

# CONCEPT AND APPLICABILITY OF AROMA THERAPY AND HERBAL COSMETOLOGY IN AYURVEDA: RESEARCH ISSUES AND CHALLENGES

N. Srikanth<sup>1</sup>, B. Venkateswarlu<sup>2</sup>, Nikhil Jirankalgikar<sup>3</sup>, Rajesh Singh<sup>4</sup>,  
M.M.Rao<sup>5</sup>, Sarada Ota<sup>6</sup>, M. M. Sharma<sup>7</sup>, M. M. Padhi<sup>8</sup> and G. S. Lavekar<sup>9</sup>  
(Approved on 11-09-09)

## Abstract

*Antiquity of use of medicinal and aromatic plants, polyherbal, mineral based formulations for therapeutic and cosmetic purpose goes back to the Vedic period (6000 B.C.). Vedic literatures recount about the nutritive, immune enhancing actions attributed to aromatic properties (Sugandhim Pustivardhanam). The importance of cosmetics is mentioned in Mantras and descriptions on gods and goddesses. Description of medicinal and cosmetic utility plants viz Kushtha (Sassurea lappa), Chandana (Santalum album), Kumkum (Crocus sativus) can be traced from oldest Indian literatures like Upanishads, epics, etc. Ayurvedic classics elaborate details about varied applications of aroma in environmental & public health, pharmaceuticals and therapeutics.*

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1 & 5 Asst. Director (Ayurveda); 2,6&7. Research Officer (Ayurveda) 3 & 4 Senior Research Fellow (Ayurveda);8. Deputy Director (Tech.) and 9. Director General, Central Council for Research in Ayurveda & Siddha, New Delhi - 110 058.