

It's a Beautiful thing Beauty

Ah, the never ending discussion of beauty. What is beauty, who represents beauty, internal vs. external beauty, how do we attain beauty, and the burning question; how do we stay beautiful by reversing or slowing down the aging process?

We are all born beautiful with a divine light that shines bright within us. By connecting to our own beauty within, our physical beauty and total beauty will follow, flowing with the glow of our consciousness. Our perceptions, judgments, conditioning, and the opinions we form in our mind may define what we think of as beautiful in others and ourselves, but ultimately we are all beautiful.

Ayurveda (आयुर्वेद āyurveda) offers a unique and all-encompassing perspective on beauty that begins with good physical and mental health. The following sutra from the Shaka Vansya Ayurveda (शाकवंशीय आयुर्वेद śākavaṁśīya āyurveda-SVA) lineage describes the three pillars of beauty and how together they embody total beauty – spiritual beauty. The Charak Samhita¹ (चरक संहिता caraka saṁhitā), the original text of holistic Ayurvedic science, also discusses ways for keeping ourselves beautiful, and speaks to techniques we can follow for optimum health, beauty, rejuvenation, keeping ourselves young at heart, and contentment in life.

“रूपम गुणं वयस्त्याग”

इति शुभांग करणम्

rūpama guṇaṁ vayastyāga

iti śubhāṅga karaṇam

As the above sutra (सूत्र sūtra) states, the three pillars or foundations of beauty include; roopam(रूपम rūpama), gunam (गुणम guṇama), and vayastyag (वयस्त्याग vayastyāga).

Roopam refers to outer beauty, which is exemplified by our physical characteristics of beauty. Gunam refers to our inner beauty that shines from within us. Vayastyag refers to our lasting beauty and how we can look younger than our chronological age. Ayurveda offers us ancient guidelines and time-tested truths around these three pillars

¹ The Charaka Samhitā Sutra (Devanagari:चरक संहिता) is an early Ayurvedic text on internal medicine

so that we can achieve total and true beauty that goes beyond skincare and cosmetics.

Roopam (रूपम् rūpama)– outer beauty

Roopam is characterized by radiant skin, shiny hair, sparkling eyes, etc. Roopam is unrelated to body size, skin, hair, or eye color, and is a direct reflection of good health. Roopam, our outer beauty is categorized into two types; chhaya (छाया chāyā), and prabha(प्रभा prabhā). Chhaya refers to close-up beauty and the beautification techniques we use such as creams, lotions, herbs, makeup, plastic surgery etc. Prabha is the specific radiance and natural vibrations coming from ones consciousness that reflects as outer beauty. Prabha is our true essence of beauty and radiance and enhancing it should be a priority before enhancing our chhaya.

Gunam (गुणम् guṇama) – inner beauty

Gunam reflects the beauty of our mind and soul and manifests itself as thoughts, actions and words. Gunam can be referred to as our aura that comes from inside. Our minds are the medium, and the mirror that reflects the good and bad vibes that our consciousness carries. Our gunam is governed by three main mental functions; dhi (धी dhī) or learning, dhṛiti (धृति dhṛiti) or retaining, and smṛiti (स्मृति smṛiti) or long-term memory and recall. A well disciplined mind that is coordinated with our senses and inner consciousness will indeed behave beautifully. By connecting with our mental intellect, we can enhance our gunam value.

Vayastyag (वयस्त्याग vayastyāga) – lasting beauty

Vayastyag is focused on how we can look younger than our chronological age and is supported by both roopam and gunam beauty. Vayastyag in itself is a complete science of how to achieve lasting beauty through shiri kamyā rasayanas (श्री काम्या रसायन śrī kāmīyā rasāyana) or skin rejuvenating regimes to slow down the aging process and promote luster and beauty.

Ayurveda classifies four types of aging; biological (जैविक आयुवार्धक्य jaivika āyuvārdhakya), psychological (मनोवैज्ञानिक आयुवार्धक्य manovaijñānika āyuvārdhakya), social (सामाजिक आयुवार्धक्य sāmājika āyuvārdhakya), and chronological (कालानुक्रमिक आयुवार्धक्य kālānukramika āyuvārdhakya). Chronological aging of course cannot be stopped – we age, this is a fact. Biological aging is a process of nature by which certain components in our lives will age us. For example, toxins, doshic (दोषिक doṣika) (Vata, Pitta, Kapha वात, पित्त, कफ vāta, pitta, kapha – our biological humors) imbalances,

EMF and EMR – electromagnetic fields and radiation, our diets, our routines, rest, exercise, lifestyle etc. Psychological age reflects how old or young you feel in your mind. It is your age attitude – your perception of how old you feel. The concept that the mind and body should be treated as a whole has been taught and practiced for thousands of years in Ayurveda. However, in 1975 the term Psycho-neuro-immunology² was coined based around the belief that there is a link between what we think (i.e. our state of mind), our health and our own ability to heal ourselves. The Charak Samhita discusses social aging in quite some depth and teaches us to socialize with people that are young at heart, mind and chronological age. Conversations among your social circles should also not address signs of aging as this can affect you psychologically.

The seven layers of our skin reflect the qualities of our health, and if they are not nourished and nurtured adequately, will display signs of ill-health regardless of how much makeup we apply. Ayurveda supports us with a three-pronged approach known as Tri (त्रि tri - three) Sutra (सूत्र sūtra - link) Ayurveda to help up solve our skincare problems. Tri-Sutra Ayurveda is explained as; hetu (हेतु hetu – the cause of the illness), lingam (लिंगम liṅgama – the symptoms), and aushadhi gyanam (औषधि ज्ञानम् auṣadhi jñānam – the solutions, remedies and treatments). Hetu is understood as etiological factors that create problems and directly affects our chhaya, or close-up beauty. Examples of etiological factors include synthetic skincare, unnatural preservatives, excess alcohol, poor diet, lack of sleep, excess exposure to electromagnetic devices etc. These factors then manifest themselves as lingam symptoms, such as dryness, redness, flaking, wrinkling, excess oil, rashes, acne etc. Aushadhi gyanam states that we should avoid the etiological factors we are exposing ourselves to as much as possible and formulate treatments based on the individual's constitution and imbalance.

Lack of sleep is one of the skins worst enemies, second only to diet. There is no substitute for a good sleep routine as the skin uses sleep as its natural rasayana (रसायन rasāyana) to rejuvenate and heal itself overnight. Mental, emotional, and physical stress management is also important and can be regulated with meditation and other positive practices in our life such as, dietary changes, regular self massages, reducing excessive physical strain and following a moderate exercise plan.

The first step to the Ayurvedic approach of skincare is to know your skin type based around the three Doshas (दोष doṣa), Vata (वात vāta), Pitta (पित्त pitta), and Kapha (कफ kapha). Vata skin is usually dry, thin, and cool to the touch and has a tendency to get dehydrated, especially during windy and cold weather. When out of balance, Vata

² 1975, Dr. Robert Ader, director of the division of behavioral and psychosocial medicine at New York's University of Rochester

skin will get dry, flaky and rough. Pitta skin is usually soft, warm, and sensitive both to diet and temperature. When out of balance, Pitta skin flares up with acne, rashes, and rosacea and is more prone to moles and sunspots. Kapha skin tends to be oily, thick, and cool, and will more than likely age slower than Vata or Pitta skin types. Unbalanced Kapha skin represents itself as excessive oiliness, dull complexion, and moist types of skin issues. We have elements of all three but are typically dominated by one particular Dosha. In addition to following a skincare regime for your specific skin type or combination skin type, it is key to keep seasonal and environmental factors into consideration.

The Vaidya Mishra Lalita (वैद्य मिश्र का ललिता vaidya miśra kā lalitā) skincare line is formulated using guidelines from the ancient Vedic (वेदिक vedika) texts, the teachings of the SVA Ayurveda lineage and their traditional beauty recipes, as well as support from divine forces. The blends are chemical and preservative free and therefore do not disturb the vibrational forces of prabha. The herbal ingredients provide a rasayana effect and enhance the coordination between our mental functions thus delivering a positive effect to our gunam / inner beauty. All of the materials and methods that Vaidya Mishra uses enhance our skins cellular beauty as well as our spiritual beauty, connecting our mind (मनः mana), body (शरीर śarīra) and soul (आत्मा ātmā). Vaidya Mishra's skincare formulations address detoxification, nurturing and pacification from both a physical and mental perspective to slow down and reverse the signs of aging.

The ingredients at work in the SVA Lalita skincare line:

The following ingredients work to support, nourish and enhance outer beauty, inner beauty and slow down the aging process through the use of shiri kanya rasayanas. They include:

Lodhra (लोधा lodhrā)	firms and reshapes the skin
Flame of forest (पलाश पुष्प palāśa puṣpa)	enhances glow and the skins ability to fight against UV light
Sandlewood (red and white)(श्वेत वा रक्तचन्दन śveta vā raktacandana)	helps smooth and cool the skin
Shirish bark (शिरीषस्य छाल śiriṣasya chāla)	scraping action on toxins on the skin and helps build the skins intelligence to detoxify itself
Brahmi and Shankhapushpi (ब्राह्मी च)	two potent brain herbs to help soothe the mind, reduce mental stress, and keep you

शंखपुष्पी brāhmī ca śaṅkhapuṣpī)	mentally fresh
Gotu Cola (जल ब्राह्मी jala brāhmī)	helps in the production of collagen and strengthens blood vessels
Manjistha (मञ्जीष्ठा mañjīṣṭhā)	immune corrector
Devils apple (छोटी कण्टकारी choṭī kaṅṭakārī)	builds resistance against environmental toxins and supports the cellular intelligence of the skin
Mucuna (कपिकच्छु kapikacchu)	nervine tonic
Ashwagandha (अश्वगन्ध aśvagandha)	promote skin to resist stress and minimizes imbalances
Turmeric (हरिद्रा haridrā)	helps skin fight allergens from the environment and provides anti-inflammatory properties to the skin
Shunthi (शुन्ठी śunṭhī)	Ayurvedic ginger – cooling effect that helps open the channels without heating the skin
Beet root powder (पालक्यस्य चूर्णम् pālakyasya cūrṇam)	nourishes the second layer of skin where the blood is flowing. This provides nourishment and intelligence for the skin
Wild amla (वन्यःअम्लिका vanyaḥ amlikā) Twachya	nurtures and rehydrates the skin. Rich in energy keeping the PH in balance
Indian Sarsaparilla (अनन्तमूल anantamūla)	pacifies all three Doshas and cleans the fatty residue and sebaceous glands. Purifies the lipids for proper lubrication to occur
Bone herb (वज्रावली vajrāvalī) – Ashti Shrinkhala (अस्थि शृङ्खला asthi śṛṅkhalā)	supports the unity and firmness of the cartilage and bones and helps build good contact between the bones and skin
Sensitive plant (लाजवन्ती lājavantī)	supports and nurtures the tactile nerves which help expression and facial control

Nutmeg (जातिफल jātiphala)	calms overactive and irritated skin
Basil (तुलसी tulasī)	aids the skin in fighting against stresses
Rosemary(रुसमारी rusamāri)	tones skin
Cinnamon (तमाल त्वक tamāla tvaka)	nurtures the skin
Saffron (केशर keśara)	supports the glow of the skin and provides deep physical nurturing of the skin
Pushkarmool (पुष्करमूल puṣkaramūla)	give energy to the skin to fight against environmental allergens
Green Cardamom (हरित इला harita ilā)	opens the channels without heating them
All spice (आँल स्पाईस āmla spāisa)	opens the channels without heating them
Patchouli (गन्धपत्र gandhapatra)	beautiful fragrance and opens the channels
Jasmine (मालती mālatī)	enhances the unity between the layers of the skin
Parijat (पारिजात pārijāta)	nurtures the skin's textile nerves
Punarnarva (पुनर्नवा punarnavā)	release water soluble toxin from skin
Bacopa Moniera (ब्राह्मी brāhmī)	supports and commands between skin and brain
Ashoka (अशोक aśoka)	taking away griefly liquids from skin
Ghrit Kumari (घृतकुमारी ghr̥takumārī) (Aloe Vera)	cooling and nurturing for skin
Neem (नीम nīma)	taking away bad bacteria from skin
Jaljamani (जलजमनी jalajamanī)(cocculus hirsutus Linn.)	natural thickner
Sugarcane and maple sugar (ईक्षु ikṣu)	nurturing for skin

Witch Hazel	nurturing
Cranberry	helps to balance pH of skin
Daruharidra (दारुहरिद्रा dāruharidrā)	Improves resistance against allergen
Colloidal gold, colloidal silver, bhasmas (भस्म bhasma) of ruby(माणिक्य māṇikyā), pearl(मौक्तिकम् mauktikam), coral (प्रवाल pravāla), emerald (हरित मणि harita maṇi), blue sapphire (नीलम nīlama), cats eye , yellow sapphire, garnet (रक्तमणि raktamaṇi)	supports the intelligence of gaps (संधि sandhi), every gap of the skin
Clove leaf (लवंग पत्र lavaṅga patra)	nurtures and opens the channels
Fennel (मधुरिका madhurikā)-	nurtures and opens the channels
Grapefruit(मिष्टनिम्बूकम् miṣṭanimbūkam), sweet orange	nurturing and natural preservative
Wintergreen	opens channels
Shea butter, coconut oil (नारिकेल तैलं nārikela tailam), safflower oil (कुसुम तैलं kusuma tailam), purified water(परिशोधित जलं pariśodhita jalam)	acts as the base for all other ingredients and nourishes and lubricates the skin

Below is the Lalita skincare regime guideline for the three skincare types:

DOSHA (दोष doṣa)	VATA (Dry) (वात vāta- शुष्क śuṣka)	PITTA (Sensitive) (पित्त pitta- संवेदनशीलः saṁvedanaśīlah)	KAPHA (Oily, Thick) (कफ kapha- तैलीय tailiya, घनः ghanah)
CAUSES OF IMBALANCE (असंतुलनस्य कारणम् asantulanasya kāraṇam)	Too much exposure to dry wind and air, too much drying foods in diet	Excess sun exposure, harsh and synthetic chemicals, mental imbalance such as stress, anger, jealousy	More prone to toxic accumulation (ama आम āma), heavy and hard to digest foods, lack of exercise, clogging makeup and cosmetics
SYMPTOMS OF IMBALANCE (असंतुलनस्य लक्षणम् asantulanasya lakṣaṇam)	Dry, flaky, itchy, wrinkles, cracks	Breakouts, acne, rashes, excess freckles	Dullness, excessive oil, blackheads, water retention
MORNING RITUAL (प्रातःकालीन क्रियाणि prātaḥkāliina kriyaṇi)	<p><u>Cleanse:</u> Winter Soap or Facial Cleanser</p> <p><u>Moisturize:</u> Facelift Cream. If this is too oily, use Facial Oil</p> <p>For MEN: <u>Pre-shave:</u> Pre-shave oil <u>Shave:</u> Herbalized shaving gel or shaving soap <u>After-shave:</u> After-Shave No. 7 <u>Cleanse:</u> Prebiotic facial cleanser <u>Moisturize:</u> Probiotic facial cream</p>	<p><u>Cleanse</u> with Summer Soap or Facial Cleanser</p> <p><u>Moisturize:</u> Surya Shanti Cream when skin is hot or burning</p> <p><u>Moisturize:</u> Age Defying Cream</p> <p><u>Mild to Moderate Acne:</u> Cleanse with Semal Plus CreamClay and moisturize with Semal Plus Lotion</p> <p>For MEN: <u>Pre-shave:</u> Pre-shave oil <u>Shave:</u> Herbalized shaving gel or shaving soap <u>After-shave:</u> After-Shave No. 7 <u>Cleanse:</u> Prebiotic facial cleanser <u>Moisturize:</u> Probiotic facial cream</p>	<p><u>Cleanse:</u> Facial Cleanser</p> <p><u>Moisturize:</u> Age Defying Cream</p> <p><u>Mild to Moderate Acne:</u> Cleanse with Semal Plus CreamClay and moisturize with Semal Plus Lotion</p> <p>For MEN: <u>Pre-shave:</u> Pre-shave oil <u>Shave:</u> Herbalized shaving gel or shaving soap <u>After-shave:</u> After-Shave No. 7 <u>Cleanse:</u> Prebiotic facial cleanser <u>Moisturize:</u> Probiotic facial cream</p>

		facial cleanser <u>Moisturize:</u> Probiotic facial cream	
EVENING RITUAL (सायंकालीन क्रियाणि sāyaṅkalīna kriyāṇi)	<u>Cleanse:</u> Prebiotic facial cleanser <u>Moisturize:</u> Probiotic facial cream Or <u>Cleanse:</u> Winter Soap or Facial Cleanser <u>Moisturize:</u> Facelift Cream or Celestial Radiance facial cream	<u>Cleanse:</u> Prebiotic facial cleanser <u>Moisturize:</u> Probiotic facial cream Or <u>Cleanse:</u> Summer Soap or Facial Cleaner <u>Moisturize:</u> Age Defying cream or Celestial Radiance facial cream	<u>Cleanse:</u> Prebiotic facial cleanser <u>Moisturize:</u> Probiotic facial cream Or <u>Cleanse:</u> Facial Cleanser <u>Moisturize:</u> Age Defying cream or Celestial Radiance facial cream
SUPPORTING RITUALS (सहायक क्रियाणि sahāyaka kriyāṇi)	<u>Stress support:</u> - Blissful Awakening Mist on your face during the day to instantly refresh and calm <u>Facial Marma Points Therapy Points for Self Face Lift:</u> - Flex'n Flow cream to open vibrational channels - Application of Age Defying Cream or Age Defying Oil on facial marma points - Spread Age Defying Cream or Oil all over face <u>Anti-Aging Celestial Radiance Facial Cream:</u> -An ultimate age-defying rich facial cream to help tighten all the layers of the skin that can be used as a moisturizer day or evening - Contains nine gems with specially derived vibrational effects - Enhances prabha / outer vibrational beauty immediately by reaching ones consciousness , while also supporting vayastyag lasting beauty - Prabha has been captured in the cream so it can be delivered directly to the nadis, sandhis and marmas and the field of consciousness.		

<p>BENEFITS OF PRODUCT (उत्पादस्य लाभः utpādasya lābhaḥ)</p>	<p>Winter Soap: Nurturing and moisture balancing. Provides a lubricating effect and deep rehydration without suffocating the skin. Winter soap also includes essential oils that open up the channels that can get blocked or have shrunk due to various etiological factors</p> <p>Summer Soap: Balanced cooling for skin and mind</p> <p>Facial Cleanser: Deep cleans the skin and rehydrates it without drying and nurtures all three Doshas</p> <p>Surya Shanti Cream: Pacifies the heat in skin generated by too much sun exposure. It can be used as a sunscreen substitute</p> <p>Age Defying Cream: Water solution cream that smoothes the skin, minimizes wrinkles and replenishes the skins natural glow</p> <p>Facial Oil: Provides skin radiance and softness as well as calms the mind</p> <p>Facelift Cream: Lipid-solution, rich, nourishing, hydrating cream ideal for day or night</p> <p>Celestial Radiance Facial Cream: Water solution age-defying facial cream that nourishes all seven layers of the skin and supports all three pillars of beauty. Due to its nine gems and herbs, this cream carries a strong vibrational effect and has an immediate effect on prabha outer beauty and long-term effect on vayastyag beauty.</p> <p>Deep Moisturizing Lotion: Especially helpful in the winter when your skin experiences extra dryness</p> <p>Aloe-Sandlewood Cream: Deeper cooling action on the skin and ideal during the summer. Provides cellular, emotional and mental cooling</p> <p>Semal Plus CreamClay: Base of clay and coral calcium that is detoxifying and alkalizing</p>
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	<p>Semal Plus Lotion: Provide essential hydrating. Can be diluted for very sensitive skin</p> <p>³Prebiotic facial cream: Creates a good environment for friendly bacteria to flourish on the skin. Spreads food for the friendly bacteria to thrive.</p> <p>Probiotic facial cream: Total recovery and regeneration and support for the skin.</p> <p>Facial Marma Points Therapy Face Life Routine: Enhances prabha, the essence of our outer beauty. Enhances the power of the brain.</p> <p>Blissful Awakening Mist: Induces calmness for an instantly refreshed feeling for yourself and your immediate environment. This mist can also be used as a skin toner.</p> <p>Lip Balm: With its all natural base of organic bees wax, shea butter, marshmallow root slippery elm, peppermint and lavender oil, the lip balm targets winter dryness by lubricating your lips leaving you with a fresh feeling. Also ideal to use year round for smooth, soft lips.</p> <p><u>MEN'S SHAVING:</u></p> <p>Pre-Shave Oil: Non-clogging oil that supports the hair follicles and lubricates the skin to prepare it properly before application of gel or soap. Also rejuvenates and strengthens the skin.</p> <p>Shaving Gel: Lubricates the skin during shaving and provides the skin with nourishment.</p> <p>Shaving Soap: A lathering soap applied with a shaving brush provides lubrication to ensure a smooth and close shave. Soothing aromas calm the mind and herbs nourish the skin.</p> <p>After Shave No. 7: Protects and nourishes the skin throughout the day. It repairs any razor damage that may have occurred with shaving, protects</p>
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³ Read: Prebiotics & Probiotics for Your Skin – The Symbiotic relationship of Synbiotics, authored by Vaidya Mishra and Dr. Marianne Teitelbaum

	<p>against infections, and leaves the skin feeling smooth and fresh.</p> <p><i>All Vaidya Mishra products are designed to enhance personal confidence, which will radiate through the face and skin. Confidence is an essential component to feeling and looking beautiful.</i></p>
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By making specific lifestyle changes, reducing damaging etiologically factors in your life, and complementing these changes with an Ayurvedic and holistic approach to skincare you will slow down and even reverse the signs of aging. Please consult your Ayurvedic physician or practitioner for dietary as well as daily / nightly / seasonal routine advice based upon your individual mind/body prakriti (मन mana/ शरीर śarīra/ प्रकृति prakṛti) or constitution.

True beauty is attainable - it's what nature intended.

Please send your questions to:

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<http://www.chandika.com/categories/Skin-and-Hair-Care/>

The chart below summarizes the SVA Ayurvedic approach to beauty

