

## Current Research Trends In Ayurveda In India.

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### Abstract:

With the introduction of new technologies to Ayurveda, the popularity of ayurvedic treatment has increased many-fold and has also created an awareness about the benefits of ayurveda in daily life. The flourishing roots of ayurvedic treatment across the world is definitely going to make this unique and natural system of healing a part and parcel of everyone's life. Further, those people who are health-conscious will accomplish their ambition of staying fit with the recent trends in Ayurveda. In addition to the above, the Government of India has also shown great interest in promoting Ayurveda at large scale because of the increasing demand for Ayurveda. This tutorial focuses on the recent emerging trends in Ayurveda in India.

**Key Words:** Ayurveda, Recent trends.

### Introduction:

Ayurveda is considered to be one of the most efficient and holistic treatment system throughout the world, which is originated in India about 3000 to 5000 years ago. It is regarded as the only complete science of healing of all times and one of the oldest healthcare system in the world. It teaches people to live in harmony with their natural environment, and helps to prevent disease and coordinates the mind and body with the natural surroundings. Ayurveda is mainly aimed at prevention of disease in a person, but if illness does not diminish, a wide variety of natural treatments is applied to enable the body to heal itself.

The concept of Ayurveda first appeared in the ancient Indian texts and since then it was refined by various famous sages and writers like Charaka, Sushruta and Vagbhata. The research and work done by these researchers were responsible for recording the procedures of the medicine into an orderly text.

Ayurveda was at the zenith of its glory in the 13th and 14th centuries, but the traditional medicines in India like Ayurveda, Siddha (tribal medicine practiced in south India) and Unani (traditional medicine practiced in middle-east & south-asian countries) experienced backlog during last 300 years of British colonial rule, it's because of the introduction of the allopathic medicine in India during the British Rule and Ayurveda struggled to find its place during this period. However, after the independence of India in 1947, the nation's traditional medicines began to thrive again. The global acceptance of Ayurveda increased after the Westerners began to recognize its potential since the mid-1980s. This was mainly due to the fact that the medicines used in

Ayurveda are made from natural herbs and some fruit, spice, or vegetable extracts making it very eco-friendly and all medicines have absolutely with no side effects.

Recently, modern practitioners of Ayurveda have formulated different variants of the traditional drugs using different formulations and new herbs. The southern state of India, i.e. Kerala and other states adding their unique traditions to Ayurvedic medicine. Now a day's most of peoples are attracting towards the Ayurvedic treatment, due to its effectiveness and less side effects as compared to allopathic medicines.

Now, Ayurveda is emerged as an autonomous science of healing because of its incomparable potential of providing complete health and it is also accepted globally because of its endless positives. However, in recent times Ayurveda has undergone drastic changes. The recent developments in Ayurveda have been very impulsive with its advancement towards the global acceptance as one of the most sought-after treatment therapy.

Ayurveda has emerged with a new ray of hope for those people who are suffering from long term health problems. The amazing events where people who are paralysed walk, curing of incurable diseases etc. occurs even today after being treated with ayurveda. The basic principle of ayurveda is to heal a disease completely from the root and this has raised hope for the people to retain their health completely.

### Emerging trends in Ayurveda -

#### 1. Panchkarma-

One of the recent trends in Ayurveda that is in the limelight now is the five-step detoxification processes (Panchakarma). Due to our disorganized lifestyle and due to the intake of junk

food, our body would be filled with toxins at level we cannot even imagine. Panchakarma is the natural treatment process by which we can detoxify our body and mind. It is a 7 to 9 day process which helps in purifying your blood and body. The five steps in the process include Vamana<sup>5</sup>, Virechana<sup>6</sup>, Nasya<sup>7</sup>, Vasti<sup>8</sup>, and Rakta Moksha<sup>9</sup>. Many people have undergone this treatment and has found a world of difference and are very happy with the process.

### 2. anti-aging skin Care-

Another trend in Ayurveda is the introduction of anti-aging skin care through ayurvedic cosmeceuticals in beauty, health and wellness sector. As ayurvedic cosmeceuticals are made of extracts from certain medicinal herbs, fruit and essential oils, it is entirely safe to use without any side-effects. Today Ayurvedic cosmeceuticals are available for a wide variety of use for skin rejuvenation such as skin toning, smoothing imperfections in skin, and increasing its hydration level, which does reinstitute a radiant and healthy glow to the skin.

#### Following factors are considered while developing the anti-aging care products.

- i. Anti-aging Effect (Vayasthapana). An herbal formula that nourishes the different aspects of the skin and has an overall anti-aging effect is called vayasthapana, which literally means "maintaining youthfulness" or "arresting age." There is a group of herbs in the Youthful Skin Cream that together create this age-arresting effect. Gotu Kola (Centella asiatica), in particular, is a renowned ayurvedic anti-aging herb. Modern research also verifies that Gotu Kola has an anti-aging effect, and in particular it enhances collagen synthesis.
- ii. Youthful Radiance (Varnya). Varnya means the ability to enhance the radiance or bright complexion of the skin. Varnya herbs are included in the Youthful Skin Cream. Protection from normal wear and tear (Sandhanya). Sandhanya herbs unify the healing and regenerative functions of the skin, repairing the aging effects resulting from normal daily living. Sensitive plant has the Sandhanya property. According to modern research also, Sensitive Plant enhances healing and regeneration of the nerves by 30 to 40 percent. Thus when applied topically, the Youthful Skin Cream helps repair damage from mild scratches, climatic conditions (such as the aging effects of sun, wind, dryness, heat, and cold) and normal wear and tear on the skin.
- iii. Deep healing (Branropana). Branropana herbs enhance the deeper healing ability of the skin. The Branropana herbs Gotu Kola (Centella asiatica) and Sensitive plant are known for their ability to heal wounds, and are contained in this traditional formulation. It is due to

both the Sandhanya and Branropana effects that some people using Youthful Skin Cream have even reported healing of scars and wounds.

- iv. Enhancing and nurturing (Twachya). Twachya herbs and ingredients support moisture balance and provide overall nourishment to the skin. Gotu Kola (Centella asiatica) and Rose Petals are the famous Twachya herbs used in this formula. Grapefruit extract and natural sources of Vitamins A, C, and E are included in Youthful Skin formula to nourish the skin and to enhance the Twachya value of herbs. It is due to the Twachya value that many people report that their skin feels fed, feels nourished by the Youthful Skin Cream. Feeding the skin properly — deep-layer, long-term nourishment — is very important if you want to prevent skin from aging.
- v. Anti-inflammatory (Shothahara). The group of herbs in the formula with the Shothahara property is responsible for the anti-inflammatory effect of the Youthful Skin Cream. Shothahara herbs are essential to any anti-aging formula, because they protect the skin against allergens, inflammatory substances, chemicals and even stress. The skin is the barrier between the world and our own body, between the outer and inner environment. There are many elements in the outer environment that can cause inflammation or breakouts. And while we can protect every other part of our skin by covering it with clothing, facial skin is always exposed. That's why we need to protect delicate facial skin from the ravages of the environment with the Shothahara herbs contained in the Youthful Skin Cream. It's with our face that we "face" the world, and it is our face that is most often reflective of our beauty.
- vi. Strengthening the skin's metabolic mechanisms (Twachagnivardhani). Twacha means "skin" in Sanskrit, and in this case "agni" refers to the metabolic processes taking place in every cell and organ of the body. Vardhani means "to enhance," so Twachagnivardhani means literally to enhance the luster and health of the skin by enhancing the skin's metabolism. When you feel the skin, you can feel warmth. That is a reflection of its metabolic activity, governed by Bhrajaka Pitta, which controls all the biochemical and metabolic changes in the skin. This formula supports and nourishes Bhrajaka Pitta. As we age, our metabolism in general slows down, and digestion is usually weaker because of this. In the same way, the metabolism of the skin also becomes weaker with age. If Twachagni becomes weak and imbalanced, then it creates ama (toxins). Ama in the skin clogs the

channels, leading to wrinkles, dryness and other signs of aging. Clogged channels also create dullness and lack of youthful glow. When metabolism is weak, it doesn't matter how many healthy herbs you apply to the skin, because if it can't metabolize or process them, the herbal nourishment is not going to reach the cells. So the Twachagnivardhani herbs are essential for any anti-aging formula. They enhance the skin's ability to process and transport nutrients to the skin by clearing the channels and removing old impurities that have clogged the channels for a long time. It is because of the Twachagnivardhani property that the nutrients and herbs in the Youthful Skin Cream are more easily absorbed. Gotu Kola (*Centella asiatica*) is a renowned Twachagnivardhani herb. And because it enhances agni when applied topically, it improves circulation immediately when you apply it to the skin. Also, by removing ama and deep impurities, it helps alleviate imbalances in the skin caused by a buildup of toxins, such as varicose veins, cellulite, aging skin and weakened immunity to allergens and skin diseases. Scientific research verifies some of these effects of Gotu Kola (*Centella asiatica*).

- vii. Hypoallergenic. The Youthful Skin Cream contains only natural, life-supporting ingredients. It is completely free of chemical preservatives and

ingredients, which in itself removes the major cause of allergic reactions. Allergic reactions occur when ama builds up in Rasa dhatu (the nutrient fluid) or in Rakta dhatu (blood). Also if Bhrajaka Pitta is out of balance, the skin becomes more sensitive to allergens. Thus the entire Youthful Skin Cream formula supports the skin's own ability to fight allergens.

- viii. Maintaining skin health and retarding aging (Twagrasayana). In ayurveda, a rasayana is an especially refined herbal formula that promotes longevity and well-being. Thus a Twagrasayana (skin rasayana) is a refined and powerful herbal formula designed to prevent sickness and aging of the skin. Youthful Skin Cream is a very powerful rasayana for the skin because it contains all of the eight ayurvedic properties mentioned above. It's also important to note that the ingredients that create the rasayana effect for the skin also nourish the mind and support an overall feeling of rejuvenation. That's why many people say that they feel younger and have a greater sense of well-being when they use the Youthful Skin Cream. This rasayana effect is even more pronounced if you use all three Youthful Skin products together: Youthful Skin Herbal Soap, Oil and Cream.



Fig. 1- Anti-aging Products

There are number of companies, who manufactures anti-ageing products, such as Himalaya drugs, Hamdard Pharmaceuticals, Patanjali ayurved etc.

3. Nutricosmetics is yet another trend in Ayurveda today. Nutricosmetics is the term used to define those products that are eaten and drunk along with routine skin care products for better results. These products which are ingested orally to promote youthfulness by acting on or reversing specific

physiological processes usually linked with aging, such as the irreversible breakdown of cells and tissues. Such type of nutricosmetics are in great demand in Ayurveda as it has large variety of herbs and plant extracts that aid in this process and are completely free from side effects as it is fully natural.



**Fig. 2 - Nutricosmetics**

4. Another trend lately is the use of Ayurveda for the treatment of skin diseases. Various skin condition like Psoriasis, Eczema, Urticaria etc can be fully treated with the use of ayurvedic treatment. Presently Ayurveda is also used for the treatment of different skin problems including pigmentation and rashes. These types of diseases are treated in Ayurveda with some changes in the diet of the patient, lifestyle and intake of certain herbs. The usual drugs for the

treatment of skin disease in ayurveda mainly include neem, manjistha, sandalwood etc. In addition to this certain ayurvedic supplements like neem guard, surakta, raktasodhak bati etc. and some medicinal preparations like amla powder are also given to the patient. The use of ayurvedic medicines are free from any type of side effects which is not the case in allopathic treatment where it will have some type of side-effects in the future.

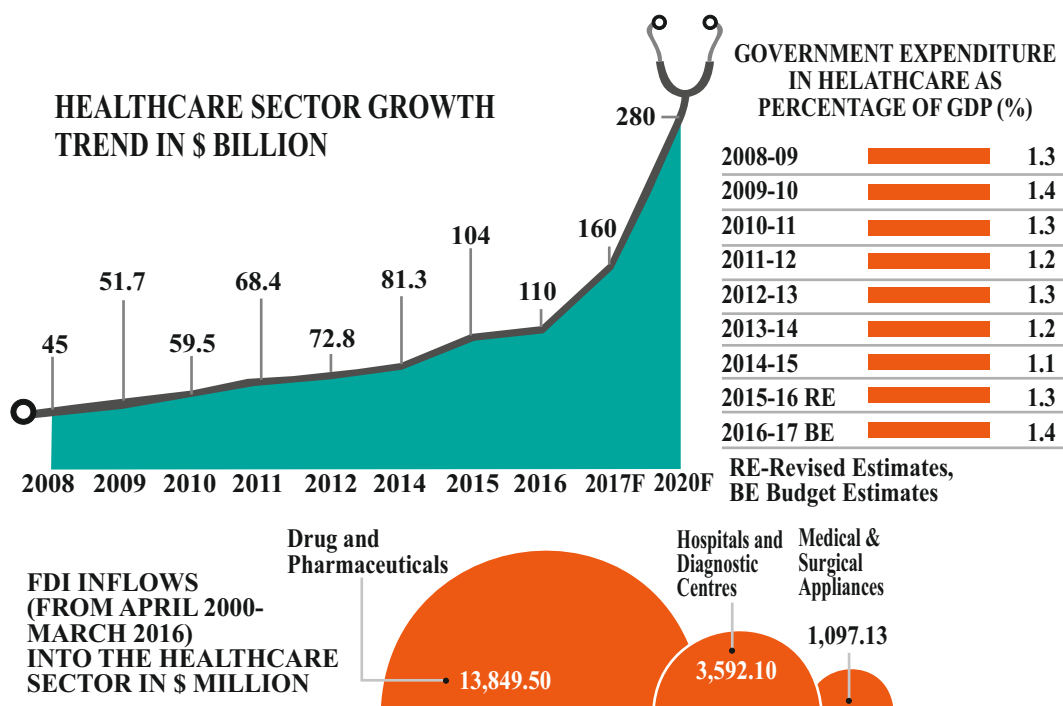


**Fig.3 - Skin care products.**



In addition to the above, the Government of India has also shown great interest in promoting Ayurveda at large scale because of the increasing demand for Ayurveda. In 2017-18 Union Budget Central Government has allotted an amount of Rs. 1428 Crores with 8% rise as compared to last year budget,

for the total outlay for the ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) in India. Also, funds to the tune of Rs. 440 crore have been earmarked for the national AYUSH mission, while Rs.175 crore have been allocated to Central Council for Research in Ayurvedic Science.



The Central Council for Research in Unani Medicine has allocated Rs.123 crore in the AYUSH ministry's budget for the next fiscal. Around Rs. 174 crores has allocated in union budget 2017-18 for, National Medicinal Plants Board to undertakes promotional and contractual farming schemes with a view to encourage in-situ conservation and ex-situ cultivation of medicinal plants for providing raw materials of assured quality for manufacturing of ASU&H medicines also for providing impetus to cultivation of high priority medicinal plants for domestic consumption as well as export. This is huge amount as compared to medical and public health budget, which describe that, government is spending more attention for the development of Ayurveda and its alliance systems.

#### Conclusion:

The field of Ayurveda in India has seen significant advancements in recent years, with a growing emphasis on integrating traditional knowledge with modern scientific research methodologies. Current research trends highlight a diverse approach to understanding the therapeutic potential of Ayurvedic practices, ranging from pharmacological studies of medicinal herbs to clinical trials assessing Ayurvedic treatments for various diseases.

The increasing collaboration between Ayurveda practitioners and modern scientists has led to the development of more standardized, evidence-based approaches, which are essential for the global acceptance of Ayurvedic medicine. Innovations in Ayurvedic pharmacology, diagnostics, and personalized treatment plans are becoming more prominent. Moreover, the recognition of Ayurveda's holistic approach to health, focusing on prevention and lifestyle management, aligns with global health trends emphasizing wellness and preventive care.

However, challenges remain, particularly in the areas of quality control, standardization, and the need for more extensive and rigorous clinical trials. There is also a growing need for policies and infrastructure to support the integration of Ayurveda within mainstream healthcare systems while ensuring ethical practices and scientific validation.

Looking forward, there is a tremendous opportunity for Ayurveda to expand its influence both in India and internationally. Continued research into its efficacy, safety, and adaptability to contemporary health issues, such as lifestyle diseases, is crucial. Additionally, fostering interdisciplinary collaborations and ensuring robust regulatory frameworks will help Ayurveda evolve in a way

that remains faithful to its roots while embracing scientific progress.

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