing suicides or bullying the weak, giving us all a feeling of helplessness.
- Irritants we encounter in our routine include experiencing jam-packed national railways and public transport, uneven roads, slow moving traffic all leading to physical fatigue and mental stress accumulating to beyond endurance limits.



- You will admit in such a scenario, that if an aromatherapy toiletry can actually reduce the sick feeling and improve the living condition it is worth taking the effort of manufacturing, marketing and using the product.
- The world of natural ingredient is huge and exciting to be beneficially used. It is for all of us as consumers to question and understand the rationale behind its usage in a product so that in reality it enables us lead a better quality of life.
- Don't you agree?

# Thanks & Best Wishes

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