

## **RECENT TRENDS IN HERBAL COSMETICS**

**Rajamanickam V<sup>1</sup>, Surendra Kumar M<sup>2</sup>, Velmurugan R<sup>3</sup>, Santhosh V<sup>4</sup>, Nithyasrinamagiri B<sup>5</sup>, Sweathapriya M<sup>6</sup>, Abdullah A<sup>7</sup>, Thirumurugan P<sup>8</sup>, Gokul raj J<sup>9</sup>, Tamizharasu M<sup>10</sup>.**

<sup>1</sup>Senghundhar college of Pharmacy, Kumaramangalam, Namakkal District, Tamil Nadu, India – 637205

\*Corresponding author: [rajamanickam731194@gmail.com](mailto:rajamanickam731194@gmail.com)

### **ABSTRACT**

A large portion of the trend towards alternative treatment is made up of herbal remedies. The use of herbal medicine is growing in popularity as more people look for natural cures. Since the beginning of civilization, herbal remedies have been used to promote health and treat a variety of illnesses. It's important to apply and approach science in order to compete with the expanding pharmaceutical business. Authenticate more botanical items with potential for medical use. Customers have tended to prefer herbal cosmetics since they are more strong, widely accessible, and perceived to have less adverse effects. The fastest-growing category of personal care items is herbal cosmetics. Cosmeceuticals, which are cosmetic preparations with physiologically active chemicals or components of plant origin, are the personal care product category with the fastest rising market share. Due to their moderate action, less poisonous nature, and enhanced effectiveness, herbs have seen an increase in demand in cosmetics over the past few years. The need for attractiveness and beauty created a sizable market for herbal cosmetic.

### **INTRODUCTION**

To enhance appearance, cosmetics are used frequently and everywhere in a variety of ways. Cosmetics are created to decrease oil production, treat acne, and lessen the appearance of wrinkles. formulas for a variety of skin conditions, including as skin protection, sunscreen, and acne. Various materials, both natural and synthetic, are used in the design of anti-wrinkle and anti-aging products. The preservation of quality standards is necessary during the formulation development process for cosmetics. The many qualities of the herbs employed in cosmetic preparations include antioxidant, anti-inflammatory, antiseptic, and antibacterial effects, among others. These natural goods assert that they don't have the negative side effects associated with products made with synthetic ingredients.

Modes: The literature in Ayurveda, especially Charak Sahita, stated numerous medicinal plants in Varnyakashaya. The herbs like chandan, haldi, khas, nagkleshara, manjistha, yastimadhu are used to obtain glowing complexion and arusa, amala bavchi, guduchi, chakmard are mentioned as kustaharan. Herbs like amalaki, haridra, abhaya, khadira, vidyanga, jatisaptaparna, karavira of various potential from Khshthagna and Mahakashiya are mentioned effective in skin disorder. Numerous therapeutic plants were said to be present in Varnyakashaya, according to Ayurvedic literature, particularly Charak Sahita. To achieve a radiant complexion, herbs like chandan, haldi, khas, nagkleshara, manjistha, and yastimadhu are employed. Arusa, amala bavchi, guduchi, and chakmard are also utilised. referred to as kustaharan. Herbs like haridra, khadira, vidyanga, abhaya, and jati. From Khshthagna and Mahakashiya, saptaparna and karavira are effective in treating skin conditions. In 1961, Raymond Reed, a founding member of the United States Society of Cosmetics Chemist, coined the word "cosmeceuticals." He actually used the word to describe the scientifically advanced and active cosmetics. Dr. Albert Kligman continued to use this phrase in 1984 to refer to drugs that have both medicinal and cosmetic uses.

Cosmetic-pharmaceutical hybrids known as cosmetic-pharmaceuticals use chemicals that affect the biological structure and function of the skin to improve health and appearance.

**ADVANTAGES OF HERBAL COSMETICS OVER SYNTHETIC COSMETICS ARE AS FOLLOWS**

- They are quite inexpensive.
- Easily accessible in the marketplace.
- Less hazardous, with minimal or no negative consequences.
- All skin types are compatible with herbal cosmetics

**SKIN TYPE, INCLUDING FEATURES AND SKIN CARE**

S.NO	SKIN TYPE	FEATURES	SKIN CARE
1	Normal	No oily patches or skin flakes; a smooth texture	herbal face cream and gingivitis oil
2	Dry	severely dry, tight, and dehydrated skin with low sebum levels	olive oil and aloe vera
3	Oily	shiny skin with acne and a strong propensity for going blackheads.	Aloe vera, licorice, and lemon grass
4	Combination	Some areas of the face, notably the nose, appear dry. the chin is greasy	Aloe Vera and turmeric

Herbal extracts are increasingly being used in food, cosmetics, and other therapeutic products in India. In the modern world, herbs play a major role. Amla, Neem, Tulsi, among other herbs, are effective ingredients in cosmetics.

**CURRENT STATUS**

Due to the fact that herbs are considered food rather than medicine because they are all-natural, pure, and free of synthetic ingredients, herbal cosmetics have gained popularity in recent years. finished, as nature intended. Herbs may not offer immediate comfort, but they do give the body a way to re-establish its connection to the natural world. For cosmetic purposes, people in rural and mountainous areas favour natural remedies such as plants and plant extracts, such as neem, orange, and China rose. A market study found that the global market for cosmetics and toiletries reached approximately \$150 billion in 2004, up more than 4% from 2003. Development in significant emerging markets (7). The market for herbal remedies has benefited from the rise in desire for natural alternative treatments. There has been a 10%–15% annual increase in the demand for herbal goods worldwide. Approximately Rs. 5.5 billion is spent on commerce in medicinal plants in just India. By 2050, the global market for herbal goods is expected to be worth \$5 trillion, according to the World Health Organisation (WHO). 2007 is projected to see \$26.2 billion in global sales of herbal goods. The two main herbal product markets are in Europe

and the United States with a market share of 41% and 20%, respectively, Europe and the United States are the two largest herbal product marketplaces in the world.

The World Bank estimates the global market for medicinal plants and their products to be worth US\$ 62 billion, which presents a wide range of prospects for Indian pharmaceutical and cosmetic enterprises. This market comprises the prospective areas of pharmaceuticals, nutraceuticals, and cosmeceuticals.

**CLASSIFICATION OF HERBAL COSMETICS**

S No	Cosmetics for skin	Cosmetics for bathing	Cosmetics for oral purpose
1	Creams	Soaps	Toothpaste
2	Lotions	Shampoo	Mouthwash
3	Deodorants	Body wash	Breath fresheners
4	Sunscreen	Bath oils	Tooth powders

**SKIN CARE COSMETICS**

The following three categories describe the physical states of cosmetics preparation:

Solids include face powders, talcum powders, masks, compact powders, and cake makeup, among other. Creams, ointments, liniments, pastes with a wax base, etc. are examples of semi-solids. Liquids includes Mouthwashes, Deodorants, Lotions, Moisturizers, Cleansing Milk, Liniments, Sprays, etc. Any herbal cosmetics are prepared in a manner that is essentially the same as how cosmetics are prepared. Along with necessary chemicals mostly used in cosmetics, appropriate bioactive compounds from their extracts are included in the formulation. It necessitates the choices to produce a desired product with the required specifications, a suitable emulsifying agent and adjusted methods are required. The formulation of herbal cosmetics is a sophisticated and delicate technological profile because it ensures that the botanicals are still bioactive after extensive processing and maintains their availability on the skin. It is preferable that producers confirm the calibre of their goods by methodical testing at their level.

**MARKETED SKIN CARE PREPARATION**

Product	Brand name	Company
Face wash	Deep Cleansing Apricot Face Wash	Himalaya Herbal
Cream	Herbal Massage Cream	Ayur Herbals
Anti-Ageing cream	Anti-Aging Cream	Dabur
Sunscreen	Lotus Herbal Safe Sun	Lotus

## HERBAL SOAPS

Herbal soap preparations are medicines because they have antibacterial, anti-aging, anti-oxidant, and antiseptic characteristics. They often use plant parts including seeds, rhizomes, nuts, and pulps to treat wounds, treat illnesses, and promote health. When compared to the contents of commercial soap, herbal soap does not contain artificial colours, scents, fluorides, or other additives. Due to their high medical value, cost effectiveness, availability, and compatibility, herbs are the natural items that are most frequently used in the treatment of practically all diseases and skin disorders.

## HERBAL SHAMPOO

In our daily lives, shampoos are likely the most frequently used cosmetic products for cleaning our hair and scalp. Herbal shampoos are cosmetic products that clean the hair and scalp in the same way as ordinary shampoo by utilising traditional ayurvedic herbs. They are employed to remove grease, dandruff, and other environmental pollutants. Herbal shampoo is a type of cosmetic product that uses plant-based herbs as an alternative to commercially available synthetic shampoo. The use of herbal shampoo is crucial since modern consumers choose natural over synthetic goods because they have been shown to improve health. Herbal cosmetics are becoming more popular and in demand, largely because it is thought that they are risk-free and have no negative side effects.

## MOUTHWASH

A natural mouthwash could also be one that performs the same functions as other mouthwashes but with all-natural ingredients. It is also a well-liked substitute for mouthwash without alcohol. When compared to other types of mouthwash, their chemicals are safer to use.

## CONCLUSION

Medicinal herbs have become an important part of the global health care system, serving people not just in ill conditions but also as possible sources of therapeutic help. Furthermore as a potential resource for preserving good health. It is obvious that the herbal sector has a lot of potential. Given the growing popularity of herbal products, quality issues should be fully covered in future global labeling practices. To comprehend the use of herbal medications, standardization of procedures and quality control data on safety and efficacy are necessary. The lack of knowledge about the social and economic benefits that could be obtained from the industrial use of medical plants has been a major barrier to the development of the enterprises based on medicinal plants in underdeveloped nations.

To take advantage of the molecules causing the biological activity that has been seen, more study is necessary

## REFERENCE

1) Nidhi Sharma, Priyanka Singh and S K Gupta.

A Review on Role of Various Medicinal Plants in Cosmetics and Cure Health, Current Research in Pharmaceutical Sciences 2019; 09

(03): 37-41.

- 2) Kapoor VP, "Herbal Cosmetics for Skin and Hair Care," Natural Product Radiance, vol. 4, pp. 306-314, 2005.
- 3) A review on Herbal soap Bothe Saurav , prof . Bhalsing pooja Gorakh, prof.niranjan Tiwari ,kasar Bharat
- 4) Review Article on: Herbal shampoo Pawan Maurya, Shashikant Maury, Piyush Yadav, MaKumarYadav, Suraj Maurya, Satyam Jaysawal
- 5) Maiti B, Nagori BP, Singh R, Kumar P, Upadhyay N. Recent trends in herbal drugs: a review. International Journal of Drug Research and Technology. 2011;1(1):17-25.
- 6) Prajakta N. Dongare\*, Ravindra L. Bakal et al An Overview on Herbal Cosmetics and Cosmeceuticals International Journal of Pharmaceutical Sciences Review and Research 2021; DOI :10.47583/ijpsrr.2021.v68i01.013
- 7) Rajamanickam V, Kumar MS, Gautham V, Malavika S, Jaisurya M, Kumar MK, Rajkumar M. RECENT UPDATES IN HERBAL COSMETICS.Suxam et al. Ijppr.Human, 2021; Vol. 20 (4): 284-293.
- 8) Ashawat, M., et al. "Herbal Cosmetics:" Trends in Skin Care Formulation"." Pharmacognosy Reviews 3.5 (2009): 82.