Chapter - III
AN OVERVIEW OF AYURVEDA & COSMETICS AND
GLIMPSES OF HIMALAYA AYURVEDIC CONCEPTS
AND CHIKMAGALUR DISTRICT

3.1 History and Development of Ayurveda, Ayurvedic Cosmetics
and Ayurvedic Cosmetic Industry

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3.1.1 History of Ayurveda

Ayurveda originated in India long back in Pre-Vedic period. Rigveda and Atharva-veda (5000 years B.C.), the earliest documented ancient Indian knowledge have references on health and diseases. Ayurved texts like Charak Samhita and Sushruta Samhita were documented about 1000 years B.C. The term Ayurveda means ‘Science of Life’. It deals elaborately with measures for healthful living during the entire span of life and its various phases. Besides, dealing with principles for maintenance of health, it has also developed a wide range of therapeutic measures to combat illness. These principles of positive health and therapeutic measures relate to physical, mental, social and spiritual welfare of human beings. Thus Ayurveda becomes one of the oldest systems of health care dealing with both the preventive and curative aspects of life in a most comprehensive way and presents a close similarity to the WHO’s concept of health propounded in the modern era.

A perusal of its several classical treatises indicates presence of two schools of Physicians and Surgeons and eight specialities. These eight disciplines are generally called "Ashtanga Ayurveda" and are Internal Medicine (Kaya Chikitsa), Paediatrics (Kaumar Bhritya), Psychiatry (Bhoot Vidya), Otorhinolaryngology and Ophthalmology (Shalakya), Surgery (Shalya), Toxicology (Agad Tantra), Geriatrics (Rasayana) and Eugenics and aphrodisiacs (Vajikarana).¹

The Early Beginning - During its early period, it was perhaps the only system of overall healthcare and medicine which served well the people in such crucial areas as health, sickness, life and death. It enjoyed the unquestioned patronage and support of the people and their rulers. This situation promoted maximally the growth of this system. Practically all the systematic ground work of laying down its basic concepts, principles and medicaments took place during this period of Indian history.
The Medieval Period - This followed a long period of medieval history marked by unsettled political conditions and several invasions from outside the country when Ayurveda faced utter neglect. Its growth was stunted, its teaching and training were stopped from being spread and its monopoly in practice or utilization was eroded greatly by the officially supported systems. Ayurveda barely survived because of its native roots and also because the official systems of medicine could not reach everywhere particularly in widely scattered and difficult rural areas.

The Present Era - The political situation of the country was destined to change in favour of freedom from foreign rule. With the awakening of nationalism and movement for freedom the Indian cultural values and way of life (including health care and sickness cure systems) surfaced again. The patriotic zeal of the people, their leaders and benevolence of the rulers of princely States initiated the revival of Ayurvedic system of medicine even before the country got its freedom. In 1916, the Members of Imperial Legislative Councils pressed the Government to accept this ancient and indigenous system of Aired for developing it on scientific basis and for increasing its usefulness. In 1920, the Indian National Congress demanded Government patronage for Aired and Provincial Governments began to grant assistance. The State and Central Governments appointed several committees to suggest ways and means of rehabilitating this time tested system in the service of the people and promote its further growth following modern scientific parameters and methods. As a result, several States started schools and colleges for training of competent Ayurvedic practitioners with working knowledge of modern medicine.

After, the country became free in 1947, the movement for revival gained additional momentum. The first Health Ministers’ Conference resolved that Ayurveda should be developed and put to use for providing medicare to the people. In due course of
time this system got official recognition and became a part of the National Health network of the country. In several ways, the official health policies, national plans and programmes accorded to it the same status as enjoyed by the dominant Allopathic system. At present the system is well set to re-orient itself to modern scientific parameters. Simultaneously, it is well poised for much greater, effective utilization so as to enable the country to reach its goals of Health for all and regulate population growth. In the present situation, Medical Scientists are researching Ayurveda remedies for lifestyle related diseases, degenerative and psychosomatic disorders.¹

**Definition**

The classical works on Ayurveda describe it as under:

"It is that knowledge of life which deals elaborately and at length with conditions beneficial or otherwise to the humanity, and, to factors conducive to the happiness, or responsible for misery or sorrow besides indicating measures for healthful living for full span of life".

Ayurveda is also considered as 'Science of life'. This probably makes it the earliest medical science having a positive concept of health to be achieved through a blending of physical, mental, social moral and spiritual welfare.

According to the ancient books of knowledge, health is considered as a prerequisite for achieving the supreme ends of life consisting of righteousness, wealth, artistic values and spiritual freedom. Preventive and curative aspects of diseases are considered as important components of the concept of positive health. Ayurveda deals elaborately with measures of healthful living during the entire span of life and its various phases. Besides dealing with principles for maintenance of health, it has also developed a wide range of therapeutic measures to combat illness. These principles of positive health
and therapeutic measures related to physical, mental, social and spiritual welfare of human beings. Thus Ayurveda became one of the oldest systems of medicine dealing with both the preventive and curative aspects of life in a most comprehensive way. Ayurveda is the science of life that not only deals with Sukha Ayu, Dukkha Ayu, Hita Ayu, and Ahita Ayu but also deals with the ways and means to achieve health the path that leads to disease. In all aired, it usually deals with quantum of the Ayu, the life.

3.1.2 The First World Medicine

Ayurveda (Pronounced Aa-yer-vary da), Said to be a world medicine, is the most holistic or comprehensive medical system available. Before arrival of writing, the ancient wisdom of healing, prevention, and longevity was part of the spiritual tradition of a universal religion. Healers gathered from the world over, bringing their medical knowledge to India. Veda vyasa, the famous sage, preserved the complete knowledge of ayurveda in writing, along with the more spiritual insights of ethics, virtue and self-Realization. Others say Ayurveda was passed down from god to his angels, and finally to humans.

The methods used to find this knowledge of herbs; foods, aromas, gems, colors, yoga, mantras, lifestyle, and surgery are fascinating and varied. The sage, physicians/surgeons of the time were the same sags or seers, deeply devoted holy people, who saw health as an integral part of spiritual life. It is said that they received their training of ayurveda through direct cognition during meditation. The knowledge use of various methods of healing, prevention, long levity, and surgery came through Devine revelation, guessing or animal testing was unnecessary. These revelations were transcribed from oral tradition into written form, interspersed with aspects of mortal life and spirituality.
There were two schools of Ayurveda at the time of Atreya, the school of physicians and the school of surgeons. These two schools transformed Ayurveda into a scientifically verifiable and classifiable medical system. Through research and testing, they dispelled the doubts of the more practical and scientific minded, removing the aura of surrounded.

Constantly, Ayurveda grew in respect and a widely used system of healing in India. People are coming to Indian ayurvedic schools to learn about this medicine in its entirety. Chinese, Tibetans, Greeks, Romans, Egyptians, Afghans, Persians, and others traveled to absorb the wisdom and bring it back to their own countries. India’s Silk Road, an established trade route between Asia [China, Tibet, etc.], the Middle East [Afghanistan, Persia, etc.], and Europe [Rome, Greece, etc.] provided a link between cultures. On this route travelers first discovered Aired. Charka and Susurrus are two reorganizers of aird whose works are still extant. The third major treatise is called the Ashtanga Hridayam, a concise version of the works of Chark and Susurrus. Thus, the three main ancient Ayurvedic texts still in use are the Chark Samita [compilation], Susurrus Samhita, and the Ashtanga Hridaya Samhita. These books are believed to be over 1,200 years old and contain the original and complete knowledge of this ayurvedic system in existence.

Charka represents the Atreya School of physicians, discussing physiology, anatomy, etiology, pathogenesis, symptoms and signs of disease, methodology of diagnosis, treatment and prescription for patients, prevention, and longevity. Internal and external causes of illness are also considered. Charka maintains that the first cause of illness is the loss of faith in the Divine. In other words, when people do not recognize that
God dwells within all things, including them, the separation of vision creates a gap. This gap causes a longing or suffering for oneness of vision. This suffering then manifests itself as the beginning of spiritual, mental, and physical disease. External influences on health include time of day, the seasons, diet, and lifestyle. An entire section is devoted to discussions of the Sushruta comes from the Dhanvantari school of surgeons.

Ayurveda in Vedic Era - In Hindu mythology many stories, incidents reveal that the sainya chikitsa (treatment of the army) or chikitsa (treatment) was in a developed state in the Vedic era. As described in Rig- Veda many examples unveil that the doctors of Gods, Aswini kumars performed many breathtaking surgeries and they were experts in body implants. The examples of implantation of the steel legs in place of broken legs of Vishakha, the daughter of King Ravel, implantation of a horse's mouth in place of Dadhichi's head and again replace it with original makes it evident that Sainya Chikitsa was very progressed. Atharva Veda, Kaushiksutra, Ramayana, Mahabharata and Harshabharit etc. novels have the description about the well-equipped doctor in the army quarters. In Arthashastra (Economy) by Kautilya, there is a discussion about the doctors who possessed Yantra (equipments), Shastra (Tools), Agada (poison), Aushadha (Medicine), Sneha (love), Vastra (clothes), Parichaarak / Parichaarika (Nurses), to cure and heal. Pashu Chikitsa (Animal's Treatment). Thousands of years ago, rules and regulations mattered to people and governed their way of life.

3.1.3 Ayurveda in Ancient India

In the district of Larkana in Sindh, situated at the banks of River Sindhu, hundreds of years ago civilization existed and the place was called Mohenjo- daro as it was very
lonely and dangerous. Years after the remains of that civilization got buried under tones of mud; deep inside the ground the historical department excavated this district very systematically. The remains of the things used then made evident that Sindhughati was very much developed and the rules of treatment/therapies were followed in each work. Even the art and the architecture were influenced by therapies. It was revealed to the world that even ages back, during the time creation of the city local cleanliness was given utmost importance and that health therapies for the treatment of diseases existed then also.

3.1.4 Ancient Ayurveda from Indian earth

The excavations of old civilizations of Mohenjo-Daro and Harappa gave a new vision to history and like literature became one of the ways to acquire knowledge about the history of ayurveda. Tracing the facts the Bhattigarh-Nalanda (Bihar, India) was searched, which was found in Vishwavidyalaya area and it is believed that the ras-shala related work was carried out here.

Aarogya vihaar - The excavation of Kumarahaar in Patliputra (Patna) district an 'Arogya Vihaar' was discovered and this disclosed the fact that in olden times also there were inside places where patients were kept for treatment. All these evident facts indicate that even before five thousand years Indians were aware of therapies, treatment and hospitality for diseased and needy. At Mohenjo-Daro the black stone architecture science was evidently influenced by the health science. The examination by Dr. Hameed of the black colored stone founded at the excavation site revealed that it was a Shilajeet, which comes form the mountain areas and is useful for urine diseases. Research proves that all the novels of ayurveda have the mention of Shilajeet Rasayana.
3.1.4 Original Scriptures

Charaksamhita: -Of all the treaties available for aired Charaksamhita is the best even today. It encompasses the details about the precious principles (elements) about Ayurvedic therapeutics i.e. Chikitsa-Vidnyan and is the only work, which covers Ayurveda comprehensively. Charaksamhita also has the aggregation of Sankya, Yoga, Nyay, Vaisheshik, Vedanta and Mimansa given in the form of verses. Study of the book not only makes one aware of the ayurvedic facts but make masters of those topics and subjects. There are plenty of novels written that give detail explanation of each Soorta. Regarding this fact only, it was said by Maharshikalpa Kaviraj Gangadharji Sen at the beginning lines of 'Jalpakalpatary' that “CharakaSanhita is the tree, which contains Branches of all sciences”.

Rachayita (Writer): -The writer of the book, chapter or topic can be seen, written on the front, first and all pages of this book. Brahma taught aired to prajapati. The knowledge of life was taught to Ashwinikumar from Prajapati, form Ashwinkumar to Indra and from Indra to bhardwaj. Bhardwaj lived a long, happy and healthy life with the help of Aired and he also spread this knowledge to other sages (Rishi). After Bhardwaj, Punarvasu Atreya taught Aired to his six Shishyas (students) named Agnivesha, Bhed, Jatukarna, Parashra, Harita and Ksharapani. In these six Shishyas First of all the most brilliant Agnivesha created (prepared) one Sanhita. In each chapter of charaksanhit, it is written at the end that Chank modified the Agnivesh Tantra and so it was named as Chara Sanhita. It is given in CharakSanhita that the original scriptures of chapter 12 and17 were not available at the time of creation, so Drudhabla completed those chapters afterwards. Information about the five ayurvedic scholars Acharya named Bharadwaj, Atreya,
Agnivesha, Charka and Drudhabad who were related to Sanhita reveals many unsolved queries about the transfer of aired to Misra, Cheen and other developed countries

Susurrus Sanhita: While the King of Kashi, Divodas Dhanwantrai was spending his retired life (Van Prasthashrama) a lot of sages came to him to talk about Shastra. Aupadhenav, Vaitarar, Aurabhra, Paushkalavat, Karavirya, Gaupurarakshit, Susurrus etc.. All these saints believed that they were entrapped by sadness due to the diseases that they were suffering from. Hence to conquer against their sorrow and to help themselves and make life better they wanted to learn Aired from the King of Kashi. Thereby all these saints became the king's shishya (students) for aired. Knowing the misery and plight of the saints Dhanwantrai happily taught them and advised them. Ayurveda is a part of Atharvaveda. Before evolution of this Srishti, Brahma created Brahmasanhita (1 lakh shloka, 1000 chapters).

Keeping in mind the short life span of persons, Ayurveda was divided into eight branches, namely Shalya, Shalakya, Kay Chikitsa, Bhootvidya, Kaumarbhrtuya, Agadatntra, Rosayantantra, Vajikarantantra. As per the request of the students Dhanwantari described Surgery (Shalya) related to ayurveda. The difference between Susrutsanhita and Charaksanhita is that in place of Atreya there the name of Dhanwantari exists.*

3.1.5 Development and Status of Ayurveda

Development and its Status

Human life and knowledge of preserving it as a going concern, in the face of overpowering and brute physical and biological environment, must have come into being almost simultaneously. It has to be so. There cannot be any other plausible explanation,
other than this, to account for the continuity of human race and survival of its several highly developed cultures and civilizations. All known cultures of the past - Egyptian, Babylonian, Jewish, Greek, Indus-Valley etc. - had their own equally glorious and useful systems of medicine and health care.

In India, development and growth of such a body of knowledge known as Ayurveda, meaning science of life, was coeval with the growth and evolution of Indian civilization and culture. Vedas, which are considered to be the repositories of recorded Indian culture, have mention of this knowledge both in theoretical and practical form. There is discussion of theories about the composition of living and non-living matter, the physical, biochemical, biological, psychological and spiritual components of man and the vital motive forces working both inside and outside the body. In other ancient works there is mention of such current medical subject like anatomy, physiology, aetiology, pathology, treatment and environmental factors. This medical knowledge has been the work of ages. It is the out-come of the great power of observation, generalization and analysis combined with patient labour of hundred of investigators spread over thousand of years. This knowledge has played so important a part in the development of Indian culture that it has been documented in an integrated form in the Vedas-the ancient most documented Indian wisdom and knowledge.. Most of the mythological and medico-religious genesis of Ayurveda is even today shrouded in the mist of antiquity.  

In course of time Ayurveda, which started as a magico-religious practice, matured into a fully developed medical science with eight branches which have parallels in the modern western system of medicine. The growth of these eight specialties gave Ayurveda another name of Astanga Ayurveda.  

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3.1.6 Some milestones in the Development of Ayurveda

- Divine origin of Ayurveda from Lord Brahma - Dates back to origin of human race
- Mention of various references on Health, Diseases and Medicinal Plants in *Rig-veda* and *Atharv-veda* - 5000 BC
- Origin of *Attreya* and *Dhanwantari* School of Ayurveda - 1000 BC
- Documentation of *Charaka Samhita* - 600 BC
- Documentation of *Sushruta Samhita* - 500 BC
- Advent of Muslim Rulers and start of the Decline of Ayurveda - 1100-1800
- Resurrection of Ayurvedic system of Medicine under the rule of Peshwas - 1800 AD
- Classes in Ayurvedic medicine opened in Government Sanskrit College, Calcutta - 1827
- Discontinuation of classes in Government Sanskrit College by British - 1833
- Dr. Komar Commission (one-man commission) to make investigation in indigenous system of medicine - 1917
- Indian National Congress Convention at Nagpur recommended acceptance of Ayurvedic system of medicine as India's National Health Care System - 1920
- Mahatma Gandhi inaugurated Ayurvedic and Unani Tibbia College in Delhi - 1921
- Mahamana Madan Mohan Malviya established Ayurveda college in *B. H.U.*, Varanasi - 1927
- Enforcement of Drugs and Cosmetics Act for Ayurvedic/Siddha/Unani medicines - 1940
• Bhora Committee or Health Survey and Development Committee recognised past services of indigenous medicines but failed to recommend for its further development.-1943

• Chopra Committee recommended systems of old and modern systems of medicines to evolve a common system of medicine.-1946

• Pharmaceutical Enquiry Committee headed by Dr. Bhatia, for intensive research in indigenous drugs of Ayurveda.-1953

• Recommendation of Dave Committee for uniform standards of Ayurveda education-1955

• Establishment of Institute of Post-Graduate Training and Research in Gujarat Ayurvedic University, Jamnagar, Gujarat-1956-57

• Udupa Committee set up. It recommended that there is a need for integrated system of medicine and a training course in Siddha and Ayurveda-1958

• Establishment of Post Graduate Institute of Ayurveda at Banaras Hindu University, Varanasi, Uttar Pradesh-1963-64

• Amendment of Drugs and Cosmetics Act, 1940 for Indian systems of medicines/drugs-1964

• Establishment of Central Board of Siddha and Ayurvedic Education-1964-65

• Setting up of an apex Research Body for Indian medicine & Homoeopathy, ‘Central Council for Research in Indian Medicine and Homoeopathy (CCRIMH)’-1969

• Establishment of Pharmacopoeia Laboratory for Indian medicine, Ghaziabad, U.P.-1970

• Establishment of National Institute of Ayurveda, Jaipur, Rajasthan-1972-73

• Publication of Part-I of Ayurvedic formulary containing 444 preparations-1976

• Establishment of Central Council of Research in Ayurveda and Siddha (CCRAS)-1978

• Passing of Amended Drugs and Cosmetics Act regulating import/export of Indian Systems of Medicine-1982

• Setting up of Indian Medicine Pharmaceutical Corporation Ltd. in Mohan, Almora Distt., Uttaranchal.-1983

• Silver Jubilee functions of Jawaharlal Nehru Ayurvedic Medicinal Plants Garden and Harbarium, Pune. Inaugurated by Shri R. Venkataraman, Vice-president of India -1986

• Second World Conference on Yoga & Ayurveda held at Banaras Hindu University, Varanasi, Uttar Pradesh-1986

• Foundation stone of Jawaharlal Nehru Anusandhan Bhawan, Institutional Area, Janakpuri, New Delhi by Hon’ble Vice President of India, Dr. Shankar Dayal Sharma-1988

• Establishment of National Academy of Ayurveda (Rashtriya Ayurveda Vidyapeeth)-1989

• Creation of separate Department of Indian Systems of Medicine & Homoeopathy in Ministry of Health & Family Welfare, Govt. of India-1995
- Introduction of Extra mural Research Programme for accredited organizations with central assistance- 1996
- Implementation of Central Scheme in 33 organizations for development of agrotechniques of important medicinal plants-1997
- Maiden participation of Ayurveda along with other systems in India International Trade Fair-1998
- Implementation of Central Scheme in 32 laboratories for developing pharmacopoeial standards of Medicinal Plants/ ISM Formualations-1998
- Establishment of specialty clinic of Ayurveda in Central Govt. Hospital (Safdarjung Hospital) New Delhi-1998
- Implementation of IEC( Information, Education & Communication) Scheme for NGOs for propagation and popularization of Ayurveda & other systems-1998-1999
- Participation in Mystique India (Exhibition cum fair on Indian Traditions)-1997 to 1999
- Introduction of Vanaspati Van Scheme for large scale cultivation of Medicinal Plants-1999
- Inauguration of Ayurveda conference at Newyork, USA by Hon’ble Prime Minister of India Sh. Atal Bihari Vajpayee –2000
- Gazette Notification for constitution of Medicinal Plant Board under the Deptt. of Indian Systems of Medicine & Homoeopathy –2000
- Publication of 2nd volume of Ayurvedic Pharmacopoeia- 2000
- Introduction 7 of Ayurvedic Medicines in RCH Programme-2000
- Constitution of Advisory group for research in Ayurveda –2000
3.1.7 History of Ayurvedic Cosmetics

A Brief History of Ayurvedic Cosmetics in Roman Times

Relentlessly sought for like a mood lost in time- is any woman’s search for beauty- and this infinite search are as old as the universe itself. The wisdom of pharmacology, and experimental cosmetic concoctions were thoroughly tampered with until the 17th century by ancient Greeks and by many people of the Orient.

These strong inclinations sprouted into studies of plants and materials speculated to have had significant and valuable cosmetic properties. Beauty cases were crafted using cherished woods and containers made of hand-blown glass. Glass pastes or fragrant
amber was used to mold them together. The final product would be a beautifully encased cosmetic case lined with an array of lipsticks, and several varieties of eye make-up. This case had a special purpose. Here, shapely perfume vials were safely kept; which were melted by fire to seal them shut, having to be broken at one end, in order to be opened.

**Ancient Cosmetic Basics**

The makeup base or "foundation" began its life as a greasy liquid substance that was used to cover up imperfections of the skin. Ancient woman used to prepare recipes with whatever they had at their disposal; some whipped concoctions made using a waxy substance called "Biacca," which was melted into honey and then added to any fatty substance. The Roman ladies were aware that biacca was highly toxic, and so, they had wary doubts as to its final results.

Once upon a time, in a book by Lucilio called "Satire", he once commented on beauty in this way; "Curls, makeup, cosmetics, Greasepaint and teeth you could buy, and with the same money you could have even purchased a new face."

**On the Subject of Cosmetics**

A Perfume Company —“Everywhere you go, let it be known that "Cosmo perfume" (best-known perfume maker contemporary to Marziale) is moving his shop around, and that perfumed essences are flowing out of their aroused glass bottles. Gellia, I don't like the fact that you enjoy alien foolishness. Did you know that my dog could have worn the same perfume as you?” Ovidio doesn't seem to be any gentler on the subject, even if he is generous with advice. "May your people never find you with cream in jars- the art that makes you beautiful will have to remain a secret. Who will not be disgusted to see your face all smeared, heaven dripping between your warm breasts? And
such a smell! That "esipo" sends out, like a crude fleece squeezed from a stinky goat, even if it came from Athens!"

**Perfume** - Perfumes deserve particularly special attention. Curiosity has been satisfied by concrete evidence of the perfume's ancient existence- along with its production process. As proof, you'll find the chubby cupids present in the house of "Vetii" located in Pompeii. The distillation process was introduced by the Arabs. This process was not even known even in the 9th century A.D. Plant essences were obtained by squeezing and macerating leaves, roots, petals and flowers. The base of a perfume was an oily substance called Onfacio. It was made by macerating olives or our grape juice called Agresto. The perfumed substances were mixed along with dyes. The essence of rose petals (Rhodium) was produced mainly in the town of Palestrina along the outskirts of Rome. Various species of lilies were used too, found in and around Pompeii. Myrtle and laurel (Mirtum and Susinum), as well as Melinon were extracted from Quince apples, and Jasminum was extracted from jasmine. Egypt supplied Metopuimac"and an expensive perfume called Judean Balsam was thus created.

**Yet Another Mishap Involving Fragrance** - According to Plutarch (biographer of Ancient Greece), Julius Caesar ate some asparagus by mistake that happened to be flavored with a vulgar aromatic ointment, instead of with plain olive oil. The devastating effects that Caesar had suffered due to this dangerous meal are unknown. His relationship with perfumes and females in essence to the "Art of Cosmetics" which was known as "Kallopizestai" to the Greeks- should have been emphasized instead. Along came an ingenious woman, she was a business woman of the ancient cosmetics world, and she was known as Cleopatra. She was an expert connoisseur of cosmetic arts; the proof was
in her writings about the art of makeup. This art was so much to her liking, that she opened beauty farms with aromatic workshops along the shores of the Dead Sea.

**Wigs & Dyes** - One cannot speak about beauty without mentioning hair treatments, improvements and the overall care and health of the hair. Baldness is a touchy subject among men, and the only solace they found was in a solution containing opium and myrrh. Many were tormented by this evil called "baldness," this was a male's tragedy. Its effect was stifling as put by Svetonio about Caesar in his notes; "Never relieved himself from this sufferance of baldness...in order to hide his baldness, he combed the few hairs he had left towards his forehead. He was given many honors by the Roman people and by the Senate, but clasped onto only one in particular; this laurel crown, and not caring about any other.

**Pliny spoke of an effective hair** - growth recipe, suggesting to "scrubbing the balding spots with baking soda, thus applying a brew of wind, saffron, pepper, vinegar, rhizoid, and mouse feces. Pliny's advice didn't pay off, because the crafty Romans had their own remedy for baldness; some smearing on colored ointments, or even stooping to wearing wigs or hair pieces weaved using Egyptian techniques- which happen to be similar to the ones presently used. It was during the Imperial Era that wigs became elaborate, similar to what showed up in the 60's- the modern daily puff dos, with added little hairpieces on the crest of the head. These Imperial wigs were made using real human hair. Blacks and darker colors were imported from India, and blondes or lighter shades were brought down from Barbarian women's hair, found in various Northern European areas.

Wigs enabled Roman women to keep up with the fashion at any age, and to repair damages caused by "hair dyes," or to hide gruesome white hairs that was a no-no to
Roman vanity syndrome. Pliny had another remedy in store; for those with white hairs bit dramatic from a certain point of view- after thoroughly shaving the head, it was necessary to stay strictly in the shade, then to smear the head with a beaten crow's egg. Black hair was enhanced by using minerals derived from Black Antimony that was mixed with animal fat, absinthe's ash mixed in rose oil or cypress leaves brewed that were then saturated in vinegar.

Ointment to Provoke Erection - Pepper, euphorbia, ruca's seed, and satirio: 6 scruples, laurel balsam juice: 4 dramme, smear on the hips, on the womb and thighs.

Wardrobe-Beauty Accessories - Roman clothing was limited to two separate types of outfits; the tunic and the toga. The tunic was a knee long robe with short wide sleeves, which could be made of various materials and was usually tightened at the waist with a "cingulum" or (belt). The toga was semi oval and ankle length. It was worn wrapped in different ways around the body, always leaving the right hand free for use (which was used to gesture in ceremonies). Women dressed in a tunic variant called a "Stola" and a "Palla" (kind of toga) worn on the stole. Other garments worn by women were; the "Pallia" (cloak), a type of hat called the "Cucullus" (a kind of cap), the "Petasus" (man's hat shaped like half an egg). Women wore either a "Mitra" (a headdress), or a "Ricinum" (a veil). Women's footwear can be described as sandal- type. The "Solea" was worn, which was a typical Roman sandal or "Calceum" which was a tall half- leg boot tighten with laces.

Perfumes and Skin Emulsions - Roman women played the role of vanity indefinitely. Their preoccupations were to keep themselves clean and well- manicured. During the Republican Era they had to advance to the level of being "attractive," the look was now
their most important asset. To proceed on to this level they maintained themselves by using specific creams, soaps and oils derived from plants in combination with animal fats. Clothing and hair was scented, and ointments proved valuable in the softening of the skin. Since the birth of Rome, hair styles evolved into more elaborate and fanciful styles, and the rich required slaves to act as hairdressers to maintain this "attractiveness." Bathing in milk was also an option, since its effect on the skin was a softening action. This option was only available to those who were well off. Those less fortunate were strapped into buying generic creams or balsams found all over the city. 12

In Egypt, as early as 10,000 BCE, men and women used scented oils and ointments to clean and soften their skin and mask body odor. Dyes and paints were used to color the skin, body and hair. They rouged their lips and cheeks, stained their nails with henna, and lined their eyes and eyebrows heavily with kohl. Kohl was a dark-colored powder made of crushed antimony, burnt almonds, lead, oxidized copper, ochre, ash, malachite, chrysocolla (a blue-green copper ore) or any combination thereof. It was applied with a small stick. The upper and lower eyelids were painted in a line that extended to the sides of the face for an almond effect. In addition to reducing sun glare, it was believed that kohl eyeliner could restore poor eyesight and reduce eye infection. Kohl was kept in a small, flat-bottomed pot with a wide, tiny rim and a flat, disk-shaped lid.

In Greece, precious oils, perfumes, cosmetic powders, eye shadows, skin glosses, paints, beauty unguents, and hair dyes were in universal use. Export and sale of these items formed an important part of trade around the Mediterranean. During the 8th and 7th centuries BC, Corinthian, Rhodian and East Greek traders dominated markets in perfume
flasks and cosmetic containers. The containers included aryballoi, alabastra, pyxides and other small specialized shapes. Cosmetic unguents were imported into Greece in containers carved from the Red Sea Tridacna shell. In the 6th and 5th centuries, Attic products stole the market with toilet oil dispensed in lekythoi flasks. Bulk storage containers for scented oils and perfumes were called a pelike. Pelikes were initially designed to withstand the constant handling and rigors of sea transportation while protecting the contents and maximizing cargo space. As commerce expanded and packaging design became more influential, manufacturers improved packaging to attract consumers. During the Classical period, pelike packaging in terracotta aryballoi and alabastra retailed at a premium. Simultaneously, cored-glass vessels began to appear in shapes adapted from terracotta containers.

The Greeks invaded Egypt aware of the Egyptian mystification of oils but were interested mainly in the medical knowledge rather than the entire Egyptian spiritual epistemology. With 3,000 years worth of perfumery development under their belts, Egyptian priests were unwilling to divulge the spiritual intrigue of Egyptian oils. Under pressure from Alexander the Great, the priests released disinformation and half-truths to prevent the knowledge from falling into the hands of the inept. Greek sexual indulgence was deplorable to the Egyptians. From an Egyptian perspective, the Greeks wanted the oils for sexual practices, cosmetics, incense and medicines. One severe area of contention involved kyphi. Kyphi was created for the most sacred of purposes and the Greeks used it as an aphrodisiac. The Greeks were given to simplify things and the Romans took 'simplification' a step further. From this point forward, the original intention of Egyptian oil loses focus and becomes clouded.
In Rome, by about 300 BC, myrrh and frankincense from Yemen reached the Mediterranean by way of Persian traders. The trade routes swelled as the demand for roses, sweet flag, orris root, narcissus, saffron, mastic, oak moss, cinnamon, cardamom, pepper, nutmeg, ginger, costus, spikenard, aloewood, grasses and gum resins increased. Iraqi men and women painted their faces with kohl just like the Egyptians did. This was to protect them from the ‘evil eye.’ After the defeat of the Greeks by the Romans, the original Egyptian intention suffered its final bastardization beyond any reasonable recovery. The Romans were unabashedly hedonistic; Egyptian oils that were once used for sacred purposes became nothing more than sexual accoutrements in Rome. There was some dignity amended when the Romans discovered medicinal applications as well. Plagues were so rampant throughout Rome, that aromatic gums and resins were burned to repel demons and bad spirits. It was the Romans who gave us the actual word *perfume* and the rest of the surviving vernacular used today. "Per" is Latin for ‘through,’ and "fumum" means ‘smoke;’ the release of aromatic material through burning. Combine the act of burning incense with prayer (the closest they came to spirituality) and the gods in charge of disease (and other problems) were considered appeased.

**The Far East** - Distillation of essential oils and the use of aromatics progressed in the Far East as well. Like the Christian Gnostics, Chinese Taoists believed that extraction of a plant's fragrance represented the liberation of its soul. Like the Greeks, the Chinese used one word to represent *perfume, incense and fragrance*. That word was *heang*. Heang was divided into six aesthetic moods: Tranquil, reclusive, luxurious, beautiful, refined or noble. The Chinese upper classes made lavish use of fragrance during the T'ang dynasties that began in the 7th century AD and continued until the end of the Ming dynasty in the
17th century. Their bodies, baths, clothing, homes and temples were all richly scented, as
was ink, paper, cosmetics and sachets tucked into their garments. The ribs of fans were
carved from fragrant sandalwood. Huge, fragrant statues of Buddha were carved from
camphor wood. Spectators at dances and other ceremonies could expect to be pelted with
perfumed sachets.

China imported jasmine-scented sesame oil from India, Persian rosewater via the silk
route and, eventually, Indonesian aromatics-cloves, gum benzoin, ginger, nutmeg and
patchouli-through India. The famous Materia Medica Pen Ts'ao was published in China
during the 16th century. It discusses almost 2,000 herbs and contains a separate section on
20 essential oils. Jasmine was used as a general tonic; raised improved digestion, liver
and blood; chamomile reduced headaches, dizziness and colds; ginger treated coughs and
malaria.

It was the Japanese who turned the use of incense into an art, even though incense
didn't arrive in Japan until around 500 AD. By that time, the Japanese had perfected an
effective distillation process. By the 4th to 6th century, incense pastes of powdered herbs
mixed with plum pulp, seaweed, charcoal and salt were pressed into cones, spirals or
letters, and then burned on beds of ashes. Special schools still teach the ancient art of
kodo [perfumery]. Students learned how to burn incense ceremonially and perform story
dances for incense-burning rituals. From the Nara through the Kamakura Periods, small
lacquer cases containing perfumes hung from a clasp on the kimono. The container for
today's 'Opium' brand perfume was inspired by one of these. An incense-stick clock
changed its scent as time passed, but also dropped a brass ball in case no one was paying
attention. A more sophisticated clock announced the time according to the chimney from
which the fragrant smoke issued. Geisha girls calculated the cost of their services according to how many sticks of incense had been consumed.13

3.1.8 Herbs in cosmetics

Dated ages back, in the famous fairy tale of the snow white and Seven Dwarfs, the wish of the wicked step-mother to be the most beautiful woman on earth, even today strikes the chord that being beautiful irrespective of age, sex and color is not a thing desired just today.

As ayurveda the concept of beauty has an age-old origin. Whether in fairy tales it was the wicked mother or the fairy that beautified Cinderella on the ball night, creating beauty by magic potions or herbs proves that beauty, its concepts and cosmetics go hand in hand. Especially for females, the desire to look beautiful, charming and young by different beauty ways, using various herbs are things known by the world since centuries. Ancient scriptures like Abhijnana Shakuntalam and Meghadootam of Kalidasa and many mythological epics encompass the reference of cosmetics like: Tilak, Kajal, Alita and Agaru (Aquilaria agarbeha) that were used as body decorative and to create beauty spots on the chin and cheeks in the era ruled by gods and their deities.

In fact, the concept of beauty and cosmetics is as old as mankind and civilization. The famous depictions in the Ajanta and Ellora caves, Khajurao prove that not only women but men also adorned themselves with jewelry, scents and cosmetics. Enscribed in history is the Aryan period that witnessed the use of turmeric- haridra, (curcuma long, linn), saffron, alkanet, agaru, chlorophyll green from nettle plants and indigo for bodily-decorations apart from using Raktachandand (Pterocarpus Santalinus Linn), Chandan
(Santalum Album) for beautification. Using Mehendi (henna) for dying hair in different colors and conditioning was also practiced in the olden times.\textsuperscript{14}

**Medicinal Herbs as Cosmetics** - The medicinal herb mentioned in ayurveda by experienced sages basically state that the function of ayurvedic herbs is to purify blood and eliminate vitiated doshas (vata, pitta, kapha) from the body as they are mainly responsible for skin disorders and other diseases. Among the written information on ayurveda also, like in Charakh Samhita, the sage Charakh stated numerous medicinal plants in Varnya Kashaya. The herbs mentioned can be used to obtain glowing complexion. Various herbs for which description and usage can be found in ayurvedic inscriptions are mentioned. Namely chandana Nagkeshara, Padmak, Khus, Yashtimadhu, Manjistha, Sariva, Payasya, Seta (shweta durva), Lata (shyamadurva).

Common herbs used as cosmetics - According to ayurveda there are certain herbs that have their mention in the old ages also, such as:

- Indigo-being blue in color it was used as a bindi/tika (dot) on the forehead and chin.

- Madder Root - Being available in color that suits the lips this was utilized as to beautify lips and cheeks.

- Hibiscus Rosa Cynensis (Jaswand or Shoe Flower)
  
  With dark color of its own this was used to blacken and maintain hair color.

- Raktachandan - This was another natural component available in attractive color and hence was used as fresh, red bindi / tika (dot) on the forehead.
- Aloe Vera - With the traits that prevent aging and regenerate growth of cells this was used as an essential component to keep oneself fit and young and protect the skin and prevents and heals skin irritations.

- Chandan and Vertiver (Usheer) - It was used as scrubs and face packs that were applied on face and whole body to remove dead cells, regenerate growth of new cells and give a young look.

- Haldi (Turmeric) It was used as a face pack along with usher (vertiver) and also as an antiseptic.

Skin Care and Ayurveda - It is not possible to get away with the process of aging and getting old but letting it not come very early is possible with ayurveda and its medicinal herbs. According to ayurveda healthy skin is the result of overall health condition of individuals and prescribes numerous skin care treatments that need to be pursued at every stage of life. It is necessary to know about one's skin, whether it is oily, normal or dry and subsequently about its needs and necessities. Medically skin is a sensory organ that responds to reflexes and is a protective system that shields the entire living body. As ayurveda believes that all living beings have the panchamahabhoota as it is components, same is for skin. It is formed of the Pancha Mahabhootas and is the seat of sparshan indriya (a tactile sensory organ). Apart from perceiving sensations such as cold, warm, heavy, light, rough, smooth, etc. skin is also an excretory agent for Sweda (sweat). Skin is also the dwelling of Bhrajaka pitta and regulates the temperature of the living body and absorbs all local medicinal applications.

The complexion and luster of our skin is also conferred to the skin. According to the sage Sushrut: "As the heating of milk forms a layer of cream on the milk surface, in
a similar manner in the embryonic stage, dhatus (seven basic elements described in Ayurveda which compose the human body) form the different layers of the skin on our body. 

**Change in Our Skin** - Ayurveda describes the aging process in reference to age i.e. with increase in age there is an effect on the skin as it changes at every stage of life and subsequently changes the appearance of the individual.

**Childhood to adolescence and youth** - At different stages of life the skin undergoes changes as its characteristics change with time. According to ayurveda a child’s skin changes at puberty. The hormones present in the body are very much responsible for the texture of the skin and appearance. Sex hormones like Estrogen leads to a soft and smooth texture, however the skin becomes thicker than before and also more vascular. Also due to sex hormones the production of sebum increases from the skin's oil glands and this leads to acne.

**Youth to old age** - Besides aging sunrays also damage the skin, takes away texture and glow of the skin. With aging the dermis becomes thin while the epidermis becomes a little thinner. The loss of dermal thickness makes the skin of the elderly people paper-thin and the blood vessels beneath it become prominent. It is noteworthy that aging and sunrays cannot be stopped from occurring and hence every person has to face it in life. In females the deficiency of estrogen during menopause makes the skin loose its smoothness and soft appearance. During youth the process of rejuvenation takes less time whereas with increase in age this process timing becomes longer and longer. As old age approaches the old cells tend to clump and the skin becomes rough and scaly in appearance.
The effects of ultraviolet rays - As said earlier sunrays cause damage to the skin and this is a causative factor, which is known but nothing can be done about it. Similarly ultraviolet rays also harm the skin and in more severe manner than the other rays. Ultra violet rays penetrate through the skin deeply, affect the dermis and damages blood vessels in the skin leading to prominently broken capillaries in the skin This way the dermis that determines whether skin is wrinkled or not is unable to do so and these changes in the elastic fibers and connective tissues in the dermis give an "aged" look to the living body.18

All about Herbs

The loose definition of herb is any plant that is used for its culinary, medicinal, or fragrant properties. Herbs are such a diverse group of plants that it is very difficult to separate them into logical groups. Some disguise themselves as wildflowers, some are fragrant ground covers, and some are weeds that we try to eradicate from between the pavers in our driveways. Medicinal herbs have been used for centuries.

Different Types of Herbs

Companion Planting - In gardening, herbs are an important part of what is known as 'Companion Planting.' The purpose of companion planting is to enhance the yield for desirable plants, deter unwanted pests, or just make the available space encouraging for biological pest control. Companion planting is an interesting concept whereby you plant specific plants in close proximity to each other to reach a desired goal - such as better yields, bigger flowers, or even repelling insects. People are discovering more combinations all the time, and observation is the key. The mechanics of why certain
plants are compatible and others are not isn’t well understood. Also, what works in one
garden may not work as well in another. Herbs are used in making herbal teas.

**Herbal Teas** - Herbs (and other plants) have merit in many aspects of life, and the most
common use of herbs for both medicinal purposes and for enjoyment is undoubtedly the
making of herbal teas. People have used herbal teas for centuries, first for medicinal use,
and later for enjoyment as tasty and refreshing beverages. Not all herbs are suitable for
making tea, so become informed on each particular herb before ingesting a tea made from
it. The steps involved in making both enjoyable beverages and medicinal teas are pretty
much the same. The major difference is that when making medicinal teas, more attention
should be paid to covering the water pot as much as possible to entrap the beneficial
properties of the herb. While the aroma of the tea is part of the enjoyment for making
beverages, there should be no aroma when making teas for medicinal uses.

**Some Ideas for Herb Blends that can be used in Teas** - Anise, Marjoram, Lemon
verbana, Angelica, Clove, Orange Peel, Nutmeg, Elder berry, Lemon Balm, Spear Mint,
Chamomile, Borage, BeeBalm, Ginger, Lemon Grass, Savory, Scented Germanium,
Rosemary, Thyme, Hore Hound, Chicory, Ginseng, Cinnamon, Valerian, Basil,
Pennyroyal, Peppermint, Apple mint.

**Annual Herbs**

  Alovera - Aloe is one of the true heavyweights in medicinal herbs, and there is a
surprising amount of good research regarding its benefits, which is not the case with
many of the other herbs. If you do not have an aloe plant sitting on your kitchen
windowsill, make it a point to pick one up next time you are out and about, because this
is one truly amazing plant! Aloe has a nauseating bitter taste, rendering it unusable in
cooking, but this very property is what protects it in the wild, as animals will move on to
tastier treats. It is an easy plant to grow and requires little care, other than protecting it
from frost. It resembles a cactus with its spiny, thick leaves, but it is really a member of
the lily and onion families.

Aloe requires temperatures above 40 degrees to grow properly, and due to this,
most aloe plants are grown in containers that can be moved indoors when the cool
weather approaches. It will tolerate poor soil and little water, and the growing conditions
very much resemble those used for growing cactus, i.e. good drainage and as much sun as
possible. In spring and summer, allow the soil to become moderately dry before watering,
but in winter, let the soil dry completely before adding water. An aloe plant will survive
in the same pot for many years, and it appears that aloes prefer somewhat crowded roots,
so don't think you are doing this plant a favor by potting it up in a big, roomy container. If
you must repot this plant, do it in the late winter or spring.

Medicinal Uses - Aloe has been well known for centuries for its healing properties, and
both oral intake and topical dressings have been documented to facilitate healing of any
kind of skin wound, burn, or scald - even speeding recovery time after surgery. Situations
to try it on include blisters, insect bites, rashes, sores, herpes, urticaria, athletes’ foot,
fungus, vaginal infections, conjunctivitis, sties, allergic reactions, and dry skin. The raw
plant is best, but commercial preparations can also be used, especially for taking orally,
as this plant tastes horrible. Other topical uses include acne, sunburn, frostbite (it appears
to prevent decreased blood flow), shingles, screening out x-ray radiation, psoriasis,
preventing scarring, rosacea, warts, wrinkles from aging, and eczema.
Commercially, aloe can be found in pills, sprays, ointments, lotions, liquids, drinks, jellies, and creams, to name a few of the thousands of products available. Unfortunately, the aloe industry is virtually unregulated, and some products that advertise aloe content actually have little to none. Therefore, if you are embarking on a regimen with aloe, you should become an avid reader of ingredients. Look for the word aloe to appear near the top of the ingredient list first and foremost, and then follow the guidelines below: Sunburn treatments-20% or more aloe content, Creams & Ointments-20% or more aloe content, Juices-95% or more aloe content, Beverages-50% or more aloe content, Drinks - 10% or more aloe content, Capsules-5-10% or more aloe content.

Arugala - Also known as Roquette or Rocket Salad, Arugula is mainly used as a salad green. It has an assertive, pungent, spicy, peppery, somewhat nutty flavor somewhat reminiscent of radish or horseradish. It is an annual herb, grown for its mustard-like leaves. Use it to add zing to salads and stir-fry dishes when the leaves are tender and young, and to add a tang to potato salads. Mature leaves (which are tougher) can be cooked along with other greens. Late summer planting will provide a good fall crop. Leaves can be kept tender by frequent cutting. Arugula is one component of mesclun, a mixture of young leaves of various mild herbs, lettuces, chicories, and endives. Arugula is a cool season crop. Its growth requirements are easy, and are similar to leaf lettuce. It has practically no pests, and matures quickly (2-3 months from seed). It has deeply cut green leaves and white or yellowish flowers with crimson or violet veins. It makes a good companion plant for other herbs and vegetables. Arugala is Mustard-like green which grows in salad gardens and is used in salads and stir-fries for a peppery, pungent taste reminiscent of horseradish.
Basil - Basil is an herb that can be used fresh, dried, or chopped and frozen in ice cube trays. It is an annual herb originating in India. It has mild, spicy, somewhat minty flavor. It is a good container plant, and has small, white flowers that beneficial bees find attractive, making it a good choice for a Habitat type of garden. It is used in Mediterranean, Thai, and Italian dishes, and is also tasty when used with beef, poultry, lamb, veal, fish, pasta, rice, white beans, cheese, tomatoes, and eggs. Basil also makes a tasty, aromatic garnish for many foods.

Borage - Borage has attractive, star-shaped blue flowers and dark green leaves. It is an annual herb. Its flavor is reminiscent of cucumbers. It has a scraggly, unkempt growth habit, so plant closely together so the plants will help support each other. Seed can be sown all season. It prefers full sun and fertile, moist soil. It blends nicely into flower or herb gardens. It is best used fresh, as it does not dry well. Its flowers are quite pretty, and are attractive enough to use in a centerpiece. The fresh flowers also provide a colorful garnish to salads, spreads, dips, and soups. Borage is a good companion for some other herbs and vegetables in the garden, and the bees love it. Borage flowers are used as a garnish in tall drinks, salads and dips. The petals, leaves, and stems add flavor to soups and stews if added in the last few minutes of cooking, and also enhance cabbage dishes.

Calendula - Calendula is often referred to as "Pot Marigold." It is an Annual plant that blooms almost constantly when in season, and it is very attractive in the garden. It was originally thought to have serious medicinal and magical values, but today it is more of an ornamental and culinary plant. Calendula is easily grown from seed, but the seed has to be relatively fresh for success in the garden. Seed should be started when the ground is thoroughly warm, but once the plants are up, they are surprisingly resistant to cold and
frost. In fact, they bloom better during the cooler weather. Calendula self seeds rather readily, and should come up reliably year after year in a weed-free environment. Soil can be rather poor, but improving the soil by adding some compost will result in better bloom.

Chamomile - Chamomile is an annual fragrant herb, the flowers of which make a wonderful, soothing tea. It originates in southern and Eastern Europe. It is a member of the daisy family and its flowers have a bitter taste. Only use the first 3-4 inches of foliage or the flowers of this plant. The rest is unusable. Other than for teas, Chamomile is mainly used for medicinal purposes. Chamomile fragrance is reminiscent of apples. It grows readily in less than perfect conditions and can be used as a Ground Cover. It has silver-white flowers with yellow centers. German chamomile is the most frequently used type for medicinal purposes.

Chervil - Close relative of Parsley, used mostly for flavoring other foods and some medicinal uses, most notably for high blood pressure. Its fragrance is reminiscent of Anise. Its leaves are light green and its flowers are white. It can be grown indoors if care is taken to give it enough room in the pot. It prefers partial shade and self-sows readily. Chervil can be used in flavored vinegars, and chopped for use in sauces, soups, stews, salads and vegetables. It can also be mixed with cheeses and butter, and can add flavor to chicken, fish, and egg dishes. Chervil can be used fresh or dried. If grown from seed, plant in its permanent location. This herb does not transplant well.

Coriander - Coriander is a member of the Parsley family and is completely edible, from root to flower. It originates in southern Europe. It is an annual herb that grows up to 3 feet. It is bright green with slender, erect stems. Two parts of this plant are referred to
with different names. Coriander is the tan colored seed, and Cilantro is the leaf. The leaves can be used fresh, ground, or chopped and stored in ice cube trays.

**Dill** - Dill is an annual herb, and is native to southern Europe. It looks like a smaller version of its relative, Fennel. It grows to 36 inches and has attractive, silver-green feathery leaves. The seed is sharp, and has a more pungent flavor than the leaves, which are mildly tangy. It is used to flavor vinegars and mustard-based sauces and dressings. It also works with tomatoes, fish (especially Salmon), eggs, pickles, salads, and vegetables. In the garden, Dill makes a nice, feathery backdrop for other plants. It also makes a good companion plant for some other herbs and vegetables, and bees are attracted to its flowers. Harvest Dill seed when the seed heads become thoroughly brown. A photograph of a cut stalk of ready-to-go seed is below. Store in a breathable container, such as an envelope, at least for the first few weeks. This ensures that the seeds are completely dry, after which they can be transferred to an airtight container without concern for mold.

**Garlic** - Garlic has been around since pre-biblical times, and has been the subject many a tale. It is an annual plant with an oniony and... Well...garlic taste. It adds aroma and taste to pretty much every dish imaginable - except desserts - and is a favorite seasoning herb in cooking. It has also been used in folk remedies for a plethora of physical difficulties through time. Garlic originates in southern Europe, but various garlic species have been known worldwide for centuries. The Indians used wild garlic extensively before the settlers brought cultivated varieties into the mix. It can be started in the home garden by seeding or cloves. Garlic cloves or seeds can be planted in early spring for a fall harvest, and in more moderate climates can even be planted in the fall for harvesting the next fall.
3.1.9 Homemade cosmetics

Homemade Fragrances to Mouthwash to Lotions

Many times we don’t give a second thought as to why we need to brush our teeth in between meals - we cannot let the sugars from desserts and candies upset our teeth. We need to remember to care for our teeth and more importantly, for the gums that hold them in place. Industrial toothpastes are based with Sodium Lauryl Sulfate, and other synthetic ingredients that make the toothpaste look like a false whipped up glue, though, we rarely question what the commercials are showing, or what is in the products we are using. It is the industries that create these harmful products that profit, not anyone else.

It’s a wonder what Sodium Lauryl Sulfate really is? Sodium Lauryl Sulfate (SLS) is a cheap and harsh detergent used in shampoos for its foam-building properties. Often derived from petroleum, it is disguised in pseudo-natural products with the phrase "derived from coconuts." It causes dandruff, eye irritation, skin rashes and other allergic reactions. Much less, they may even add synthetic sugars to make this amazing "tooth glue" taste good - and why would we need to brush our teeth with a product containing sugar - when it's the sugar we are trying to brush away?

Any one makes their own tooth powder and mouthwash, and here is how.

Ingredients required for this are

- 1/2 cup (60g) of fine sea salt, 1/2 cup (150g) of Bicarbonate of soda, 8 drops of peppermint essential oil (100% pure), 5 drops of lemon essential oil, 2 drops of Myrrh, in a bowl blend the sea salt and the soda, Add the essential oils slowly - one drop at the time - then mix to prevent clumping and keep in separate jars, each one for each member of the family.
Mouthwashes - Industrial Mouthwashes are even more toxic than the toothpastes we brush our teeth with. And it's quite frightful to think about the amounts ingested by little children who enjoyably swallow it. The food colorings in mouthwashes alone are suspected to cause a variety of cancers. Why buy them when it's so simple and inexpensive (and reassuring) to make them yourself - in your spare time. It could be project day - one day a week - and you could have the kids make products with you - and use them, most of all. Industrial monsters have zapped the word natural and mutated its meaning.

What happened to the old fashioned way of making your own? Creating things together in the house not only brings people together, but it also arouses joy - the joy in the making and in self-appreciation. Knowing what you are using is good for you - and now that you've made it with your own hands, it makes you feel a part of it, which you are! 21

Peppermint & Myrrh Mouthwash - This myrrh mouthwash is designed to heal your mouth of sores, ulcers and gum problems - and assists in sweetening the breath. Myrrh has healing properties, and can be effective only if blended in with other truly natural ingredients. (Blending delicate herbal oils with synthetic or chemical ingredients only kills the plant's delicate healing essence) So, don't be deceived when you see products containing mint, chamomile or even sage. By the time they add the rest of the ingredients the plants have long lost any healing powers they had once possessed.

Your Mouth, and Your Lips - Your lips need natural moisturizers, or lip ointments - buy salves with no added synthetic colors, no harsh chemical ingredients, and no toxic fragrances. The lip's skin is much thinner and drier (like the skin on your neck and hands)
than the skin on the rest of the face, and a homemade lip salve will soften and save the lips from painful cracking and splitting. A regular intake of pure water too, will help your lips from shriveling up. Here is a recipe for a lip balm or healing ointment:

- 1/2 oz (15g) of beeswax, 1/2 oz (15g) of cocoa or olive butter, 1 Tbsp (15ml) of infused calendula oil, 1 Tbsp (15 ml) of castor oil, 1 Tbsp of jojoba or rice bran oil, 6 drops of vitamin E oil, 4-6 drops of peppermint and orange or mandarin essential oil.

This recipe will make three 1/2 oz (20g) jars

**Making it:** Cut or grate the beeswax into very tiny pieces and melt in a small container standing in hot water on the stove. Add the grated cocoa butter and melt; do not overheat. Add the calendula, castor, and jojoba or rice bran oils slowly; stopping if the waxes begin to harden and restating when they begin to melt again. Remove from heat. Feel the outside of the container, and then add the vitamin E. When the temperature is just above body temperature and while the mixture is still liquid, test for firmness and softness. If more beeswax is needed melt it in a separate container. When melted add the salve to it, heating gently until they are all blended together; do not overheat. If more oil is needed heat separately until it is slightly hotter than the salve. Then slowly and thoroughly incorporate within the salve. Pour quickly into little glass pots and cover with lids.

**The Neck** - The neck is the first thing that goes! It's the first sign that gives your age away, so take good care of the skin on it. The skin on our necks is much dryer than our faces, just like the hands since there is no oil producing glands in these areas. In this case, we need to pay more attention to these places so that they do not prematurely wrinkle. This cream should be used twice daily to soften the skin and smooth those lines that have
already appeared. If you think it's an expensive investment, just add up all the money spent on beauty creams that don't even have the ability to help heal your skin.

A Rich Neck Cream

- 2-250 IU Vitamin E capsules, 2 tsp jojoba oil, 1 tsp avocado oil, 1 tsp wheat germ oil, 1 tsp of evening primrose oil, 5 drops of carrot seed essential oil, 5 drops of lavender essential oil, 5 drops of palmarosa essential oil and 5 drops of rosewood essential oil

Puncture the vitamin E capsules and mix with the other ingredients in a dark glass bottle. Leave for a few days to synergize. Shake well before using. Wet throat and gently massage a few drops of oil in a simple neck paste with ingredients you may have; Olive oil, water, kaolin clay mixed to a paste and add a drop or two of lavender essential oil.

Hands - It is simple to pamper our faces and cater to our hair, forgetting about our poor hands. The hands are used much more, and when immersed in harsh detergents daily (if gloves aren't worn) become all the more wrinkle prone, and damaged. The skin on the hands contains a very small amount of oil, so be careful and care for them. All hard jobs require our hands; therefore, we must protect those most of all. Essential oils are particularly good for the hands, and readily absorbed - so there is no film left on the surface of the skin. Here is a nice treat for the hands we so often neglect;

Lemon-Lavender for Soft Hands

3 blocks of beeswax 1 1/4 oz (36g), 1/3 cup of almond oil (80ml), 1/2 cup (125ml) of Olive oil, 2 1/2 Tbsp (40 ml) of glycerine, 2 drops lemon essential oil, 2 drops of lavender essential oil
How to make:- In a double broiler melt the beeswax into the sweet almond and olive oils, and blend in the glycerin. Remove from flame. Drop the essential oils in slowly, when mixture is cooled. Stir very well. Label your product, then store in a cool dark place and use as needed.

A Simple Hand Lotion

- 1 tsp of distilled witch hazel, 4 tsp of vegetable glycerine, 5 tsp of fragrance (vodka, water, glycerine and an essential oil of your choice).

Making Your Own Fragrances - Do you know that fragrances are toxic chemicals that you breathe and are absorbed through the skin? (95% of chemicals used in fragrances are synthetic compounds derived from petroleum). False fragrances in perfumes, detergents, room fresheners etc contribute to health problems and environmental damage.

The fragrances do not break down easily; and the breakdown products can be more toxic than the original substance. Even if you don't use a fragrance, you inhale other people just like second hand smoke. It stays on your clothing even after you wash them. The chemicals contained in perfumes are hormone disrupters, such as phthalates (which has been associated with thyroid and reproductive disorders). Misleading advertising words that make you think the product is safe when it is not; natural, floral, hypoallergenic, natural scent. A single fragrance may contain from ten to several hundred chemicals.

Your Own Fragrance

- 2 1/2 Tbsp (40ml) vodka, 2 tsp purified water, 1/4 tsp glycerine, 1 1/2 tsp of an essential oil.
Seductive

- 1 tsp ylang ylang, 5 drops of jasmine essential oil, 5 drops of rose essential oil, 15 drops of patchouli essential oil and 15 drops of sandalwood essential oil.

Mysterious

- 1 tsp myrrh essential oil, 20 drops sandalwood essential oil, 10 drops of patchouli essential oil and 10 drops of frankincense essential oil.

Light Breeze

- 1 tsp lavender essential oil, 50 drops of rosemary essential oil and 20 drops of bergamot essential oil

Floral

- 1\(\frac{1}{4}\) tsp bergamot essential oil, 1\(\frac{1}{2}\) tsp geranium essential oil, 20 drops of neroli essential oil, 20 drops of palmarosa essential oil and 2 drops of sandalwood essential oil

Blends are made with 60 parts alcohol, 15 parts purified water, 5 parts glycerine and 15 parts essential oil or combination of several oils. The colognes can be sprayed on, or dabbed on. They are never overpowering due to their non-synthetic nature. The initial scent will bear little resemblance to the final perfume, so patience is a vital part of the ingredients list. You will need to let them mature for 2-6 months, shake well, and store in a 2 fl oz (60ml) bottle.24

Body Powders - Talc has been the main ingredient in most body powders, but if we do some researching on the subject we would quickly realize how harmful it can be to our lungs and to our health in general. The good thing is, is that we can make our own! And we may add any type of fragrance we choose, having fun along the way. A basic body
powder can be made from arrowroot powder or even with corn flour with equal quantities of powdered dried herbs, peels and spices. Mix all these together and sift swiftly. Store your powders in a flat ceramic bowl with lid and apply with a cotton sponge. To make different types of powders; adding in very small quantities or the powder will lump.

**Deodorizing powder** - Rosemary, thyme, sage, lavender, orange peel

**Baby Powder** - Chamomile (flowers made into powder) & lemon balm (be extra careful of which products we use on babies; it may harm them much more intensively)

**A Masculine Powder** - Licorice (powder), rosemary (powder), lavender (oil), cilantro (coriander seed). Deodorants have been linked to breast and lymph cancers. If we use a deodorant that plugs up our pores, then the sweat cannot escape. The toxins contained in the sweat are disastrous, and if you use these products, that do not allow the toxins to be released, they are held in the body where they can create many life-threatening diseases. The aluminium contained in most commercial deodorants is the main culprit in the links to breast cancer, please check the labels. Triclosan can also be found and has been found to have the same harmful effects on humans as the old "agent orange" back in Vietnam. The spray types can be the worst with chemicals sucked into the lungs quickly and particles that linger in the air. Why not experiment with nature, you may find that natural homemade deodorants really are effective, and you can rid your risks of having health problems as well as break bad habits.²⁵

**Fresh Woman Deodorant**

- 3 1/2 fl oz of (100ml) cider vinegar, 3 1/2 fl oz of witch hazel, 20 drops of bergamot essential oil, 20 drops of lavender essential oil, 10 drops of patchouli essential oil, 10
drops of wood rose essential oil, 10 drops of benzoin essential oil and ½ tsp of glycerine

Combine all ingredients in a bottle and shake well. Leave in a dark place and shake every now and then. Let mature four days. Spray on or Splash on.

**Fresh Man Deodorant**

- 3 ⅓ fl oz (100ml) of cider vinegar, 3 ⅓ fl oz of which hazel, 20 drops of benzoin essential oil, 20 drops of bergamot essential oil, 20 drops of cypress essential oil, 10 drops of eucalyptus essential oil, 5 drops of rosewood essential oil and ½ tsp of glycerine - Combine and store for four days.

The odor of the vinegar vanishes, and only the fragrance of the essential oils remains. A splash of witch hazel is an inexpensive and quick deodorant. A combination of 1 cup cornstarch, 1 cup arrowroot powder, and ½ cup baking soda makes an unperfumed and effective foot deodorant."

**Alternatives to Regular Products**

Laundry detergent - Baking soda, vinegar (softener), borax, Fabric Softeners - Use vinegar in the rinse cycle, Skin soap - Castile soap, ground oatmeal, Shampoo - castile soap, for dandruff use baking soda, Hair styling - unflavored gelatine, Hair spray - lemon juice and egg whites (add a drop or two of your favorite essential oil for fragrance), and Cleaning and freshening - Baking soda, vinegar, salt, lemon juice, borax, hydrogen peroxide, hot water and sunshine.

These products can contain fragrance chemicals: Fabric softener, laundry detergent, bleach, liquid soaps, car fresheners, makeup, nail enamels, candles, tissues, toilet paper, kitty litter, kitchen bags, markers and on and on! Be good to you, and question everything you use, or make it yourself! 27
3.1.10 History of Cosmetic and its Industry

Cosmetic industry

The Ayurvedic industry in India is around 100 years old. The earliest players were Dabur in the East, Dodh Pappaswer in the West, Kottakkal in the South, and Vaidya Nath in the North. All these groups were founded between 1890 and 1910. Before that the Ayurvedic industry was confined to the physicians and was more a service than a profession. The knowledge was considered sacred and was believed to have spiritual origins. In the process of westernization and consequent commercialization of healing, Ayurveda also had to become a part of this process.

There were intrinsic problems in the commercialization of ayurvedic products, because Ayurveda basically is a science which does not treat a disease but the patient. The formulations given in classical texts are more than 20,000 in number. It is said that there are over 1,00,000 manuscripts lying in different parts of the country and abroad on indigenous health tradition in different languages and scripts. The permutation-combinations permitted in Ayurveda are infinitive but each combination has its own limitations and restrictions for use. There is a wide range of plant parts used in medicine such as the stem, seeds, as well as roots, fruits, fruit rind, resin, bulbs and rhizomes.

So, selecting widely active and comprehensive formulations for large-scale preparation was the first task in industrialisation of ayurvedic medicine preparation. This was achieved by the founders of ayurvedic industries through their experience, using a wide spectrum of formulations for varieties of diseases for all personality types. So a pharmacy would prepare 400-600 medicines which cover almost all possible diseases that usually occur in tropical countries. And the flexibility of Ayurveda in allowing
permutation-combinations of formulations for a given condition helps vaidyas use this for different conditions.

All the major traditional ayurvedic medicines in the South are prepared following this pattern. In Kerala, the contribution of traditional pharmaceuticals to tribal health and industry is more than 80 per cent and is promoted by physicians. The other herbal industries which evolved, especially after the 1970s, are the ones who do not have such vision, but focus on few formulations which are of wide use and are based on simple formulations. This sector is fast growing and, today, though there are around 7,000 registered manufacturers of herbal medicines in the country only a few make the wide range of classical preparations. Dosage from development and improving shelf life were the two challenges that these industries met with support from modern science. The Indian medical heritage flows through two streams - oral and written. The oral tradition of the folk stream is represented by millions of housewives, folk practitioners and bone setters and makes use of thousands of species of medicinal plants and other natural materials. This stream addresses the local health needs and depends upon immediately available resources.

Ayurveda is rooted in the darshanic principles of the Indian thought process and has its own foundational principles, concepts, categories and methodologies to explain and validate universal phenomena and biological changes which are holistic in nature. This is diagonally opposite to the analytical approach of modern medicine, which as a rule always tries to dominate all other knowledge systems by taking a position that science is universal with an affirmation of "Western Science." This political and cultural arrogance perpetuated by modern science looks at all other knowledge systems through
its own ethnocentric world view. This has isolated modern science from other sasthas of oriental countries. There are two ways for the development and appropriation of traditional systems of medicines (TSM) into contemporary health needs and futuristic medicine.

**The Western View** - Modern science as a whole, due to its global acceptance especially after the post industrial era, has taken the position that all knowledge systems evolved from different cultural roots have to be reviewed systematically by modern scientific parameters. So the theoretical basis of systems like Ayurveda is not acceptable to them because, by their criteria, it is based on unmeasurable or subjective parameters. So they consider only its pharmacopoeia. They find many useful formulations and single drugs based on natural flora, fauna and minerals in TSM. The whole effort is to separate the drugs from the entire theory. Here the research and development is directed at isolating biomolecules, alkaloids and other active principles in the secondary metabolites of a plant system. The concept of synergy, which is central to TSM, is not taken into account and any product developed out of this effort no more belongs to Ayurveda. The trend is to add new products to the pharmacopoea of modern medicines.

Many a time, these efforts become counter productive as active principles alone cannot bring about the same effect as the whole extract and also the formulations in the crude form is indicated in a bio-dynamic condition with or without the disease per se. The side effects and the drug resistance also will be a problem. Once an active principle or a biomolecule is isolated from an extract without its synergical colleagues to support and balance its action, it loses its character as explained in TSM. However, this is the kind of research carried out in many governmental and non governmental centres.
The Indian View - This is a small group especially from the non-governmental sector supported by very senior scientists of Ayurveda. This group has become active only after the 1970s and holds the view that development of this system should begin from the roots and should be comprehensive in approach. It does not accept the view that TSM is a cluster of crude formulations and plant medicines. It believes that modernisation does not mean westernisation but taking stock of its own inherent resources to develop based on the local needs and realities. It means that there is need to change the form without distorting the principle.

Thus, while accepting the changes and improvements offered to herbal preparations in the form of modern dosage form and packaging technology, they resist any effort to isolate biomolecules. It is here the importance of pharmacy comes to play. Ayurveda describes different dosage forms, both internal and topical and some are highly sophisticated in comparison to modern dosage forms in terms of their application and bio-availability. For example, asawas and arishtas have a better penetration quality and speedy action than any other oral form.

These are all but some examples to show the richness, diversity and sophistication of ayurvedic pharmacy. There is a lot to gain if modern pharmacy and ayurvedic bhaishaiyakalpaha come together to tackle today's needs. So far the approach has been the reverse, modern science taking a position that "we know everything and tell us your problems." This approach should change into a friendly interaction where both parties interact from an equal status and concern. The outcome of this can be two-fold.

Researcher has pointed out the problem areas in Ayurveda, where help and support from other systems are desirable. If we look into the richness of Ayurveda, in
terms of its economic potential it is tremendous. The world herbal market according to a report published by U.K. based consultancy McAlpine Thorpe and Warrier, stands at $14.2 billions or Rs. 51,210 crore. This presents a big opportunity since India's share is currently only around Rs. 280 crores, against China's figure of Rs. 18,000 crores. So apart from tapping domestic needs, the traditional systems can bring in much need foreign exchange if properly developed. This is apart from the fact that Indian health care expenditure and quality of life can be further improved if traditional systems and natural health care programs are tapped in implementing of national health programs. 28

3.1.1.1 Emerging trends

With the rise of the internet and increasing globalisation, the world certainly appears to be getting smaller. The influence of emerging economies and the effect they have on western markets will no doubt bring change – both positive and negative – to the markets we know today. The second day of the conference addressed various issues surrounding emerging markets.

Todd Rossuck, a “Being green is not only an ethical choice but makes sense commercially too. Boots has been given coverage of its CSR credentials largely by association. It hasn't marketed itself on this. Boots is trying to do the right thing when no one is looking,”business advisor at the China-Britain Business Council, a government-funded agency providing British businesses with useful information and advice, spoke on the current market in China and from where future growth is likely to come. China is the the fastest growing economy worldwide and the fourth largest economy globally, though second largest when measuring purchasing parity. As the economy has grown, companies
are focusing on urban consumers who are more affluent and have a higher disposable income.

The rising middle class is typically between 25-44 years old and yet are the biggest savers in the world. The Economy’s dramatic change means that the Chinese will continue to spend a high amount of money on education, housing and health care, leaving almost 10% of urban disposable income for personal products. But one of the biggest obstacles facing China's future is that a mere 1% of the population is in possession of such funds. Other problems lie in the structure of Chinese society and include a high level of blue collar workers, geographical dispersion of the population and the proliferation of imported, and therefore expensive, goods. Rossuck also drew attention to cultural differences still very much apparent in the younger generations, citing the influence of Confucianism as a prevailing force. Rossuck suggested a number of solutions to these problems. By cleverly targeting new products to the right audience and repositioning brands already on the market as well as multi-tier branding, a greater demographic can be reached.²⁹

**Facing up** - While there are certainly difficulties on entering the Chinese market, strategy is key. Peter Kelly of Taxi London Cosmetics decided to launch his niche brand on the Asian market and was faced with many challenges concerning issues such as licensing, ingredients and distribution. Kelly advised those thinking of launching in Asia to consider the implications of such a venture. After showcasing his brand at Cosmoprof Asia in Hong Kong in 2005, interest from Japanese clients meant that in April 2006 he was able to secure distribution in the country, a long and arduous process for a small, independent company. Admitting that many had questioned his plans along the way, as
well as his sanity, he stated that sheer tenacity and confidence in his brand had allowed him to make it this far.

Calcraft reflected on some honest and key questions a brand should ask itself before investing in NPD. Arguing that NPD is an art not a science, he highlighted the balance between brand development and brand dilution. Asking why you launch the products you do and whether you have enough products already is not common practice in the industry as it means watching others moving on while you seem to stand still, losing the race.

The important question then is, are your new products really worth launching and what else could you doing with the time, money and effort? Much valuable time is lost in chasing the competitor, when re-evaluating and consolidating what you have could be the answer to increasing turnover or market share. Often the dilemma is doing what you believe in versus what you think you should do versus what you think people want you to do, he said. “If you're a colour brand, why would you branch out into skin care? New product development is an application of brand values or a development of them. Have a clear sense of your brand rather than just a business plan.” Looking towards trends in 2007, Calcraft pointed to the rise of the specialist and a change in distribution. In the past ten years there has been a shift, with the traditional apothecary type establishment becoming increasingly popular. The rise in prices for raw materials means that bigger is no longer better or even possible. Calcraft argued that this also does nothing for the consumer.

The commoditisation and oversupply of products has cheapened the beauty buying experience and today's well-informed customer is ever aware that she holds
purchasing power. Demanding authenticity and claims that stand up to the test are basic consumer requirements, says Calcraft. “Yet consumers still want glamour. In fact, consumers want everything – and why not?”

**Retailing challenge**

The ability to offer glamour as part of the shopping experience is something that increasingly concerns major retailers. Philip Moore, trading manager for Health and Beauty at retailer Morrisons, spoke on the changing face of retail and how it has to adapt to modern buying habits. Over the past 20 years, a blurring of boundaries has meant that segmentation is no longer a clear weapon retailers can employ to gain the interest of their customers. Consumer expectation has changed to the extent that on walking into a Boots store, for example, a customer is also able to buy food and drink, while equally a visit to Tesco can result in a new face care regime. Due to the sheer growth of retailers, this has led to more opportunity for businesses.

Establishing an own brand can reap great rewards. One of the success stories in this area is Boots which has several private labels in its repertoire. Soltan, its sun care brand, is now the leading brand in its category. Moore stated that this obviously makes for an increase in competition. Competing in someone else's space is difficult, especially when they have a successful private label, he said. Another important change has been almost unnoticed by consumers. The barcode has played a significant role in tracking consumer behaviour, leading to more targeted marketing strategies. Retailers are now able to harness customers by offering incentives such as Tesco's Loyalty card and the Boots Advantage card.
Connecting with the consumer

Speaking more on the role of Morrisons in the eyes of the consumer, Moore outlined some of the problems the retailer is currently facing. Presently, the chain does not have online shopping due to the nature of customer shopping habits. The purchase of heavy commodities in bulk online does not sit comfortably with the emotive experience usually associated with the purchase of beauty products. “For us, it's more about meeting consumer expectations.” The retailer is however upgrading its stores in order to provide its customers with more appealing beauty-focused areas, taking inspiration from all around the world and assessing how this fits with the specific role and customer base Morrisons currently holds. “Buying from a supermarket will never be memorable but you can make the most of what you've got. Having a good cosmetics area in your stores is a strong statement. We want to be able to answer questions from customers on hair care queries, on skin care problems and on how to use products to gain maximum results.”

According to the Brand New World research project in collaboration with the Henley Centre, 42% of people admitted to changing their mind about a brand they were going to buy and switched to another thanks to web-based research. Many brands, however, are slowly realizing that, as well as having positive potential; the net can do untold damage. Consumers are able to click on a company's page and instantly engage with a brand. Yet even if your company does not have a site, consumers are still able to find information they require and are equally likely to click on an opinion site to find out what other consumers think of a product. If a product does not pass muster, bloggers or occasional commentators, now ordinary members of the public, will tell you what they really think. “It doesn't matter if people make the purchase on or offline; it is being used
as a powerful tool in the process. In this age, privacy is effectively dead," Bradford stressed.

Unfortunately this level of transparency is sending small panic waves through the industry, but this could actually be turned to the industry's advantage. Just as in a retail environment, the importance of a consumer/brand transaction is key to building trust and can have a strong impact on the brand. If a brand handles negative exposure wisely, this could have an even greater positive effect, as in the case of Sony which suffered bad press when a batch of its laptop computers contained faulty batteries. The company managed the fallout admirably, said Bradford, and actually gained credit from consumers who were highly satisfied with the way in which it dealt with the matter. Businesses have to rethink the way in which they maintain their reputation, and for many this could mean rethinking their budget. But is it necessary to employ a full time web management team or risk manager? 32

3.1.12 The cosmetics industry takes off in the 20th century

As the popularity of beauty salons increased, in the beginning of the 20th century, the cosmetics industry became established – and it’s never looked back. Starting with a salon called Selfridges, which opened in 1909 in London; cosmetics were no longer hidden under the counter, but were sold on the open market. Women became more confident, and didn’t worry as much about what others thought – as long as they looked good. If you can think of makeup application as an art, then perhaps you’ll understand that one of the biggest influences on the cosmetic industry was actually the performing arts – ballet, to be specific. When the Russian Ballet came to London, a designer named
Paul Poiret took the Russian style and created a whole new look—a much more colorful look. And that look was reflected in cosmetics, not just clothing.

Now those society hostesses didn’t have to make all those trips to the beauty salon. They now had permanent cosmetics at their disposal. They could have their lips, cheeks and eyebrows tattooed, with vivid color that didn’t fade and didn’t have to be replaced. Permanent cosmetics are fairly popular today, too. As the years wore on, cosmetic use came and went. During the 1930s, lipstick was dark red, with an ever-changing array of shades. But that was bad news for the philanderers—the dark lipstick left a distinct stain, and many wives were looking for explanations for the “lipstick on the collar”. At the same time, fingernails followed suit with the lipstick, with their dark crimson colors. But that was contrasted by the lighter pink of the toenails. Around World War II, the use of cosmetics dwindled a bit because of shortages of ingredients to make them. But as soon as the war was over, people started spending money again. Now women could buy all the makeup they wanted. And the competition was heating up, too.

The cosmetics industry becomes the foundation of fashion

Throughout the last few decades, women’s choices of cosmetics greatly increased. There were many companies selling many kinds of makeup. Cosmetics now included eye makeup, like mascara, eye shadow and eye liner; facial cleansing systems, including cleanser, toner and moisturizer; nail polish, every color and design you can think of; lotions, lipsticks, skincare products, powders—the list goes on and on. Perhaps that’s why cosmetics is a multi-billion dollar industry today. There are so many players in the cosmetics game now, like Estee Lauder, Elizabeth Arden, Mac Cosmetics, Mary Kay Cosmetics, Avon, Clinique, L’Oreal, Bobbi Brown cosmetics, Victoria Jackson cosmetics.
everybody’s getting into the picture with their own lines. And the winner of this cosmetic game is you, the consumer. Whatever type of look you want, whether it’s to cover up, emphasize, illuminate, minimize, enhance or perfect – any look you want can be had with the help of today’s cosmetics.

Cosmetics are products that sell, even when there’s a recession. Women will always find the money for their makeup. And the men don’t mind. After all, they’re the ones who benefit from those good looks. They’re the ones who’ve appreciated the efforts that women have gone to throughout the years, to make them “presentable”. So, men, look back and thank the ancient Egyptians for their sometimes “weird” formulas they used to enhance the beauty of their women. Many of their ideas have lived through the ages. And now you get to enjoy those ideas as they’ve culminated into the cosmetics of today. And all you can do is greet your special lady, with her perfectly-applied cosmetics, and say, “Wow!”

3.1.13 Review of cosmetic Industry

History of cosmetics

Few cultures valued beauty and cosmetic products in ancient times as the Egyptians did. The history of ancient cosmetics can also be traced back to the culture of ancient Greece and make-up was also popular in the Roman Empire. There is sufficient evidence to suggest that people from all these three cultures used hair dyes for instance. These people used herbal concoctions with components like henna, sage and chamomile to darken their hair. It was only in the renaissance period that blond hair became fashionable.
In other cultures like that of China, fingernail painting was popular in ancient times. Ancient Chinese people used a mixture of gum arabic, egg whites, gelatin and beeswax to make the first forms of nail varnish and royalty preferred to use metallic or bright colors of nail varnish at that time. People from lower ranks were restricted to the use of paler nail varnish colors, and this trend of discrimination using nail varnish was also visible in ancient Egypt.

Although cosmetic products have undergone many changes in modern times, the basic concept of using cosmetics to enhance the features of good health has not changed. For instance, blush-on is used to conceal pale present a picture of rosy cheeks as opposed to pale skin and nail polish can be used to conceal brittle or dry nails. The history of makeup cosmetics however is tarnished by the ill-effects that were often experienced after applying many ancient make-up products. This was because many such products were created using dangerous components and also because cleansing lotions are not anywhere to be found in the early history of cosmetics.

The history of the cosmetics industry includes very dark chapters in European and Western countries from about six centuries back. Mixtures and pastes were then used to whiten the face, a practice which remained popular till over four hundred years later. The early mixtures that were used in Europe for this purpose were so potent that they often led to paralysis, strokes or death. In that era, another method that was employed to make the skin appear fairer was to bleed oneself using leeches.

Up to the late nineteenth century, women in Western countries may have secretly worn make-up made from mixtures of household products, as make-up was then deemed the domain of film stars. Cosmetics were only openly put up for sale in the early part of
the twentieth century for the first time. Tanned or darker skin tones became popular only as late as the early twentieth century. It was in this era that tanning the skin became a popular fad.

The history of cosmetics in the 1930s and 1940s shows how the fashion or trend with respect to lipstick colors was changed annually, getting darker and closer to red every passing year. It was around this time that eyebrow shaping also became popular. However, the true surge in make-up sales occurred at the end of the Second World War when people were celebrating the return of their loved ones.

**Cosmetic products**

Cosmetic products were once the sole domain of film personalities and stage actors. The use of cosmetics in those eras was restricted to the purpose of creating a dramatic effect. However, with the passage of time, women started using cosmetics to highlight their facial features as well. In India beetroot was used to redden the cheeks, while in Western countries, certain chemicals were used to darken the hair. Finally, because of the world-wide demand for make-up for the average person, cosmetics finally became available for sale to the common man. Some common cosmetics include lipsticks, blush-on or rouge as it is sometimes known, eyeliners, mascaras, foundations and eye shadows.

Lipsticks are made using color pigments, oils, waxes and often fragrances as well. Different cosmetic companies also add various other substances to create other effects with lipstick. The oldest use of lipstick can be traced back to almost five thousand years ago, when women of the Mesopotamian culture and of the Indus valley civilization are believed to have crushed semi-precious stones and mixed them into a paste to apply to
the lips for added color. Through the centuries, lipstick remained popular with women of different cultures and while some ancient lipstick-manufacturing techniques employed the use of potent and toxic chemicals, others used vegetable or animal extracts. Today, a wide range of lipsticks are available in the cosmetic market to cater to the various needs of the consumer. There are organic and natural lipsticks as well as lip-gloss and lip pencils which come in a wide variety of colors to suit a huge spectrum of skin tones. Worldwide, lipsticks are the most popular cosmetic in the cosmetic market today.

Perfume is another popular cosmetic product. It is a fragrant mixture made using various oils and aromatic compounds. Usually every perfume manufacturer keeps the exact combination of ingredients a secret, especially in the case of perfumes that are manufactured by large brand names. Today, the perfume manufacturing business is so huge that many celebrities participate in the industry by endorsing certain perfumes. Celebrities even take advantage of their own popularity by releasing perfumes christened with their own names.

Eye liner is used to emphasize the shape of the eyes. Today there are many kinds of eyeliners like liquid eyeliners, or kohl and kajal, all of which can be used to create different effects and looks. Smoky eyes and the gothic look are in vogue nowadays and these looks can be created using kohl over and under the eye with metallic gold or silver eye shadow.34

**Cosmetic companies**

Cosmetics are big business and the cosmetic industry worldwide witnesses rapid growth annually. However, in India, cosmetics like lipsticks, eyeliners and kajal and rouge are the only cosmetic products that have been popular with the masses so far. The
Indian consumer has only recently started to become aware of other cosmetic products and hence the potential for the market for these in India is huge.

Despite this lack of awareness within India however a look at the Indian directory of cosmetic companies will show you that there are many companies within India which produce cosmetic products both for the Indian market as well as to cater to the demands for other countries. Indian herbal and natural organic cosmetics are also in great demand these days and many Indian cosmetic manufacturers like the well-reputed Balsara group produce cosmetics for recognized brands like The Body Shop. It is, hence, not difficult to find cosmetic manufacturing companies within India but each company specializes in a different range of products so you need to consider your needs before looking at which companies to do business with.

A list of cosmetic companies in India would include names like Emami and Lakme which are well-recognized in India and also a variety of other suppliers and manufacturers of cosmetic products, cosmetics companies in India, some of which are named below.

AVM Enterprises, based in New Delhi, manufactures and exports neem products like antiseptic cleansing milk, hair-growth enhancers and hair tonics, facial massage gels, anti-acne masks and creams and skin moisturizers and toners.

Gayatri herbals Pvt. Ltd. based in the Thane Township near Mumbai, are suppliers of herbal cosmetics. The range of their products include herbal face packs and cleansing lotions, facial creams, hair gels and conditioners, aloe Vera cosmetic products, orange peel scrubs, papaya skin gels and herbal Shikakai powders. Radico is a cosmetic manufacturing and exporting company which deals with the production and export of various Ayurvedic shampoos, Ayurvedic bath gels, Ayurvedic hair dyes, Ayurvedic body
oils, hair conditioning henna, henna tattoos and henna tattoo stencils and a vast variety of other personal care products. MK Industries, based in Jamnagar manufactures and exports various cosmetic toiletries like soaps, hand gels etc. Weldon industries are manufactures of cosmetics-and cosmetic items. Their range of products include various cosmetic brushes like powder or blush-on brushes, eye-grooming brushes, lip liners and various facial make-up application brushes. The company is based in Moradabad.

Classic creations based in Noida, are involved in the manufacture and export of a vast range of herbal cosmetics like hair care products. They manufacture and export henna products, hair care oils, shampoos, cleansing milks, face packs, face wash lotions, after-shave balms, and a variety of other cosmetic gels and lotions.

The cosmetics industry is a $45-billion-a-year business with thousands of products embodied in 33 Food and Drug Administration (FDA) classifications (13, 18). Cosmetics are defined by the Food, Drug and Cosmetic Act as "articles intended to be applied to the human body for cleaning, beautifying, promoting attractiveness or altering the appearance without affecting the bodys structural function". The key words in this definition are "intended" and "bodys structural function." Intended use of the cosmetic must be clearly labeled and if the safety of a cosmetic product is not adequately substantiated for that intended use, the product is considered misbranded and may be subject to regulatory action. The physiological, or functional, altering of the body differentiates drugs from cosmetics.

The FDA regulates this difference by not requiring premarket approval of cosmetics. At the same time, however, the FDA does expect that the manufacturer of a cosmetic has conducted toxicological and other appropriate tests to substantiate the safety of the product and can provide this data if challenged by the agency. While it has become
fashionable for some manufacturers to apply the "cruelty-free" label to their products (indicating that animals were not used during safety testing), this claim can be misleading.

Rise of Indian Beauty Market

Market size: It is estimated that the Indian beauty market is worth more than US$ 1.5 billion and is rising at 20 percent a year -- twice as fast as the US and Europe markets. In fact, the Indian market is projected to grow four-fold to 60 million women by 2004. Premium brands are also gaining in sales as Indian women are increasingly gaining global exposure.

1. Top-end: Western brands adorn the shelves of exclusive shopping malls.

2. Purchasing power of consumers: There is a tremendous increase in the female consumers. This is due to increasing number of women becoming the earning members of the family due to their increased level of literacy and growing influence of the media.

3. Major players: The segment that offers the highest competition is the cosmetic segment, which has Multinational players such as J. L. Morrison, Ponds, Unilever and Colgate Palmolive. The increasing demand in the cosmetic industry has led to many international brands such as Maybelline and Revlon, Avon, Loreal entering the Indian market.

4. Marketing: The Indian cosmetics industry is going through a very active phase in terms of product development and marketing. Indian consumers are moving away from the merely functional products to more advanced and specialized cosmetic items. Marketers have taken note of this change and developing new marketing strategies to offer the Indian consumer the best.
5. Rising incomes and demographic shifts spur sales: Economic and demographic trends continued to be a major influence for sales of cosmetic and toiletries in India, which grew by 5% in current value terms to cross the Rs150 billion marks in 2004. A cumulative positive impact has been rendered by the upbeat pace of the Indian economy post-liberalization which enhanced disposable income levels and aspirations amongst rural consumers, changing lifestyles in the booming middle class, as well as a fast growing base of youth with a high inclination to self-indulge. Influences have awakened the consciousness of the Indian consumer to proactively seek health and beauty offerings to look and feel good.

6. Hindustan Levers lead remains unassailable: Thanks to its unparalleled distribution strength and the sheer size of its brand portfolio spanning across most product areas, Hindustan Lever Ltd continued to guard its fort with 40% value share of total cosmetics and toiletries sales in 2004. Towering high above its competition, Hindustan Lever displayed resilience throughout the review period despite a fiercely competitive and fragmented operating environment. Retention of its consumer base through price-correction and brand makeover initiatives, enhanced rural volume sales for its lower end toiletry offerings, whilst innovation and premium offerings in facial moisturizers, color cosmetics, sun care and fragrances, stood the leader in good stead amongst the middle and upper income consumers also. Colgate-Palmolive India Ltd and Godrej Consumer Products Ltd continued to play bridesmaid in second and third positions, with far inferior company shares.
7. Focus on innovation and price-segmentation: The divergent mindsets and distinct consumer purchasing patterns in the rural and urban areas of India have prompted manufacturers to pursue focused strategies to cater individually to these distinct consumer segments. 2004 saw rural penetration riding on the back of multiple price points in a variety of pack sizes as well as discounting and freebies to enhance product affordability and stimulate trials. This was especially apparent in bar soaps, shampoos, toothpastes and lower-end skin care and color cosmetics. Urban areas, on the other hand saw renewed consumer excitement through brand extensions, upgrading to family packs, exciting product formulations such as herbal ingredients, internationally proven scientific formulas, and health positioning initiatives deployed within mass toiletries. Premium cosmetics, salon hair care, fragrances, skin care and men’s grooming saw emphasis on product differentiation, specialized features and rising brand awareness and visibility through media and enhanced distribution reach.

8. Mounting aspirations and an upbeat economy herald a bright future: Despite a slow-down in growth over the review period, the Indian cosmetics and toiletries industry is buzzing with optimism for the future. As the economy rides on optimistic GDP growth rates, this would translate into higher purchasing power across rural and urban segments, pushing manufacturers to produce a wider variety of products to cater to this rising demand. Growing media and Westernization influence will stimulate awareness of personal hygiene as well as beauty consciousness, enhancing the adoption and frequency of usage of cosmetics and toiletries especially amongst rural users. Furthermore, the urban
consumer base would increasingly upgrade to sophisticated mid-priced and premium products. The most dynamically growing product areas over the forecast period are expected to be color cosmetics, fragrances and sun care, due to their relative immaturity, although everyday use mass toiletries offerings will continue to rake in the highest sales numbers.

9. Positioning: The first challenge that the colour cosmetics industry had to face was to undo the negative connotations attached with "Being fashionable". Further they also had to dispel the fears that colour cosmetics are harmful for the skin. They had to help the people learn to adopt cosmetics as an essential part of daily grooming. In this industry positioning is carried out mainly by advertisements. Lacme has always advertised in the various mass media available. It also has a very good distribution network. For instance, its premium brand Orchids has followed the path of Chambor, and is placed only in large and reputed retail stores. To position them strongly amongst the 6 million youth section Lacme came up with Elle18 in early 1996. It was advertised for the "Young girl who breaks the rules and loves to have fun". These ads showed young, college and high school going girls who projected the image of trying to be different and "cool". In the premium segment Lacme has introduced another player, Aviance, which has been position as "customized beauty solutions". The distribution is handled by network marketing, which consists of a number of beauty consultants, mainly belonging to the upper-middle class, who have been well trained and are well groomed to spread the Aviance beauty gospel.\textsuperscript{35/36}
3.1.14 **The Ayurvedic Industry in India**

Ayurvedic medicines are produced by several thousand companies in India, but most of them are quite small, including numerous neighborhood pharmacies that compound ingredients to make their own remedies. It is estimated that the total value of products from the entire Ayurvedic production in India is on the order of one billion dollars (U.S.). The industry has been dominated by less than a dozen major companies for decades, joined recently by a few others that have followed their lead, so that there are today 30 companies doing a million dollars or more per year in business to meet the growing demand for Ayurvedic medicine.

The products of these companies are included within the broad category of "fast moving consumer goods" (FMCG; which mainly involves foods, beverages, toiletries, cigarettes, etc.). Most of the larger Ayurvedic medicine suppliers provide materials other than Ayurvedic internal medicines, particularly in the areas of foods and toiletries (soap, toothpaste, shampoo, etc.), where there may be some overlap with Ayurveda, such as having traditional herbal ingredients in the composition of toiletries.

The key suppliers in Ayurveda are Dabur, Baidyanath, and Zandu, which together have about 85% of India's domestic market. These and a handful of other companies are mentioned repeatedly by various writers about the Ayurvedic business in India; a brief description is provided for them, arranged here from oldest to newest:

Dabur India Ltd. is India's largest Ayurvedic medicine supplier and the fourth largest producer of FMCG. It was established in 1884, and had grown to a business level in 2003 of about 650 million dollars per year, though only a fraction of that is involved with Ayurvedic medicine. Last year, about 15% of sales volume was pharmaceuticals; the
remaining 85% were mostly non-medicine items such as foods and cosmetics. Dabur's Ayurvedic Specialities Division has over 260 medicines for treating a range of ailments and body conditions—from common cold to chronic paralysis. These materials constitute only 7% of Dabur's total revenue (thus, less than 50 million dollars). Dabur Chyawanprash (herbal honey) has a market share of 70% and chewable Hajmola Digestive Tablets has an 88% share. Other major products are Dabur Amla Hair Oil, Vatika (Shampoo), and Lal Dant Manjan (Tooth Powder).

Sri Baidyanath Ayurvedic Bhawan Ltd. (Baidyanath for short) was founded in 1917 in Calcutta, and specializes in Ayurvedic medicines, though it has recently expanded into the FMCG sector with cosmetic and hair care products; one of its international products is Shikakai (soap pod) Shampoo. Baidyanath has a sales volume of about 350 million dollars, but most of the product sales are in the cosmetic range. The company reports are having over 700 Ayurvedic products, made at 10 manufacturing centers, with 1,600 employees. Included items are herbal teas, patent medicines, massage oils, and chyawanprash.

Zandu Pharmaceutical Works was incorporated in Bombay in 1919, named after an 18th-century Ayurvedic. The company focuses primarily on Ayurvedic products (in 1930, pharmaceuticals were added, but the pharmaceutical division was separated off about 30 years later). However, today Zandu has a chemicals division and cosmetics division. Its total sales volume is about 45 million dollars. One of its current projects is to develop a dopamine drug from a plant extract, applying for new drug status in the U.S.

The Himalaya Drug Company was established in 1934 in Bangalore. It currently has a business level of about 500 million dollars and has a U.S. distribution division.
(Himalaya USA). It is known in the U.S. for the product Liv-52, marketed as a liver protector and therapy for liver diseases like viral hepatitis; the product was first marketed in India in 1955.

Charak Pharmaceuticals was founded in 1947, and currently has three distribution centers in India; it produces liquids, tablets, and veterinary supplies. It has gained a large advantage with its new product Evanova, a preparation containing 33 herbs and minerals and non-hormonal active ingredients used as a menopause treatment alternative to HRT. Soya is one of the main ingredients in this product. The product also contains Ayurvedic herbs that act like selective estrogen receptor modulators as well as asparagus root (shatavari), which reduces the frequency and intensity of hot flashes.

Vicco Laboratories was established in 1958. It mainly produces topical therapies based on Ayurveda and is best known internationally for its toothpaste product, Vajradanti, which has been marketed in the U.S. for more than 25 years.

The Emami Group, founded in 1974, provides a diverse range of products, doing 110 million dollars of business annually, though only a portion is involved with Ayurvedic products, through its Himani line; the company is mainly involved with toiletries and cosmetics, but also provides Chyawanprash and other health products.

Aimil Pharmaceuticals Ltd. incorporated in 1984 and engaged in manufacturing and sale of both generic and proprietary Ayurvedic medicines, with a business level of about 20 million dollars annually. Its wide range of Ayurvedic herbal formulations, covering most therapeutic segments, was honored by the Indian government’s National Award for Quality Herbal Preparations and National Award for R & D in the year 2002. It is known for its proprietary formulas for hepatitis, diabetes, menstrual disorders,
digestive disorders, and urinary diseases. Several small companies that have grown rapidly in recent years envision themselves as primary players in the Ayurvedic market. As an example, Viswakeerthy Ayurvedic Pharmacy promotes itself as one of the largest suppliers of Ayurvedic medicines in India. It presents the following on its website:

Viswakeerthy Ayurvedic Pharmacy was founded by Dr. K. Mohammadkutty a great friend of Nature and Ayurveda. Started in 1977, as a fledgling pharmacy, Viswakeerthy today is one of the largest manufacturers of Ayurvedic Medicines with a formidable presence all over Kerala. The dynamic leadership of Dr. K. M. Kutty, complemented by the energetic drive of his team of young enthusiastic professionals has taken Viswakeerthy Ayurvedic Pharmacy to new heights. The philosophy behind the inception was to "Serve Humanity through Ayurveda-The Authentic Way" by propagating and practicing genuine Ayurveda and producing quality Ayurvedic medicines. Today, this philosophy has taken Viswakeerthy to new heights of Ayurvedic excellence. Realizing the importance of standardization of medicines and the modernization of production, Viswakeerthy took the significant step of updating the technology of the existing pharmacy and establishing a sophisticated private limited company, Viswakeerthy Herbals Pvt. Ltd. at Kalpakanchery, Malappuram District of Kerala.

The market for Ayurvedic internal medicines is dominated by Chyawanprash, an herbal honey comprised of about 3 dozen ingredients, with amla (emblic myrobalans) as the key ingredient. The leader in this field is Dabur, which had a 69% market share at the end of 2002; followed by Baidyanath, with nearly 11%, and Zandu and Himani (Emami Group) with about 7.5% each. A variety of individual herbs, traditional formulations, and
proprietary medicines make up the rest of the health products section involving internal remedies, while the remainder of the market is taken up by toothpastes and powders, skin creams, massage oils, shampoos, and other topical preparations.

Two of the largest companies involved with providing traditional medicine products, such as the above, are Himalaya Drug Company and Universal Medicaments (in Nagpur). Universal Medicaments has a joint venture for research and manufacturing of herbal products with Cipla Ltd. and Lupin Ltd, two leading pharmaceutical companies of India. Universal is engaged in manufacturing and exports of both pharmaceutical formulations and research-based herbal medicines. Exports of Ayurvedic medicines have reached a value of 100 million dollars a year (about 10% the value of the entire Ayurvedic industry in India). About 60% of this is crude herbs (to be manufactured into products outside India), about 30% is finished product shipped abroad for direct sales to consumers, and the remaining 10% is partially prepared products to be finished in the foreign countries.

3.1.15 A glimpse of Cosmetic manufacturers

A list of cosmetic companies in India would include names like Emami and Lakme which are well-recognized in India and also a variety of other suppliers and manufacturers of cosmetic products, cosmetics companies in India, some of which are named below.

AVM Enterprises, based in New Delhi, manufactures and exports Neem products like antiseptic cleansing milk, hair-growth enhancers and hair tonics, facial massage gels, anti-acne masks and creams and skin moisturizers and toners.
Gayatri herbals PVT LTD based in the Thane Township near Mumbai, are suppliers of herbal cosmetics. The range of their products include herbal face packs and cleansing lotions, facial creams, hair gels and conditioners, aloe Vera cosmetic products, orange peel scrubs, papaya skin gels and herbal Shikakai powders. Radico is a cosmetic manufacturing and exporting company which deals with the production and export of various Ayurvedic shampoos, Ayurvedic bath gels, Ayurvedic hair dyes, Ayurvedic body oils, hair conditioning henna, henna tattoos and henna tattoo stencils and a vast variety of other personal care products. MK Industries, based in Jamnagar manufactures and exports various cosmetic toiletries like soaps, hand gels etc. Weldon industries are manufactures of cosmetics and cosmetic items. Their range of products include various cosmetic brushes like powder or blush-on brushes, eye-grooming brushes, lip liners and various facial make-up application brushes. The company is based in Moradabad.

Classic creations based in Noida, are involved in the manufacture and export of a vast range of herbal cosmetics like hair care products. They manufacture and export henna products, hair care oils, shampoos, cleansing milks, face packs, face wash lotions, after-shave balms, and a variety of other cosmetic gels and lotions.

1. Baby Products Listings

**Futura Poly Containers** - Manufacturers and exporters of baby care products like feeding bottles, nipples teats, sippers, training cups, non-spill cups, sports bottles, bottle brushes, infant toys, teetherers and pacifiers.

**Johnson & Johnson Ltd** - Suppliers of baby care products such as hair oil, baby powder and also provides medicines for a range of conditions in the areas of gastroenterology, fungal infections, womens health, oncology, nephrology, mental health, and neurology and pain relief.
✓ RPE Group - Distributors of baby feeding & teething products, baby feeding spoons & forks, baby teething toys, shaving products, batteries, emergency lights and torches.

✓ Bonny Product Pvt. Ltd. - Producing and supplying baby care products like baby feeding bottles, nipples, baby teats & pacifier, infant none topple tumbler, brushes, bibbs and key rattle.

✓ Bonny Baby Care Pvt. Ltd. - Supplying feeding bottles, nipples, nipple shield, pacifiers, soother, sipper and other baby products.

2. Cosmetics and toiletries listings

✓ Hygienic Research Institute - Manufacturers and suppliers of skin care products, lotions, moisturiser, cosmetics, hair oils, hair dyes, shampoos, hair care soaps and depilatories.

✓ CavinKare Pvt. Ltd - Exporters of cosmetic products, shampoos, creams, perfumes, hair oils and hair-dyes.

✓ Raheja International - Exporters of beauty cream, face wash, shaving cream, toiletries, talcum powder, nail paint, analgesic, lotions, toothpaste, detergent powder & cake, incense sticks and kitchen ware.

✓ Bagla & Co. (Regd.) - Suppliers of nail polish, kajal, eyeliner and nail polish remover.

✓ D. C. S. International Trading Company - Dealing in supply and export of Indian human hair including double & single drawn, remy and non-remy for making wigs, hair pieces, toupees, dolls wigs, eye leashes and other human hair products.
✓ Shepherd India Eximp Pvt. Ltd. - Engaged in the exporting of human hair and also provides hair replacement.

✓ Raj Impex (India) - Exporters of raw human hair, processed human hair and bleached hair in different shades/colors.

✓ Indian Hair Industries (P) Ltd. - Dealing in supply and export of beautiful & healthy human hair all over the world.

✓ Kuria Mal Gopi Chand - Exporters of natural henna powder and henna based hair dyes in various colors including black, brown, chestnut, burgundy, mahogany, blond, orange, red and purple.

✓ Cosmotech Industries - Manufacturers and exporters of talcum powder, nail polishes, perfumes and incense sticks.

✓ Pretty Maam Herbal Cosmetics - Manufacturers of skin care and hair care products such as tulsi, amla, henna shampoo, aroma hair oil and aroma bouquet fairness cream, etc.

✓ Clarion Cosmetics Pvt. Limited - Manufacturers and exporters of talcum powder and other fashion & beauty products.

✓ Vicco Laboratories - Manufacturers of ayurvedic toothpaste, powder, skin care products, face wash; sugar free, etc.

✓ Chandrika Ayurvedic Soaps - Manufacturer and exporter of ayurvedic soaps and shampoos.

✓ Lissome Cosmetics Pvt. Ltd. - Manufacturer and supplier of cosmetic products including lip and nail colours, face make-up, etc.
✓ Cosmic International - Exporters of anti aging cosmetics, skin care creams, anti wrinkle face cream, beauty cream, skin soft cream, aloe Vera cream, cucumber cream, almond cream, spearmint mud, apricot scrub, fairness cream, skin & body care lotion, skin moisturizers.

✓ Rolex Impex Co. - Supplier and exporter of toothpaste, tooth brush, shaving cream, perfume, Nail polish, lipstics, cosmetics etc.

✓ Lovson Exports Ltd. - Trading and supplying skin care cosmetics, herbal cosmetics, anti wrinkle cream, anti aging cosmetics, herbal hair shampoos, natural toothpaste, gel toothpaste, herbal conditioners, lip balm, herbal cleansers, hair shampoo and fairness cream.

✓ Dishi International, Mumbai - Wholesale suppliers of beauty talc, herbal fairness cream, shaving cream, herbal beauty soaps, hand washing gel, toothpastes, shampoos, liquid soaps, Detergent powder, other cosmetics and toiletries.

✓ J.D.Corporation - Exporter of dabur jasmine hair oil, dabur vatika oil, parachute coconut oil, hesh amla hair oil, vicco turmeric cream, nilgiri oil, dabur stimulex, cuticura talc powder, ponds talcum powder, bournol antiseptic cream.

✓ G.N.Enterprises - Exporter and supplier of beauty products such as hair conditioner, massage cream, almond massage cream, banana massage cream, aloevera massage cream, coconut massage cream, coco-butter massage cream, herbal massage cream, honey-kesar massage cream.
✓ Alps Containers Private Limited - Manufacturers & suppliers of hair conditioner, herbal shampoo, anti dandruff shampoo, moisturizing cream, sunscreen lotion, face wash, hand & body lotion, night cream, skin toning milk, cold cream, shaving gel, after-shave lotion, mouth wash, toothpaste.

✓ Aura Oil Industries - Suppliers and manufacturers of shampoos and soaps like bath soaps, laundry wash soaps and body wash soaps.

✓ Cosmeworld - Engaged in manufacturing and exporting herbal creams, scrub, aloe Vera hand, anti wrinkle massage gel, rejuvenating herbal face pack, herbal shampoo, fairness creams, perfumes, nail paints, anti-stretch mark cream, aroma and essential oils.

✓ Aries Enterprise - Manufacturer and exporter of talcum powder, summer spring prickly heat powder, everfresh car fresheners, liquid car fresheners, gel car fresheners, cleaning powder, washing bar, cleaning bar, freshchief, wet tissues, cleansing tissues.

✓ Vilayati Manufacturing Co. - Proucer of toiletries product like moth balls by pure 99 percent napthalene. Also produces salon products and hair styling products like hairpins and rubber bands.

✓ Demak Exports - Exporters & Suppliers of cosmetics & toiletries like toothpaste in various flavour & sizes. Also offers turnkey solutions for food processing machineries like papad plants, chapati plant, biscuit plants etc.

✓ A and M Group - Suppliers of nail polish, nail polish remover, hair shampoo, hair grooming cream, body moisturizers, soft cleansing soaps, toothpaste, talcum powder and mosquito repellant creams.
✓ Hootone Remedies - Suppliers of ayurvedic cosmetics such as HOOVIRG and HOOBUST.

✓ Ankit Exports - Wholesale suppliers of human hair, custom made wigs, hair replacements, hand made wefts, chemotheropy wigs, mustache, hair acessories, hair replacements and hair extensions.

✓ Gayatri Mercantile Pvt. Ltd. - Traders of sun screen lotions, hand soaps, shampoos & conditioners, hair gels, body lotions, cleansing milk, eye cream, lip stick, nail polish, eye & lip liner, compact face powder and more.

✓ Meeem Perfumes and Cosmetics - Supplier and manufacturer of a wide range of herbal soaps and herbal skin care products such as fairness soaps, health soaps with vitamin E and honey, skin conditioning beauty soaps, detoxifying herbomineral mud soaps.

✓ Brihans Pharmaceuticals Pvt. Ltd. - Exporters of ayurvedic cosmetic products including skin care creams, skin care lotions, face wash, hair massage oil, herbal shampoo, herbal hair gel.

✓ Beauty Shoppe Inc. - Manufacturing and exporting herbal cream, herbal hair conditioners, herbal facial cream, skin creams, hair oils, face cleanser, face exfoliator, face re-vitalizer, peel off mask and other herbal cosmetic products.

Ayurvedic Distribution

The development of international trade in Ayurvedic medicine came about at the same time that the internet became a popular means of rapid communication. Most Ayurvedic suppliers provide at least minimal contacts, and some provide extensive contacts, via the internet.
Globalization

India has moved forward in advocating global usefulness of Ayurveda contemporary scenario of health care through global networks. As a result, many foreign countries have begun looking to India for understanding Ayurveda and incorporating it through education, research, and practice to meet the overwhelming desire of consumers to access Complementary & Alternative Medicine. Indian Missions in U.S.A., U.K., Russia, Germany, Hungary, South Africa have played an effective role in channeling information of Ayurveda and opening up new opportunities for the spread of Indian Medicine in foreign institutions and the general public awareness building about Ayurveda in the foreign countries has been identified as an important thrust area. During 2001-2002 following efforts were made by the Indian Govt. in the area of globalisation:

1. Experts were deputed to attend symposia & Seminars held in foreign countries to project Indian experiences & initiatives in the field of traditional medicine.

2. A delegation led by Joint Secretary, Department of Indian Systems of Medicine & Homoeopathy and consisting of Ayurveda experts, scientists and industry representatives presented scientific basis of Ayurveda and the extensive research work done before a Sub Committee on Alternative Medicine set up by the House of Lords of the U.K. Parliament resulting in moving the Ayurvedic single herbal medicines from category-3 to category-1. This presentation led to dispel doubts about the efficacy validity and scientific basis of Ayurveda which was in fact acknowledged by Lord Walton in the UK Parliament.
3. A Seminar cum Exhibition mainly of Ayurveda was arranged in Geneva on the occasion of the World Health Assembly with a view to sensitize the participants of the assembly about the infrastructure, strengths, scientific validity & basis of Ayurveda and efficacious role of Panchkarma in treatment of chronic diseases. The event was well received and succeeded to generate interest for Ayurveda products and literature.

4. Two seminars and a presentation of Indian Systems of Medicine & Homoeopathy were organised in the ‘Made in India’ show at Johannesburg, South Africa during 18-21 July, 2001. Yoga demonstrations and literatures on the practice of Ayurveda, use of medicinal plants in the treatment of common ailments, strengths of Homoeopathy in health care and preventive & curative roles of Yoga were arranged during the seminar. Getting convinced with the strength and scientific basis of Ayurveda, South Africa has decided to enact a Regulation which will oversee in import of Traditional medicines particularly Ayurveda & Unani. Indian delegation under the leadership of Minister of State for Health & Family Welfare also visited the Nelson Mandela School of Medicine, which is a part of the University of Dehradun where, it has been decided to introduce a course on ayurveda.

5. Yoga experts from National Institute of Yogam, New Delhi participated in a Yoga conference arranged by the Indian Embassy in Dushanbe, Kazakhstan. Lecture cum Demonstration of Yoga were given not only to the general public but also to the staff of Ministry of Defence, teaching faculty & students of Medical University, doctors and staff of the Army Hospital.
6. An Indian team comprising Joint Secretary of the Department of Indian Systems of Medicine & Homeopathy and Ayurveda experts from premier institutes participated in a seminar on Indian Systems of Medicine held in Berlin, Germany. Infrastructure related details, policy support; research work of Ayurveda was highlighted through an audio-visual presentation.

7. A five member delegation led by the Secretary of Indian Systems of Medicine & Homeopathy visited Moscow and St. Petersburg in Russia to assess the development made on the implementation of the MOU signed between India and Russia for undertaking collaborative & co-operative activities in the field of Ayurveda. A series of meetings were held during the visit with Deputy Health Minister of Russian Federation, Academic Council of Doctors of St.Petersburg, Moscow institute of Medico-social Rehabilitation, Russian State Medical University, Academician G, I, Marchuk-Director of the Russian Academy of Sciences and representatives of Russian companies interested in importing Ayurvedic medicines and other products.

The main issues discussed were related to deputation of Ayurveda teachers & experts, establishment of Ayurveda Research Center in Russia, import of Ayurveda medicines, translation of Ayurveda books & research papers in Russian language and above all recognition of Ayurveda as a medical and health care system in Russia. All these issues are actively followed up for fruitful implementation of the MOU for propagation of Ayurveda in Russia in right perspective.
8. Secretary of the Department along with Adviser -Ayurveda visited USA in November 2001 to discuss Ayurveda education programme with the officers of the National Center for Alternate & Complementary Medicine, which is under the National Institute of Health, Bethesda, Washington; for evolving plans to facilitate the introduction of training modules on Ayurveda in US medical schools. A clear strategy for overall development and propagation of Ayurveda in USA has been laid down and capsule courses of Ayurveda will be introduced in US medical schools. It was decided that a team of 15 medical experts would visit India for interaction with Indian experts for exploring possibility of research collaboration in the field of Ayurveda. University of Maryland’s Medical School was found to be very receptive to introducing Ayurveda sessions in the university and to start short term teaching programme for students.

9. An Ayurveda officer from the department of Indian Systems of Medicine & Homeopathy participated in a W.H.O. Regional meeting on ‘Integration of Traditional Medicine in the National Health Systems’ held in November 2001 at Harare, Zimbabwe.

10. A Memorandum of Understanding is being signed with the Government of Hungary for development of Ayurveda in that country. Hungarian Government has recognized Ayurveda and 40 of its products are being sold there.

Following thrust areas have been identified for strengthening the base for sustained propagation of Ayurveda and other Indian Systems of Medicine:
Establishment of specialized treatment facilities of Indian Systems of Medicine like Panchakarma, Ksharsutra therapy etc. as an adjunct to conventional Allopathic treatment for widening the choice of the patients in assessing the health care services.

i. Massive Research and Development efforts for establishing efficacy and safety of drugs of Indian Systems of Medicine has been planned to be launched through intramural and extramural research programmes of the department.

ii. Augmenting availability and quality of Raw materials used in Ayurveda, Unani, and Siddha & Homeopathy medicines.

iii. Strengthening of the Medicinal Plants Board with a view to make it pro-active in helping cultivation of medicinal plants keeping in mind the internal and external demands. It is aimed to give authority and powers to the board under the Act of the Parliament during 10th Plan period.

iv. Strengthening of Pharmacopoeial Laboratories and committees will be done so that pharmacopoeial standards of all the drugs used in Ayurveda, Unani, Siddha and Homeopathy systems of medicine are made available at the earliest possible.

v. Quality control measures will be attempted to have enforced maintenance of quality standards of Ayurveda, Unani, Siddha and Homeopathy drugs at all levels including GMP requirements.

vi. Regulatory mechanism for manufacture, quality control and marketing of Neutraceuticals/Food supplements and corresponding legislation have been identified as important thrust areas to be dealt on priority basis.

vii. Encouragement for internal patenting and sensitization will be introduced to manufacturers and researchers dealing in the medicinal uses of plant based drugs.
viii. Medical tourism will be propagated by establishing facilities specialized treatment therapies of Ayurveda like Panchakarma & Yoga in tourist hotels and resorts so as to attract domestic and foreign tourists who, particularly travel to various places for seeking treatment facilities of traditional medicine. These therapies mainly play a significant role in providing rejuvenation and psychophysical relaxation. Such centers will be established at tourist places so that tourist may have dual benefit of site seeing and availing health promotive procedures at the same time and same place. The objective is to exploit the popularity of Ayurveda and Yoga for propagating tourism.

ix. Development of National Centers of excellence of Ayurveda, Unani, Siddha and Homeopathy has been thought of to create high-class education and research facilities meeting the requirements of modern era of tremendous medical advancements and for imparting training to medical scholars from foreign countries.

Ayurveda has taken centuries to have its root in Indian market as medicinal and cosmetics products. The current urban middle and upper class Indian consumer buying behavior to a large extent has western influence. There is an increase in positive attitude towards western trends. The Indian consumer has become much more open-minded and experimental in his/her perspective. There is now an exponential growth of western trend reaching the Indian consumer by way of the media and Indians working abroad. He chooses cosmetics based on many factors, i.e. brand, price, hygiene, skin protection, fragrance, place etc. General brands of cosmetics are enjoying the grater market share over ayurvedic. The brand HAC is totally unknown in especially Malnad and Maidan regions. Its promotional strategies are very poor urban and suburban places. Though it has less customers, most of the customers are satisfied with its quality and performance.
3.2 A Profile of M/S Himalaya Ayurvedic Concepts

3.2.1 Introduction

The Himalaya brand has much in common with the mountain range from which it draws its name. For centuries, the Himalayas have been an icon of aspiration, of man's quest to unlock Nature's secrets. They represent purity and lofty ideals. The fact that the Himalayas are the source of many of the herbs those are used in our products makes our brand name all the more appropriate.

Himalaya's logo is a visual definition of its brand identity. The leaf that forms the crossbar of the letter H evokes company's focus on herbal healthcare. The teal green logo represents Himalaya's proximity to nature, while the orange is evocative of warmth, vibrancy and our commitment to caring. Everything that carries Himalaya's logo is accompanied by the high quality that has always been the Himalaya hallmark. The Himalaya brand carries with it the promise of good health and well-being. It is their endeavor to ensure

Seventy-five years ago, on a visit to Burma, Himalaya's founder, Mr. M. Manal, saw restless elephants being fed with a root to pacify them. The plant from which this was taken is Rauwolfia serpentina. Fascinated by the plant's effect on elephants, he had it scientifically evaluated. In 1930, Mr.M.Manal founds The Himalaya Drug Company with the vision to put ayurveda on par with modern medicine and bit latter, it has launched ayurvedic cosmetics.

After extensive research, Serpina, the world's first anti-hypertensive drug, was launched in 1934.
This legacy of researching nature forms the foundation of Himalaya’s operations. Himalaya uses the tools of modern science to create pharmaceutical-grade ayurvedic products. Himalaya has pioneered research that has converted Ayurveda’s herbal tradition into a complete range of proprietary formulations dedicated to healthy living and longevity. Today, these products have found acceptance with medical fraternities and serve the health and personal care needs of consumers in over 60 countries.

3.2.2 Milestones of Himalaya

Following are the walks of life of Himalaya on the street of Indian market.

1930 – Mr. M. Manal founds The Himalaya Drug Company with the vision to put ayurveda on par with modern medicine

1934 – Launch of Serpina, the world’s first anti-hypertensive drug, derived from Rauwolfia serpentine

1950 – Dr. Roshan M. Captain, Ph.D joins the company and spearheads Research and Development and started to manufacture ayurvedic cosmetics under the brand of ayurvedic concepts

1955 – Liv.52, a hepatoprotective, is launched and goes on to become one of the world’s top selling drugs

1964 – Mr. Meraj A. Manal, the founder’s son, joins the company

1965 – Mr. Karstein, a German pharmaceutical consultant, directs the company’s focus towards allopathic medical practitioners

1975 – An advanced manufacturing facility is set-up in Bangalore. The facility grows to become the corporate headquarters
1991 – The company’s R&D center moves to Bangalore. R&D becomes a very important aspect of the company’s focus

1996 – The Company opens its US office at Houston Texas

1998 – The Animal Health product range for commercial livestock is launched

1999 – Ayurvedic concepts launches its personal healthcare products in India.

2000 – The company a special range for pets called the Companion Care range

3.2.3 Journey of Himalaya from National to Multi-national

The Himalaya Drug Company was founded in 1930 by Mr. M. Manal with a clear vision to bring Ayurveda to society in a contemporary form and to unravel the mystery behind the 5,000 year old system of medicine. This included referring to ancient ayurvedic texts, selecting indigenous herbs and subjecting the formulations to modern pharmacological, toxicological and safety tests to create new drugs and therapies.

Internationally, the company set up its first shop in 1997 in Georgetown, Caymen Islands. Today its products are marketed in the US through more than 1,500 retail outlets, including the two key specialty natural products chains, Whole Foods and Wild Oats. "Marketing initiatives are aimed at obtaining shelf space in an ultra competitive market by stressing the scientific content and the quality of Himalaya products and communicating the value of the product to the consumer with information material. This positioning is increasingly successful as our products stand out in gaining consumer confidence against lesser quality herbal products," says a marketing executive with the company.
Since its inception, the company has focused on developing safe, natural and innovative remedies that will help people lead richer, healthier lives. Today, Himalaya products have been endorsed by over 250,000 doctors around the globe and consumers in over 60 countries rely on Himalaya for their health and personal care needs.

Himalaya has pioneered the use of modern science to rediscover and validate ayurveda's secrets. Cutting edge technology is employed to create pharmaceutical-grade ayurvedic products. As a confirmation that Himalaya is dedicated to providing the highest quality and consistency in herbal care, the Company was awarded an ISO 9001:2000 certification in 2003.

Starting off operations in Dehradun way back in the 1930s, the company later spread its wings to Mumbai and across the country. In 1975, the company set up an advanced manufacturing facility in Makali, Bangalore, India, which today houses the corporate headquarters. In 1991, the company relocated its R&D facility to Bangalore. The manufacturing facility at Makali has the largest tablet-coating unit in the country. Over one crore tablets are punched every day.

3.2.4 R&D of Himalaya

The company's R & D policy is based on the holistic approach to the treatment of diseases. In-depth research and quality control are the watch words here. To satisfy this purpose, the company conducts primary research on each of its medications for a period of about ten years before introducing it to the public. The company policy manifests itself in every facet of its R & D wing. In the quest to evolve error-free, safe medical formulas, the R & D center of the Company exercises utmost care researching old remedies and empirically validating their efficacy and safety before each formulation is finalized.
To standardize these millennia-old formulations, the R & D center pursues its ongoing research projects in several facilities, each of which concentrates on these specific activities. Himalaya’s each product undergoes years of primary research and a clinical trial before it reaches the market. Indeed, it emphasis on R&D and that allows to produce safe, efficacious and consistent remedies using ayurvedic principles. Himalaya’s R&D department is focused on product development, quality control and standardization. All the products are derived through rigorous research and produced in state-of-the art facilities. Himalaya does not support "Borrowed Science" or the practice of using published literature to substantiate efficacy claims. Each Himalaya product undergoes years of primary research before it reaches the market.

Himalaya has a well-defined Research and Development policy. It states that no investment is too much when it comes to scientifically creating safe drugs and therapies. Himalaya’s history is one of innovation through research. The company believes that the ideal healthcare system lies in the synergy between ayurveda and modern science. Himalaya’s constant endeavor is to create innovative products that satisfy the health and personal care requirements of contemporary living. Himalaya prides itself on being a completely research-oriented company. Indeed, it is this emphasis on R&D that allows Himalaya to produce safe, efficacious and consistent remedies using ayurvedic principles.

The R&D department is focused on product development, quality control and standardization. All products are derived through rigorous research and produced in state-of-the art facilities. The products represent commitment to continuous investment in the best people, practices and technology. Himalaya does not support "Borrowed Science" or the practice of using published literature to substantiate efficacy claims. Each Himalaya
product undergoes years of primary research and clinical trials before it reaches the market.

3.2.5 Ayurveda at Himalaya

The Himalaya Drug Company, since 1930, has blended ayurvedic expertise with modern medical research methodology, to extend the science of ayurveda to produce scientifically verified herbal solutions.

Ayurveda or the 'Science of Life' is an ancient, holistic system for diagnosis and treatment, perhaps the oldest system of medicine known to humanity. Fundamental to ayurveda is the use of well-balanced combinations of plants and other agents in synergistic formulas. At Himalaya, we have pioneered the use of modern science to rediscover and validate Ayurveda's secrets. We employ cutting edge research to create pharmaceutical-grade ayurvedic products. Natural, effective and safe, these products have helped thousands of people live healthier, richer lives. Our focus is on wellness; on helping people get healthy and stay healthy.

At Himalaya, research begins with raw herbs chosen from traditional texts and from observations and experiences of indigenous plants. Our team of herbalists study texts, both traditional and scientific, exhaustively for relevant data. A few herbs of promising activity are short-listed. Polyherbal formulations of these short-listed herbs are made in order to provide a wider scope of pharmacological and cosmetic activity. Multicentered, double-blind trials according to WHO criteria further assist in scientifically validating the formulations.

Today, the company has created a state-of-the art Research and Development facility at Bangalore, which is one of the best available, for traditional medicine
anywhere in the world. Over 40 qualified doctors and scientists are constantly at work, developing and evaluating new drugs and therapies.

In the 1930's, Himalaya developed a pioneering experimental herb farm, which grew rare endangered herbs for commercial use. The company today has in addition to this an unparalleled database of dedicated herb suppliers, a herbarium, an agro-tech division and a nursery. The standardization of herbal medicine is a more daunting challenge than the processes used for allopathic medicine. The tableting of ayurvedic medicine is more arduous, with multiple granulating, processing and coating variables. Today, Himalaya's manufacturing unit has the largest coating capacity in Asia. Researching ayurveda and capturing its benefits in formulations, has been the hallmark of ayurveda at Himalaya. Using modern research methodology and manufacturing practice, Himalaya has made available to people all over the world, an alternate method of treatment, which has no known side effects.

**Himalaya's Herbs & Minerals** - Quality products start with quality raw materials. This index lists the various Herbs & Minerals that are used in Himalaya's products. The herbs have been indexed alphabetically according to their Latin Names. If the Latin name for the herb does not exist, then it appears in the index according to its English name. Minerals have been indexed alphabetically according to their Sanskrit names.

Himalaya has had an experimental herb farm in the foothills of the Himalayas, since the early 1930s to grow rare herbs. Scientists on the farm constantly work to improve yield of rare plants. Himalaya's R&D division conducts studies in Pharmacognosy (the science dealing with the sources, physical characteristics, uses and doses of drugs) to establish the authenticity of plant material. Himalaya has also set up an
agrotech division in South India, where it is in the process of growing geographically compatible endangered herbs.

### 3.2.6 Products of Himalaya

Himalaya's products can broadly be categorized into four main ranges, viz.,

1. Pharmaceutical  
2. Personal Care  
3. Well-being

**1. Pharmaceutical Range** – Himalaya's Pharmaceutical ranges of products are health maintenance, eye, cardiac and skin care, immune booster and cough control. Medicinal range of products carries the Himalayan hallmark of researching ayurveda and capturing its benefits in formulations. Using modern research methodology and manufacturing practice, Himalaya has made available to people all over the world, an alternate method of treatment, which has no known side effects.

The medicinal range comprises over 35 products and is broadly classified into four categories viz: Children's Health, Men's Health, Women's Health and General Health. Liv.52, Bonnisan, Himplasia, Menosan, Reosto, Tentex Royal are prominent among Himalaya brands. Every one-third of a second, one unit of Liv.52 is bought somewhere in the world. It is ranked number one in the hepatoprotective - lipotropic segment and number four among all pharmaceutical products in India. (ORG Marg, July 2003). Liv.52 celebrates fifty years in 2005.

In 1972, continuing its tradition of introducing safe and natural remedies, Himalaya launched Bonnisan, a natural pediatric digestive tonic. A formulation based on years of research and clinical testing, the product found wide acceptance among doctors and mothers alike. The sweet tasting tonic became a trusted part of a baby's growing up. After extensive work on the formulations and related clinical research, Himalaya
introduced Menosan, a herbal non-hormonal product for menopausal women, Reostro, a comprehensive therapy for osteoporosis and Himplasia, a unique product for benign prostatic hyperplasia, a new dimension in BPH management. Some of the other well known products are Abana, Cystone, Gasex, Geriforte, Rumalaya, Diabecon, Mentat, Koflet, Himcolin, Septilin, Pilex, Pure hands, etc.

2. Personal Care Products – Personal care products this company are 1. Oral Care, 2. Hair Care, 3. Skin Care and 4. Baby Care. The products of Himalaya in hair care segment are Anti-Dandruff Hair Cream, Anti-Dandruff Hair Oil, Anti-Dandruff Shampoo, Protein Conditioner, Protein Hair Cream, Protein Shampoo, Hair Loss Cream and Revitalizing Hair Oil. Skin care products of Himalaya are Face Pack, Face Toner, Facial Cleansers, Face cream, Lip Salve, Moisturizers, Skin Nutrients and Toilet soap.

In baby care segment, it is marketing Baby Oil, Baby soap, Baby cream, Baby lotion, Baby power, Diaper rash cream, Gentle Baby shampoo, Moisturizing Baby soap and Nourishing Baby oil. Himalaya has used its wealth of knowledge and research, in natural herbal remedies, to formulate a range of personal care products that cater to daily health needs. This range offers the goodness of natural solutions for daily use by the complete family. The use of natural ingredients in personal care products has been practiced since time immemorial, leading to increased use of herbs with a curative value. Modern research proves that herbs while being effective are also mild and soothing.

Launched in 1999, Himalaya Herbals is a range of natural herbal personal care products spanning Health Care, Oral Care, Hair Care, Skin Care and Baby Care. The range comprises of fairness cream, soap-free face washes, facial cleansers, face toners, moisturizers, soap-free shampoos, conditioners, hair-loss control, weight control, pimple
control, foot care, multi-purpose creams, skin nutrients, dandruff control, anti-stress, digestive health, pain relievers, cough & cold relievers, oral care and baby care products.

3. Well-being Products – Under this range, company is manufacturing Pure Herbs, Chyavanaprasha, Forest Honey, Throat drops and many other products. Pure Herbs, the pure and concentrated strength of a single herb in the right measure, stimulate & improve body functions. Himalaya Pure Herbs is a range of individual herb extracts. Each Pure Herb is the result of strict monitoring from the farm to the lab. At the lab, Himalaya's proprietary techniques are used to extract the optimum value of each herb. This is followed by rigorous tests by R&D team for potency and consistency.

- Amalaki: Useful in treating cough, cold, sore throat and respiratory tract infections. It protects cells from free radical damage and is an excellent antioxidant.

- Arjuna: This herb improves blood circulation and is used as a tonic for the heart.

- Ashvagandha: Commonly known as Winter Cherry, this herb acts as an ant-stress agent that imparts a sense of well-being and helps in coping with life's daily stresses.

- Brahmi: A well-known herb that helps in improving general alertness.

- Karela: Commonly known as Bitter Gourd, it is known to aid in the metabolism of carbohydrates.

- Lasuna: Commonly referred to as Garlic, Lasuna helps in controlling the excess conversion of lipids and cholesterol.
• Neem: A popular herb, Neem has anti-bacterial, anti-fungal and blood purifying properties. It is very useful in skin disorders and helps maintain a healthy, beautiful and glowing skin.

• Shuddha Guggulu: It regulates fat metabolism and helps remove excess cholesterol from the body.

• Shallaki: This herb treats joint problems.

• Tagara: It has mild sedative properties, which are useful for insomnia and sleep disorders.

• Triphala: A digestive aid compound and a bowel cleanser.

• Tulasi: It has anti-microbial and anti-inflammatory properties, and is useful in respiratory tract infections like dry or wet cough, cold and sore throat.

• Chyavanaprasha: Himalaya Chyavanaprasha is a unique combination of ancient wisdom and modern science. Its natural ingredients are tested to ensure the highest levels of purity.

• Shahicool: An all natural herbal sharbat that has cooling, refreshing properties.

• Honey: Pure unadulterated Himalaya Forest Honey is sourced from India’s untouched forests.

• Throat drops: Four-flavored Himalaya throat drops enriched with the goodness of herbal ingredients offer relief from sore throat and bad breath.
3.2.7 Conclusion

Himalaya Drug Company plans to expand its retail presence over the next two years, focusing on "differentiated products that will marry science with cosmetics," according to Saket Gore, business head for Himalaya's consumer products division.

The company plans to ramp up the count of its exclusive stores to 300 by the end of 2009, from the present 150. It also reports success in experimenting with 60-70 sq ft self-contained shop-in-shop model in large retail format departmental stores. It now plans to will set up more of them. According to the company, the shop-in-shop model worked really well in the South, which has seen a proliferation of 30 such shops.

Himalaya markets 130 products across various divisions, including pharmaceuticals and consumer products. The consumer products division's focus at the present time is on skin, hair and oral care segments. The company reportedly has several launches in the offing over the coming months, and is capitalising on the "neem" category by developing a complete range around it. The "neem" category includes a face wash, face pack, neem supplement, with the company planning the launch of a soap and a face wash in a different delivery format sometime soon. The neem face wash is the largest independently selling product in the category with a 16 per cent market share, even though Garnier has a larger 18.5 per cent share of the market in the category, on account of a larger number of variants.

Himalaya's consumer products division reports the skincare segment growing at 30-35 per cent annually, accounting for 50 per cent of the turnover. The hair care segment bring in 32 per cent of turnover. The company has launched a new TVC, which urges consumers make Himalaya their first option, not the last resort.
In a shift in its advertising strategy, the company has done away with the grandmother synonymous with its erstwhile campaigns, choosing to go in for a youth appeal now. The older campaign was hugely successful in establishing the brand, by communicating the relevance and efficacy of Ayurveda, and now the company wants to address the youth directly.

In March 2001, Himalaya was granted a "Good Manufacturing Practices (GMP)" Certificate, issued by the Licensing Authority, Directorate of Indian Systems of Medicine, Bangalore. Himalaya is the first Ayurvedic facility to get GMP certification in the country. Himalaya is the only phytopharmaceutical company whose ayurvedic product, Liv.52, a heptagon-protective formula, is registered as a 'pharmaceutical speciality' in Switzerland. Himalaya’s R&D wing has been recognized as a Research Center by the Rajiv Gandhi University of Health Sciences, Karnataka, India. The WHO has sponsored a project, through the Ministry of Health in India, to standardize medically useful herbs. Himalaya is one of the companies chosen for the project.

The Himalaya Drug Company is the only phytopharmaceutical company whose Ayurvedic product, Liv 52, a hepato-protective formula, is registered as a 'pharmaceutical speciality' in Switzerland. Himalaya’s R & D has been recognized as a Research Centre by the Rajiv Gandhi University of Health Sciences, Karnataka, India. The WHO has sponsored a project, through the Ministry of Health in India, to standardize medically useful herbs. The Himalaya Drug Company is one of the companies chosen for the project.

Himalaya’s products are well known for its quality. The voyage of Himalaya since 1930 to till the day is evidenced the growth and in every decade, it has been adding different products to its line.²
3.3 A Profile of Chikmagalur District

3.3.1 Location and boundary

Chikkamagaluru is a district in the Indian state of Karnataka. It is situated in south western part of Karnataka, carved against a mountainous canvas. This beautiful malnad district is full of surprises, lofty peaks, delightful dales, racing rivers, sparkling streams, captivative cascades and the bracing mountain air - a balm to the work-weary. Climb high above the world where the mountains seem to touch the sky. Marvel at the unspoiled beauty of the snow-white coffee blossoms. To add adventure to enchantment this hilly district has some exciting trekking routes in the Western Ghats.

The district is situated between 12° 54′ 42″ and 13° 53′ 53″ north latitude and between 75° 04′ 46″ and 76° 21′ 50″ east longitude. Its greatest length from east to west is about 138.4 kilometers and from north to south 88.5 kilometers. General boundaries are East - Tumkur district, South - Hassan district, West - Western Ghats which separates it from Dakhina Kannada (South Kanara), North - East: Chitradurga district, North - Shimoga district.

3.3.2 Historical background

Chickmagalur district was called Kadur district till 1947. A large area of this district is 'malnad', i.e. a largely forested hilly region of heavy rainfall. The district takes its name from the headquarters town of Chickmagalur which literally means younger daughter's town - Chikka+Magala+Ooru (in Kannada). It is said to have been given as a dowry to the younger daughter of Rukmangada, the legendary chief of Sakrepata. Another part of the town bestowed on the elder daughter is known as Hiremagalur. But some old inscriptions reveal that these two places were known as Kiriya-muguli and Piriya-muguli. Situated in a fertile valley south of the Baba-Budan hill range is the
headquarters town of the district. It is sometimes called Chikmanglur. It has a population of 11,40,905 as per 2001 census of which 19.52% are urban. The founders of the Hoysala Empire originated from Angadi, a village in this district. Chickmagalur is the region where the Hoysala rulers started and spent the early days of their dynasty. According to a legend, it was at Sosevur, now identified with Angadi in Mudigere Taluk that Sala, the founder of the Hoysala dynasty, killed the legendary tiger, immortalised in the Hoysala crest. Hoysala architecture can be savoured in the temples built by them, including the one at Amrithapura.

The town enjoys a salubrious climate and has venerated monuments of all religions- Kodandarama temple a synthesis of Hoysala and Dravidian styles of architecture, Jamia Mosque and the new St. Joseph's Cathedral with an attractive shell shaped portico. Hiremagalur which is now part of Chickmgalaur town has a temple of Lord Ishwara with a 1.22 metre high curious rotund figure of Jademuni. The temple also has a Yoopastambha supposed to be installed by King Janamejaya during his serpent sacrifice. There are also a Parashurama temple and a Kali shrine.

Every little village or town has some story behind it and some jatra or festival is on throughout the year. It could be one of the fifty festivities celebrated during the year at Sri Jagad Guru Shankaracharya Dhakshinamnaya Mahasamsthanam Sri Sharada Peetha at Sringeri or Sri Renuka Jayanthi or Sri Veerabhadra Swamy Mahotsava at Rambha Puri Matha at Balehonnur. The Dassera Mahotsava of Mailaralingeswami of Birur where one can see the Dollu Kunitha and Veeragase, the thrilling and heroic folk dance of the area, the Urs at Baba-Budan Giri, the Girija Kalyana Mahotsava of Kalaseswaraswamy at Kalasa or the Veerabhadra Devara Rathotsava of Koppa or any of the annual festivals of local temples held in many of the villages and towns. Suggi habba or harvest festival is
celebrated with great rejoicing in the rural parts and provides the rare opportunity of witnessing Kolata, Salu Kunitha, Suttu Kunitha, the Raja Kunitha and Fire walking too.

It was at Baba-Budan Giri that the first ever coffee in the country was grown way back in 1670 A.D. Enterprising Europeans pioneered large scale coffee plantations in the district more than 150 years back and to this day the sylvan slopes are studded with coffee plantations. A walk along the coffee plants, especially during the flowering season (March-April) when the air is full of the heady fragrance of coffee blossoms, is an experience to cherish. As a major coffee producer district also has coffee curing works where the raw coffee is dried, shelled, winnowed, graded and packed to be marketed. The district also houses the Central Coffee Research Institution formerly known as the Coffee Experimental Station established in the year 1925 under the stewardship of late Dr. Leslie C. Coleman. Now spread over an area of 119.86 hectares the institute conducts research to improve the quality of coffee.

3.3.3 Geography

The Chikmagalur district with a geographical area of 7201 Sq.kms that is around 3.8% of total area of the state, which lies partly in Malnad tract and party in Maidan area. The Chikmagalur district has been categorized as a developed district due to its highest domestic product and per capita income on account of revenue realized from plantation crops. The district accounts for about 2.26 % of the total population of the state. It has seven taluks, ten towns and number of inhabited villages are 1022. The tip of the Mullayyanagiri Mountain is 1926 meters high above the sea level and it is also called the Karnataka’s Gourishankar as it is the tallest peak.

The major agricultural crops are: Paddy, Ragi and Jowar. The district is rich in horticulture produce also. The important fruits grown are: Mango, Banana, Jackfruit, and
Chickoo. The important vegetable crops are Potato, Tomato, Onion, Brinjal, and Cabbage. The important plantations crops are: Coffee, Coconut and Areca nut, sugar can and Tea. In the recent years, there is a shift in cultivation in favor of Rubber and Vanilla.

3.3.4. Climate and Rainfall: - The district enjoys essentially a tropical climate. The cold season starts from December and stretches up to February. It is followed by hot season from March to May. The rainy season stretches from June to November and the peak rain fall can be experienced from June to September. The annual average annual rainfall is 1925 m.m. Koppa, Mudigere & Sringeri register heaviest rains.

3.3.5 Rivers

The principal rivers are Tunga, Bhadra, Hemavathi, Vedavathi and Yagachi.

3.3.6 Soil

The soil of the district is not uniform in character. There are rich tracts of black soil along the south of Bababudan Mountains while red and gravel soil is found in southern parts of the district. The existing type of soil in the district is suitable for growing crops like areca, cardamom, coffee, pepper, coconut and paddy.

3.3.7 Administration

Chikmagalur district falls under the Mysore Division of Karnataka. It is divided into two Revenue Sub-divisions namely Chikmagalur and Tarikere. Chikmagalur sub-Division comprises the taluks of Chikmagalur, Koppa, Mudigere and Sringeri whereas the Tarikere Sub-Division comprises the taluks of Tarikere, Kadur and Narasimharajapura. The Deputy Commissioner (also the District Magistrate) is the functional head of the district. Each Sub-Division has Assistant Commissioners and each
Taluk has Tahsildars who work under the control and supervision of the Deputy Commissioner. The current administrative set-up of the district can be viewed.

### 3.3.8 Population

According to 2001 census, Chikmagalur district has a total population of 11,39,104 of which 6,54,275 are males and 5,64,829 are females. 81% of the population resides in rural area and balance 19% being the urban population. Among Taluks, Sringeri has the least population whereas Chikmagalur has the highest population.

Following is the population statistics of Chikmagalur District as per 2001 census.

**Table No. 3.1 : Population statistics of Chikmagalur District**

<table>
<thead>
<tr>
<th>Taluk</th>
<th>Rural/Urban</th>
<th>Population</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
</tr>
<tr>
<td>Sringeri</td>
<td>Rural</td>
<td>16308</td>
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<tr>
<td></td>
<td>Urban</td>
<td>2221</td>
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<tr>
<td></td>
<td>TOTAL</td>
<td>18529</td>
</tr>
<tr>
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<tr>
<td></td>
<td>Urban</td>
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<tr>
<td></td>
<td>TOTAL</td>
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<td>N.R.Pura</td>
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</tr>
<tr>
<td></td>
<td>Urban</td>
<td>3774</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
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</tr>
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<td>Tarikere</td>
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<td></td>
<td>Urban</td>
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<tr>
<td></td>
<td>TOTAL</td>
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<td>Birur (TMC)</td>
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<td>Kadur (TMC)</td>
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<td>Chikmagalur</td>
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<td></td>
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<td></td>
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<td>Kudremukh (NAC)</td>
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</tr>
<tr>
<td>GRAND TOTAL</td>
<td>Rural + Urban</td>
<td>654275</td>
</tr>
</tbody>
</table>

Source: District Statistical Dept.
Taluk wise percentage of population is as follows: Sringeri taluk has the least population with 3.24%, whereas N.R.Pura 5.76%, Koppa 7.7%, Mudigere 12.4%, Tarikere 19.67%, Kadur 25.37 and Chikmagalur taluk has the highest population in the district with 25.85%, which is slightly higher than the Kadur. Density of population is around 141 per square kilometer and round 73% of the populations are literates.

3.3.9 Education

As per 2001 census, the percentage literacy of Chikmagalur district is 72.63 with 80.68% of males and 64.47% of females being literate. The literacy rate of Chikmagalur is higher than the average literacy rate of Karnataka state which is 67.04%. Sringeri Taluk has the highest literacy rate of 80.78% and Kadur Taluk with 68.33% being the least literate one.

Primary and Secondary Education: As on 2001, there were 1620 primary schools and 235 secondary school in Chikmagalur district. Chikmagalur Taluk with 414 primary school has the most number of primary schools with Sringeri Taluk having the least number of 80 primary schools. Kadur Taluk with 74 high schools ranks first whereas Sringeri taluk has only 9 high schools. It is contrasting to note that although Sringere has the least no. of primary schools and high schools in the districts. It ranks first in terms of literacy rate in Chikmgjagalu district.

Higher Secondary Education: As regards higher secondary colleges Kadur is the leading taluk with 46 higher secondary colleges whereas Sringeri ranks the last in district 2.

Graduation education: As on 2001, there were 13 degree colleges offering graduate education in Chikmagalur district. Chikmagalur Taluk has the maximum 4 graduate
colleges whereas Koppa, Mudigere, Narasimharajapura and Sringeri taluks have only 1
graduate college each. However, the no. of degree colleges in the district raisen to 19,
thanks to generous concern of Government of Karnataka by opening 5 more Govt.
degreed colleges in the district with effect from 2007-08.

Technical education:

1. Engineering: There is one Engineering College located in Chikmagalur city, i.e.
   Sri Adichunchanagiri Institute of Technology which is affiliated to Visweswariah
   Technological University located at Belgaum.

2. Polytechnics: There are 3 polytechnics colleges offering diploma courses and 7
   Industrial Training Institute to students in Chikmagalur district.

Medical Education: There are no medical colleges offering Allopathic Medical
education in Chikmagalur district. There is one college offering Ayurvedic Medical
education; i.e. Aror Laxminarayan Rao Memorial Ayurvedic Medical college in Koppa.
This college offers a graduation course in Bachelor of Ayurvedic Medicene and Surgery
(BAMS).

In Sringeri, there is one Sancrit vidhyapeeta offering higher secondary and degree
education under the aegis of the Government of India. While the Kuvempu University
has established a Post-graduate center in Kadur, the commissionerate of collegiate
education, Govt. of Karnataka has post-graduated department in IDSG College,
Chikmgalur and GFGC Kadur. In the recent years nursing and B.Ed colleges have also
found their place in the district. In the whole of Chikmagalur district, there is only one
Law College.
3.3.10 Income

An analysis of income generated from various sectors during 1995-1996 at constant prices shows that about 54% is from primary sector, 38% from tertiary sector and about only 8% from secondary sector. This shows that Chikmagalur district has not made much headway in the industrial development.

3.3.11 Resources

The industrial development depends upon the availability of various types of resources and their effective exploitation. It is necessary to identify marketable products by adding value to it by manufacturing or converting into intermediate/processed goods. This helps in better utilization of local resources offering better price to agricultural produce and providing gainful employment to the local people. The resources can be broadly classified into two categories. Viz 1. Material resources 2. Human resources but we have already had an idea of human resources of the district. Therefore, let us throw some light on material resources.

Resources: - The important material resources are as follows.

a) Agriculture:- Paddy, Ragi and Jowar are the important food crops grown in the district. Sugarcane, Cotton, Sunflower and Groundnuts are the main agricultural commercial crops. Based on these agro-resources there is scope for promoting agro-based industries like Ragi malt, Ragi-based weaving food, Modern Rice Mill, Poha Mill, Jowar starch and Flour, Edible oil, Vermicelli, Poultry / Cattle feeds, Hand made Paper out of Bagasse, Tooth powder from paddy husk, Ayurvedic medicines etc.,

b) Horticulture:- Chikmaglur district is rich in Horticultural resources. The important fruits grown in the district are Mango, Banana, Chickoo and Jackfruit. The important
vegetables grown are Potato, Tomato, Onion, Bringal, and Cabbage. The important plantation crops are Coconut, Arecanut, Coffee, Chillies, Pepper, Cardamom and ginger. Looking at rich horticultural resources, there is scope for promoting industries like Banana chips and Powder, Mango pulp and flakes, Fruit bars, Juice, Squashes, Jam, Jelly, Canning of Jackfruits, Jackfruit seed flour, Potato chips, Tomato ketchup / Sauce, Olioresins, Coir products, Desiccated coconut powder, scented supari, Cups and Plates out of Areca leaves, pickles, Briquitted fuel and Hard board out of coffee husk, Cold storages and Carbonated Coffee Beverages.

c) Animal Husbandry:- Live stock and poultry forming can help in promoting both resource and demand based industries. It creates opportunities for industrial ventures like: Milk processing, Milk products, Bone meals, Cattle feed/poultry feeds, Cattle lick etc.

d) Minerals:- Iron ore is the main mineral available in the district. Iron ore deposit is located in Kudremukh range of westernghat. M/s Kudremuch Iron ore Co., Ltd. is engaged in mining, benefiction and transporting iron ore slurry to Mangalore and supplying it to Iran, Japan, Chain. Iron ore deposits are found in Bababudanagiri range of hills. The other minerals available are green quartz, white quartz, Kaynite, Clay, Soapstone, Granite, etc.

e) Sericulture:- Sericulture is not a significant activity. There are four technical centers located at Chikmagalur, Koppa, Narasimharajapura & kadur. During 2000-01 mulberry was grown in an area of about 230 hectares and about 95 tones of cocoons were produced.
f) **Forest:-** Chikmagalur district is endowed with rich forest resources. The forest area is about 2108 Sq. Kms i.e. about 30 % of the total geographical area of the district. The important forest produce are: Rose wood, Teak wood, Bamboo, Fire wood, Eucalyptus wood, Honne and Nandi. The important minor forest produce are : Segekai, Antwala, Chinnamon leaves, Wateruli, Honey, Beewax, Halmad, etc.

g) **Water Resource and Irrigation:-** Chikmagalur district is endowed with good surface and ground water resources. Tunga, Bhadra, Vedavathi, Hemavathi, Yagachi and Nethravathi are the main rivers originating from the district. The Bhadra and Tunga rivers are main source of irrigation. Though the average annual rainfall in the district is 1925 m.m., it varies from 595 m.m. (Kadur Tq.) to 3808 m.m. (Sringeri Tq.).

The district receives heavy rainfall in Malnad blocks and scanty and erratic rainfall in maiden blocks. The heavy rainfall zone comprising Mudigere, koppa, N.R.Pura, and Sringeri blocks have sandy soil which is not very fertile. It is suitable mainly for plantation crops and the low lying area for paddy. The maiden area comprising Kadur, Tarikere and part of Chikmagalur blocks have red soil suitable for cultivation of paddy, ragi, jowar, pulses, coconut, oil seeds etc.

h) **Fisheries:-** The district has 164 major tanks consisting of 580 hectares area, 1896 minor tanks with an area of 4571 hectares and 172 k.m. of river stretches besides 10870 hectares of Bhadra and 3890 hectare of Jambadahalla reservoir. In all, about 1500 hectares of water spread area is suitable for inland fishing in the district. There are about 6835 fishermen in the district. During 1999-2000 fish catch was of the order of 4587.41 metric tons of which catch from natural sources was 572.13 tons and cultural sources 4017.28 tons.
i) **Apiculture:** Environment of Chikmagalur district is suited for promotion of apiculture. These are 6 apiary centers located at the following places with infrastructure. That is Mallenahalli, Aldur, Mudigere, Koppa, Menase and Menasoor. From past 8-10 years the bee keeping activities have come down heavily due to Thai-sac brood disease which has destroyed most of the Apis cerana breed. A new Breed called "apis melliphera" which resists 'the Thai-sac boold disease and yield more honey is being promoted. At present there are about 1752 bee-keepers. Production of honey is between 5000 K.gs and 10000 Kgs. Per annum.

j) **Coffee:** Chikmagalur district is one of the major coffee growing areas of the country. In India, the total area under coffee cultivation during 2000-01 was around 340306 hec. Out of this 65.05 % of the total area, i.e. about 192130 hec In Karnataka, 84139 hec In Kerala, about 30681 hec. In Tamilnadu, and about 33356 hec, in non-traditional/conventional areas. During 2000-01, in Chikanagalur district coffee was cultivated in an area of about 80818 hec, about 3068 hec. in Hassan and about 31445 hec, in Mysore and other districts.

### 3.3.12 Industrial Development

An analysis of the existing industrial scenario of the district will help us in knowing the extent to which the district has developed industrially and the type of industries that are functioning. Chikmagalur district has not made much headway in the industrial development. This slow pace of industrialization is due to the factors like lack of entrepreneurship, lack of industrial infrastructure, absence of more number of large and medium scale industries, absence of railway link to the district headquarters which has isolated Chikmagalur town from rest of the state and preference of the potential
investors to invest in non-industrial ventures. Also, the high revenue under plantation crops has been responsible for the low profile of the industrial development.

An analysis of tiny-and small scale industrial units existing in our district shows that as 31.3.2001, 43227 tiny and small scale industrial units have been registered with an investment of Rs.5878.44 Lakhs providing employment opportunity to 17.365 persons.

Out of the 4327 Tiny & SSI units registered, about 19 % of the total industries are wood based which occupies the predominant portion i.e. 835 tiny and small scale wood based industries have been registered with an investment of Rs. 338.88 lakhs providing employment to 2690 person. There are 527 food & agro based industries in the district with an investment of Rs. 1933.89 lakhs providing employment to 3173 persons i.e. about 12% of the total industries registered are food & agro based. Thus, it is observed that about 31% of total industries registered are Wood, Agro and Food based. This is due to the fact that Chikmagalur district is rich in Agriculture, Horticulture and Forest resources. Still there is a very good scope for industries based on Agriculture, Horticulture and Forest resources. Still there is a very good scope for industries based on Agriculture / Horticultural resources like Ragi, Jowar, Banana, Jackfruit, Mango, Potato, Tomato, Arecanut, Coconut, Spices and Coffee.

There are 594 tiny units which are engaged in job-working, repairing and servicing. This amounts to 14% of the total units registered. Still there is a very good scope for promotion of such units in all taluks. About 30% of the total Geographical area is forest and much attention will have to by given to protect forest so that ecology and environment is protected. In addition to promoting few industries based on forest produce like soap nut power, packaging materials, Tourism related activities will have to
be emphasized. About 545 Tiny and SSI units are engineering industries i.e. about 10% of the total units are engaged in the manufacturing agricultural implements, coffee processing machineries and fabrication works.

As far as large & medium scale industries are concerned. There is only one large scale industry namely M/s Kudremuch Iron Ore Company Limited, Mudigere taluk. It is a mining industry and has not contributed much to the industrial development of the district. Most of the equipments, spares and components are imported. Thus scope for promotion of ancillary units is less. This industry has given employment to about 1653 persons. There is one medium scale Industry by name M/S Vignyan industrial limited, a subsidiary of M.S B.E.M.L., K.G.F. This unit is manufacturing steel castings. This unit has given employment to about 261 persons. As far as Artisans are concerned there are about 11285 different kinds of artisans. The important crafts are Bamboo, Carpentry, Blakdmimth and Weaving. There are 395 handlooms and 5 power looms. Hammloom sector has given employment to about 790 persons and power loom to about 10 persons.

As far as industrial infrastructure likes industrial area and industrial estates are concerned, the district's only industrial area is located near Amble village about 7 kms. from the city. Karnataka Industrial Area Development Board has acquired about 145 acres, out of which 55 acres have been developed with infrastructural facilities like roads, drainages and water supply. Industrial lands from quarter acre to six acres are available for allotment.

There are two industrial estates located at Chikmagalur and Birur of Kadur taluk. The total area of the Chikmagalur industrial estate is 13.20 acres out of which 10 acres have been fully developed and allotted. There are 28 sheds and 23 plots. All are allotted. Karnataka Small Scale Industries Development Corporation is developing 3.20
acres in second phase. The important industries are General Engineering, Copper Sulphate, Mosaic Tiles, Tyre Retreading, Note Books, Bakaery products, Coffee Curing works, Poultry feeds, Soap nut powder and wire nails etc., The total area of Birur industrial Estate is 10 acres. There are 14 sheds and 17 plots. The important industries are Coir inds. GLS lamps, Cement pipes, Tyre retreading, Mosaic tails and tread rubber.

As far as the Railways are concerned only two talukas viz., Kadur and Tarikere taluk have railway lines. The district head quarters is not connected by Rail. This is a major infrastructure bottle neck preventing the economic development of the district. Thus the pace of work of Kadur-Sakaleshpur railway line via Chikmagalur will have to be speeded up. In malnad district with inadequate railway facilities, road transport has a crucial role to play in the industrial development. Most of the existing roads need proper maintenance.

3.3.13 Transportation

1. Road:- Chikmagalur district is not known for well maintained roads. The poor state of the roads has hampered development of this district to some extent; more so because of the absence of well knit railway network in this district. The total length of roads in this district is 7264 kms. There are only two National Highways that pass through this district. The National Highway NH-13 (Sholapur to Mangalore) passes through the towns of Koppa and Sringeri where as the National Highway NH-206 (Bangalore to Honnavar) passes through the towns of Kadur, Birur and Tarikere. There is a proposal to upgrade the existing state highways Tarikere-Belur, Sringeri-Hassan & Kadur-Mangalore to national highway status.
2. Rail:- The Kadur and Tarikere taluks have railway lines passing through them. The total length of railway line passing through the district is 91 km of which 51 km is in Kadur taluk and 40 km is in Tarikere taluk. Birur station is a major junction in this district where the railway line from Bangalore bifurcates into two, with one line going towards Hubli and the other towards Shimoga. The district headquarters, Chikmagalur city does not have a railway station which is one of the reasons for the isolation of Chikmagalur city from the rest of the state. A new line is being laid between Kadur and Sakleshpur in Hassan district which should pass through Chikmagalur city.

3. Air:- Chikmagalur district does not have an airport. Airports at Mangalore, Bangalore and Hubli can be used as an alternative. However, there are plans to develop an airport near Malre village about 10 km from Chikmagalur city.

3.3.14 Tourist Spots

There are many tourist spots in Chikmagalur district. The major hilly places are Kemmangundi, Dattateya Peeta (B.B.Hills), Kudremukh and Kudremukh National Park, Mullayanagiri, Seethalayya giri. The major falls in the district are Manikyadhara Falls near Dattatreya Peetha, Kallathigiri Falls, Hebbe Falls, Shanti Falls, Hanumana Gundi Falls and Kadambi Falls. Major temples are Sringeri Sharadha Peeta, Sringeri, Annapoorneshwari Temple, Horanadu, Kalaseshwara temple, Kalasa, Dattatreya Peeta and Bababudan Darga, Dattatreya Peeta, Amritheshwara, Veeranarayana temple, Belavadi.
3.3.15 Wildlife

Bhadra Wildlife Sanctuary: Occupying 495 km$^2$ of wildlife sanctuary and Project tiger reserve, this region is an important watershed of the Tungabhadra river. The huge reservoir here is the main water supply to several districts in the rain shadow regions of south Karnataka. The forests here are rich in Bamboo and birds species unique to both the Malabar and Sahyadri ranges.

Kudremukh National Park: The Kudremukh National Park (latitudinal range 13°01'00" to 13°29'17" N, longitudinal range 75°00'55" to 75°25'00" E) is the largest declared Wildlife Protected Area (600 km$^2$) of a tropical wet evergreen type of forest in the Western Ghats. The Western Ghats is one of the twenty-five hot spots identified for biodiversity conservation in the world. Kudremukh National Park comes under the Global Tiger Conservation Priority-I, under the format developed jointly by Wildlife Conservation Society (WCS) and World Wide Fund-USA.

3.3.16 Life style and consumption habit

Chikmagalur district is an exemplary example for two faces of life style, viz. people of elite class on the one hand and on the other extreme living below poverty line. This district is well known for plantation crops like coffee, tea, areca net etc. Therefore, economic condition of this district is pretty good. All the costliest automobile products could be seen on the street of this district and also white goods, brown goods and other famous branded electronic gadgets are visible at homes. A world famous multi-national hotel like Taj group of hotels has one of its branches in Chikmgalur town and there are many resorts scattered throughout the district and most of hotels are filled in most of the seasons. Coffee Day is concentrated only in metro towns for its branches, but it has
opened one of its branches in Chikmagalur town. Wards of the coffee and areca net planters are studying in international schools in Bangalore, Mysore, Mangalore and in other places. These are glimpses of one face of Chikmagalur district. On the other hand people who are working in coffee and tea estates are migrates from the districts of Davangere, Haveri, Dharwar, Hassan, Shimoga, Chitradurga and some are from Kerala. Their economic, social and educational background is much below the normal level. As either manufacturing or services industry is not developed well, most of the people are depending on plantations jobs. Therefore, here labor class is struggling its survival.

3.3.17 Business

Chikmagalur district is not well known for good infrastructure. It has poor road and railway network. Therefore, manufacturing, retailing, wholesaling, banking and other industries have not developed well. This district does not have any organized retail outlet. Most of the people shop either in Bangalore or in Mangalore.

3.3.18 Politics

Chikmagalur district has 5 MLA constituencies as a consequence of enforcement of delimitation system. Earlier there was one MP Constituency for the district, now the district has lost this post. But in latest delimitations, it has lost its MP constituency. This district is famous for rejuvenation of political career of Mrs.Indira Gandhi in 1980’s general election. This district has gifted famous politicians like Santhaveri Gopala Gowda, Govinde Gowda, B.L.Shankar, D.B.Chandregowda, N.D.Sundharesh, Mrs.Motamma and so on. All the political parties Congress, BJP, Janatha Dal, have their
foot prints in this district. Communists are also having existence as there are plenty of labour union organizations working for plantation workers.

**Conclusion**

The district enjoys a salubrious climate, venerated monuments of all religions, beautiful sceneries, tallest hills, thick forest, eye catching falls, fully flowing rivers, famous temples like Sringeri Sharadhamba, Horanadu Annapoorneshwari, Kalaseshwara temple, malnad region with coffee, tea and areca net plantations, and also maidan region with green shadow of paddy, sugar cane etc. Although the district is rich in agriculture and horticulture we do not find substantial progress in the field of industry and infrastructure. People are exposed to consumption of all types of sophisticated goods and services. Yet they procure their requirements from other places. People have aesthetic delight and use several products for beauty and better appearance. The use of these products is on an increase. Let us examine how this trend is applicable to the use of ayurvedic cosmetics in the district.  

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