Unlike today, attaining longevity along with overall good skin health was the basis of any beauty concept during olden days rather than just having a good looking appearance. This is more evident from the fact that people in ancient India followed highly advanced concepts of self-beautification by using a range of naturally available ingredients since long. Surprisingly, it has also been well documented that most of these practices followed by ancient Indians were season-based and were subtly interlaced with their day-to-day activities.

The Ayurveda-based concept of cosmetics is very well-known, as the Ayurvedic literature suggests that several formulae involving herbs and other natural ingredients were an integral part of daily skin care procedure. These Ayurvedic ingredients used for skin health are popularly known as ‘cosmeceuticals.’ They are now being valued and prized, thanks to modern-day research—an acknowledgment of the vast knowledge of ancient Indian traditional system.

With increasing consumer awareness about the skin benefits of natural products, cosmeceuticals are gaining significant share in beauty products marketplace.

Sabinsa believes that, in coming days, beauty products having cosmeceuticals are going to be preferred over synthetic version of cosmetics. A palette of phyto-extracts meant to take care of the health of the skin, hair, and nails have certainly turned the tide of the market.

**SKIN TONING**

Skin toning trends are nothing new to the market. Several individuals who complain about dull, rough or ashy skin want to address the issue naturally. Skin toning products form a major segment of cosmetic products worldwide as they carry with them the promise of flawless skin, free from age spots, blemishes, and scars. However, the demand for natural skin toning products is on the rise because of their proven safety profile and efficacy to take care of leftover acne scars, sun spots, or freckles as well as ability to enhance the general skin tone.

Tetrahydrocurcuminoids from *Curcuma longa* (turmeric), oxyresveratrol from *Artocarpus lakoocha*, pterostilbene from *Pterocarpus marsupium* (Indian Kino), glabridin from *Glycyrrhiza glabra*, ellagic acid from pomegranate, *Emblica officinalis* (amla) are a few of the natural ingredients that have been proven to have skin toning effects owing to their antioxidant as well as tyrosine and melanogenesis inhibition potential, and ability to protect the skin against harmful UV rays.
ANTI-AGING

A number of factors influence skin aging. The natural aging process is the ‘intrinsic factor’ that we can do nothing much about. However, several other ‘external factors’ like environmental pollution, smoking, excess sun exposure, and certain lifestyle choices also play a key role getting those visible lines on our face to lose some of its youthfulness. These influencing factors may effectively be managed by adopting some preventive actions.

Today, consumers are consciously making an effort to follow a lifestyle that is natural and also using skincare products filled with all-natural extracts that can make your skin look younger, wrinkleless, and glowing. Some of the natural anti-aging ingredients that have caught the attention of the consumers and formulators alike include Boswellia serrata gum extract, sage extract from Salvia officinalis, Aesculus hippocastanum (horse chestnut) extract, beta-glucans from barley (Hordeum vulgare). These ingredients have been proven to improve skin elasticity, stimulate collagen production, inhibit enzymes like collagenase, elastase, and hyaluronidase, and improve microcirculation of blood in the skin.

ANTI-ACNE

Acne, commonly known as pimples, is a multifactorial inflammatory disease. This occurs when dead skin cells and sebum plug hair follicles, which further gets infected with bacteria, thus resulting in swelling or inflammation. Though acne is a common problem in teenagers, it also affects people of all age groups. Other factors that may lead to acne problem include stress, pollution, lack of proper sleep, and unhealthy eating habits.

Some of the anti-acne actives that are known to be helpful in managing acne by a multi-prolonged approach of targeting different mechanisms like inhibition of P. acnes, regulating sebum secretion, and anti-inflammatory and antimicrobial activities include coleus oil from Coleus forskohlii roots, vitex oil from the berries of Vitex agnus-castus, and policosanol (a mixture of fatty alcohols) derived from the waxy extract of sugarcane.

HAIR CARE AND FOOT CARE

For a healthy hair growth, optimal nourishment, conditioning, and improving the strength and elasticity of hair are vital. Along with a healthy lifestyle, proper care is also essential for hair vitality, shine, and texture. Several natural hair care actives like green tender coconut water, amla, and galanga extract (from Kaempferia galanga) are used to render protection, and to nourish and strengthen the hair for maximum beauty, health, and shine.

Similarly, taking care of feet is also important as they are the most strained and worked out part of the whole body. Lack of proper care for feet may result in corns, cracks, infections, and ingrown nails. Hence, natural ingredients like Centella asiatica and green tender coconut water may be helpful in managing the health of your feet.

These concepts cover a broad variety of both beauty and health issues, and by using natural ingredients, combined with modern research, consumers attain longevity along with overall good skin health.