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# Unani cosmeceutical formulations (Advia-E-Muzayyana): An overview

# Farheen Begum and Mohammad Idris

#### Abstract

Contrary to the common belief that cosmetic belong to the modern times. As a matter of historical fact, well before the invent of modern cosmetics, the Arab physicians had laid foundation of a new branch of medical science as Ilm-ul-zeenah, (science of beauty, i.e. cosmetology). Islam has given an impetus to this branch of knowledge through the teachings of Prophet Mohammad (pbuh) which recommend use of beautifying substances in general and perfumery in particular. The main objective of this study was to evaluate the concept of cosmetics and perfumery in Unani system of medicine and possibility of practical implications of Unani cosmeceutical formulations. An extensive description of different forms of cosmetics and perfumeries has been available in the vast Unani classical literature. The modern cosmetic and perfumery preparations are based on synthetic chemicals which have a lot of side effects. In Unani system of medicine, there are no such side effects found in a broad range of preparations derived from natural sources. Numerous formulations in different dosage forms are mentioned in the classical Unani literature not only for cosmetic purpose but for skincare too, thus, termed as cosmeceuticals. The famous formulations used are ghaza, ghamra, ghaliya, ghusool, ubtan, kajal, kohal, khizab, mascara, nura, itr, roghan, marham, tila, zimad etc. These formulations contain various Unani single drugs of plant, animal and mineral/metal origin, such as neem, turmeric pearl, aloevera, amla, clays, almonds, cucumber to name a few most sought after drugs. These drugs have been scientifically validated to prove the claims of Unani medicine.

Keywords: Unani cosmeceuticals, Advia-e-Muzayyana

#### Introduction

It is a well-known fact that non-conventional streams of medicine always played significant role in meeting the global health care needs. These steams consist of different systems of medicines with their own principles and philosophies of promotion of health, prevention of disease on the one hand and diagnosis and treatment/management of disease (s) on the other. The World Health organization (WHO) has defined these streams as traditional medicines in terms of the health practices, approaches, knowledge and beliefs in corporation plant, animal and mineral-based medicines, spiritual therapies, manual techniques and expertise, applied singularly or in combination to treat, diagnose and prevent illness or maintain wellbeing [1]. In India, these systems of medicine are termed as AYUSH- an umbrella of Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy. Historically, these systems are considered to be traditional or Indian in origin or the systems of medicine, which have come to India from outside and got assimilated into Indian culture, are known as Indian Systems of Medicine (ISM) [2].

Unani tib owes its origin to the ancient Greek. It derives from the Greek word Ionia, the Greek name of the Asia Minor coastline, from the Arabic word for Greece: "al-Yunan". Hence, this system of medicine is prefixed with its place of origin, i.e. Unan. It is also known as the Greco-Arab medicine owing to the immense contributions made by the Arab philosophers-physicians.

Unani system of medicine is based on the knowledge of achieving perfect physical, mental and social health. The primary goal of Unani system of medicine is the maintenance or promotion of good health and prevention or restriction of disease(s). The Unani physicians and scholars were not only concerned about the diseases and treatment, they also gave the different concepts of treatments, such as *ilaj bil dawa* ( pharmaco- therapy), *ilaj bil ghiza* (dieto-therapy), *ilaj bil yad* (surgery) and *ilaj bil tadbeer* (regimental therapy). In the Unani system of medicine, *mawalid-e-salasa* means three original natural sources, namely plants, animal and metals or mineral origin drugs are used for the purpose of management and treatment of different ailments. With the changing trends in the world, Unani system of medicine still sticks to their basic principles and philosophies.

The Unani physicians and scholars were not only concerened about the diseases and treatment they also gave the different concept of treatments such as *ilaj bil dawa* (pharmaco therapy),

#### Correspondence Farheen Begum

Post Graduate student, M.D. (Ilm-us-Saidla), Ayurvedic & Unani Tibbia College & Hospital, Govt. of Delhi, Ajmal Khan Road, Karol Bagh, New Delhi, India ilaj bil ghiza (dietotherapy), ilaj bil yad (surgery), and ilaj bil tadbeer (regimental therapy). The concept of maintaing health and beauty i.e., zeenat wa araish (cosmetics) are also mentioned in the unani manuscripts and celebrated writings of great Unani physicians, where they wrote about the natural ways and measures for the purpose of cosmetics.

New dosage forms have been discovered by the Unani physicians according to need of the time. Unani Pharmacopoeias (qarabadeen) are filled with numerous types of dosage forms for different ailments but unfortunately now days only some dosage forms are found in use. They also formulated separate class of dosage forms for skin and hair care. In Unani system of medicine, there is a broad range of preparations derived from natural sources for beauty and skincare. Numerous formulations in different dosage forms are named as ghaza, ghamra, ghaliya, ghusool, ubtan, kohal, khizab,norah, mascara, surma, roghan, marham, tila, zimad etc. are mentioned in the Unani classical literature not only for cosmetic purpose but for skincare too, thus, termed as cosmeceuticals. These formulations contain various Unani single drugs of plant, animal and mineral/metal origin, such as neem, turmeric pearl, aloevera, amla, clays, almonds, cucumber to name a few most sought after drugs. These drugs have been scientifically validated to prove the claims of Unani medicine.

#### **History of Cosmetics**

The history of cosmetics or beautifying agents is as old as civilization. In ancient times people used animal fat as moisturizer to keep their skin supple. Archaeologically evidence of use of cosmetic is found in ancient Egypt and Greece [3].

In ancient Egypt use of castor oil, bees wax, olive oil, milk and rose water was found for skin care. Ancient Greeks were also used cosmetics; they used *roghan-e-zaitoon* (olive oil) as a moisturizer and spread bread with milk over their faces at night as an anti-ageing routine cream. In Misri tib or Egyptian medicinal era well documented use of *kohol* and *henna* was found in North Africa. For scars and burns, a special ointment was made with red ochre, kohl, and sycamore juice. The remedies for wrinkles were containing ingredients, such as gum of frankincense and fresh *Moringa* at that time. An alternative regimen for the same was a poultice of carob grounds and honey, or an ointment made of honey. Africans chewed herbs, such as licorice root stick, which is still in use to improve breath odor.

In the time of Cleopatra, cosmetics were commonly used by persons of social standing and members of the priesthood even more stringently. The eye was a great focus of attention in this culture, as it was considered to be a window of the spirit, and persons whom had striking eyes were considered to have great personal power. Egyptians of this age used preparations of black *kohol* and green malachite to line the eyes. Queen Cleopatra was reported to have a vast repertoire of cosmetic recipes which she used, and she employed alchemists and beauticians to enhance her charms which history clearly notes were legendary.

In Roman medicinal era, cosmetics were also used. The great Roman physician *Jalinoos*/ Galen (120-200 AD) is credited for the design and development of the cold cream by melting bee wax into rose oil and adding water into it. This celebrated formula is still in use. Women in ancient Rome used leadbased formulas to whiten the skin and *kohol* was used to line the eyes.

In Chinese medicine, Chinese people used to stain their fingernails with gum Arabic, gelatin, beeswax and egg white from around 3000 BC. The colors used over nails were represented the social status of the people. Chou dynasty royals wore gold and silver; later royals wore black or red. The lower classes were forbidden to wear bright colors on their nails. In China, the ladies used flowers for decoration. Flowers played an important decorative role for the purpose of beauty.

The cosmetology/cosmetics are not a new term in Unani tib. Ancient Greece also used cosmetics. The book of Esther describes various beauty treatments where Jezebel painted her eyelids. These are also found in the old testaments of Greece. In ancient Greece roghan-e-zaitoon (olive oil) was used as a moisturizer. The Greece women used an anti-ageing routine cream with milk and bread spreading over their faces at night. Cosmetics were used in Persia and what is today the Middle East from ancient periods. The plant Atropa belladonna, due to the presence of Atropine was famous in Greek culture with its synonym ladies killer. The ladies were used its drops in eyes to make the eyes more beautiful and attractive as it dilates the pupil [4].

On the infrastructure of Unani medicine, the Arab physicians had laid the foundation of a new branch of knowledge in the form of *Ilm-ul-zeenah*, (science of beauty), i.e. cosmetology. Islam has given an impetus to this branch of knowledge through the teachings of *Prophet Mohammad (pbuh)* which recommend use of beautifying substances in general and perfumery in particular. In Kitab al Tasreef, Abu al-Qasim Zohrawi described cosmetics and perfumery in a separate chapter titled advia al-muzzayanna. This chapter deals with the perfumes, deodorant, hair dyes, suntan lotions, and medicated oils etc. for beautification. Mohammad Zakaria Razi was also written on skin and hair care in his celebrated books Kitab al Hawi and Kitab al Mansoori. Ali Bin Abbas Majoosi mentioned a chapter on cosmetics in his book Kamil us Sanaat, Vol-II. Ibn Sina also written a separate chapter on "Zeenah" (beauty) in his book Al Qanoon fit Tibb, Vol-II deals with the cosmetics. The chapters in above mentioned books deal with the skin and hair problems with their remedies and different formulations for skin and hair care.

The concept of cosmetology is also found in Ayurveda. Ancient scriptures like *Abhijnana Shakuntalam* and *Meghadootam* of *Kalidasa* and many mythological epics encompass, the references of cosmetics like; *tilak, kajal, alita* and *agaru (Aquilaria agalbeha)* etc. Were used as body decorative and to create beauty spots on the chin and cheeks in the era ruled by gods and their deities. *Charak samhita* classified cosmetics drugs as *varnya, kustagna, kandugna, bayasthapak, udardaprasamana,* etc. Many *alepam* (poultice) *pradeha, upnaha, anjana, taila* are described in *Susruta Samhita* and *Astanga hrudaya* in the context of *twak roga*. The *Kungkumadi lepam, Dasngalepam, Chandanadi lepam, Dasana samskar churna, Kukummadi taila, Nilibringarajaila, Himasagar taila,* etc. are very well established cosmetic formulations in *Ayurveda* [5, 6].

As the world progressed, a revolution comes in the branch of cosmetics and nowadays it has become most popular branch. However, the modern cosmetic preparations are based on synthetic chemicals which have a lot of side effects. Hence, the world is revisiting the herbal heritage for beauty and skincare in other streams of medicine, such as Unani tib.

# **Definitions of Cosmetics**

The cosmetics is not easy to define in one line, there are many definitions of cosmetics.

## According to Drug and Cosmetics act 1940 and Rules 1945

"Any article intended to be rubbed, poured sprinkled or sprayed on or introduced to or applied to any part of human body for cleansing, beautifying, promoting attractiveness or altering the appearance and includes any article intended for use as component of cosmetics".

# According to U.S. Food and Drug Administration (FDA) which regulates cosmetics in the United States defines cosmetics as:

"Intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions. "This broad definition includes, any material intended for use as a component of a cosmetic product. The FDA specifically excludes soap from this category [3].

# According to European directive 93/35/EEC (European Commission), the cosmetic products are defined as

"Any substance or preparation intended to be placed in

contact with the various external parts of the human body or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleansing them, perfuming them, changing their appearance and/or correcting body odors and/or protecting them or keeping them in good conditions" [3].

## **Conventional Classification of Cosmetics**

Conventionally cosmetics can be classified in various ways some classifications are mentioned below:

# **According to Purpose**

- a) Cosmetic application for decoration or to enhance the general appearance of face and other body parts.
- b) Cosmetics application for maintaining/ caring the status of skin and hair [3,7].

## According to Physical State

Cosmetic preparations are broadly divided into following three categories

Table 1: Classification of modern cosmetics according to physical state [7,8]

Solid	Semi Solid		Liquid		
Face Powders	Creams	Lipstick Lotions		Perfumes	
Face Pack	Ointments	Lip Balm	Lip Balm Moisturizers		
Compact Powders	Hair Colors	Kajal	Hair Oil	Deodorants	
Masks	Hair gels	Foundations	Shampoos		
Eye Makeup's	Butters	Scrubs etc	Conditioners		
Bath Salts	Liniments		Cleansing Milk		
Blushers etc			Hand Sensitizer		

# According to Part on Which They Used a) Body Care

It includes care of body skin, hands feet and nails. It can be divided into following sub categories:

**Skincare Formulations:** Bath oils, body lotions, body scrub, deodorants, body sprays, perfumes, body massage cream, body wash, hair removers, talcum powders and etc.

Hands & Feet Care Formulations: Hand massage cream, foot massage cream, scrubs and etc.

Nails Care Formulations: Nail polish, nail cleaner, nail paint remover.

#### b) Face Care

It includes care of facial skin, lips and eyes. It can be divided into following sub categories:

**Facial Skincare Formulations:** Moisturizer, creams, scrub, gels, masks, packs, foundations, compacts, powders, face wash, blushers and etc.

**Eye care Formulations:** Eye liner, eye pencil, mascara, kajal, kohol, eye shadow, eye cancellar and etc.

**Lips care Formulations:** Lipsticks, lip liner, lip gloss, lip balm.

#### c) Hair Care

It includes care of hair and scalp.

**Hair care Formulations:** Hair oil, shampoos, hair creams, conditioners, hair colors, hair gels and etc.

# Classification of Cosmetics According To Unani System of Medicine

A number of Unani classical books contain Unani cosmeceutical formulations for maintaining or improving general appearance or enhancing beauty. Separate chapters also written on *zeenah* or beauty, but they described these as the measures or *tadabeer* as mentioned below <sup>[9-21]</sup>.

According to application, they can be divided as follows:

## **Body Care Measures**

It includes measures for removing extra hairs from body, making body skin soft, cleansing of body, cracked hands and feet and bad odor of body.

# **Facial Skincare Measures**

It includes measures for facial cleansing, exfoliation of dead skin, removing dark spots, sun burns / tanning, acne, removing wrinkles, improving or enhancing complexion and for making skin soft and glowing.

#### **Hair care Measures**

It includes measures for dandruff, strengthening of hairs, growth of hairs, curling of hairs,

Straightening of hairs, coloring of hairs and shining of hairs.

#### **Lip care Measures**

It includes measures for care of cracked lips.

# **Unani Cosmeceutical Formulations**

In Unani medicine, a number of formulations are found for the purpose of cosmetics. After going through the several Unani classical books and *qarabadeens*, the following formulations are found to be used for the purpose of beautification of different parts of body. In their celebrated books, the Unani physicians mentioned these formulations. An attempt is also done to correlate these formulations with modern one and to classify these Unani cosmecutical formulations in the light of conventional classification of cosmetics as described above.

#### Anjan or Surma

It is a finest powder form of the medicinal preparations used externally to strengthen the eye sight and to cure eye ailments. It has been codified as UMI-1724 in Standard Unani Medical Terminology [23, 24, 25].

#### Barud

It is a micro-fine powder formulation obtained by grinding drugs having *barid* temperament. Its possible English equivalent is eye dusting powder. It use for ophthalmic ailments and beautification of eyes. It has been codified as UMI-1673 in Standard Unani Medical Terminology [23, 24, 26].

## Ghaliya or Argajah (Talcum Powder)

It is perfumed powder, very fine in nature having good smell used to rubbed or sprinkled over face and body.it is also used for the purpose of olfaction in vapour form. It contain perfumed medicine such as mushk and amber. It is also called Argajah [22, 23]. It has been codified as UMI-1653 in Standard Unani Medical Terminology.

#### Ghamra

It is a **c**ompound formulation used over face for cosmetic purpose [9, 19, 21, 26, 28-31].

#### Gharti

It is a powder formulation use for making complexion fairer and brighter [27].

## Ghaza (Face Pack)

It is a fine powder of drugs that is applied on the face and body for enhancing complexion. Its possible English equivalent is face powder [22, 23]. It has been codified as UMI-1652 in Standard Unani Medical Terminology.

## Ghasul (Body Wash)

It is liquid formulation or medicated water used to wash face and other body parts for beauty purpose. It has been codified as UMI-1702 in Standard Unani Medical Terminology [23].

#### Kajal

Kajal is collected smoke obtained from burning of drugs and used as ophthalmic application. It's possible English equivalent is soot. It is used for decoration of eyes as well as eye care. It has been codified as UMI-1725 in Standard Unani Medical Terminology [23, 28, 24, 26].

# Khizab (Hair Dye)

It is a liquid/semi liquid preparation used for the purpose of dying hairs in desire colors. It has been codified as UMI-1716 in Standard Unani Medical Terminology [9, 13, 16, 18-23, 26-36].

# Kuhl (Collyrium)

It is type of micro fine powder, which is used in particularly eyes. Its powder is made micro-fine. There are so many formulations according to its constituents. Its inventor is said to be Feesaghorus (Pythagorus). It has been codified as UMI-1674 in Standard Unani Medical Terminology [23, 26, 28, 31, 34, 37, 38]

## Inkabab (Vapour Bath)

It is a form of vapour bath in which the steam of medicine boiled in water (decoction) is given to the desired part of body. It has been codified as UMI-1719 in Standard Unani Medical Terminology [23, 28, 33, 34].

## ITR (Perfume)

It is perfume used to remove bad odor of body [13, 39].

#### Marham (Ointment)

It is semi solid preparation. It is prepared generally for external use. Its drugs are mixed with wax or fat. It is ancient invention, formulated before the Hippocratic period. It was used in Egypt also. It is used in skin problems and other ulcerative diseases. It has been codified as UMI-1841 in Standard Unani Medical Terminology [23, 26, 34, 40, 41].

#### Masuh

It is oil based liquid formulation which is spread over body and rubbed with gentle movements by hands. It has been codified as UMI-1711 in Standard Unani Medical Terminology [23, 26, 32].

#### Mascara

It is a formulation used as a cosmetic to enhance the eyes of female. It is recommended for darkening, thickening and lengthening the eyelashes. The mascara is derived from the Arabic word *maskharah* meaning intoxicated.

#### Miss

It is a powder form formulation used to color lip, teeth, gum and buccal mucousa for the purpose of colouring. In some communities, it is also kept in the bridal make-up box for coloring lips [24, 28].

# Nawra (Hair Remover)

It is a powder drug used to remove hairs from body. It has been codified as UMI-1654 in Standard Unani Medical Terminology [16, 19, 23, 26, 27].

#### Pashoya (Foot Bath/Pedicure)

It is a formulation in which the feet are dipped in the medicated lukewarm water. It is a Persian term derived from two words *pa* means feet and *shoya* meaning wash. It is used for cleaning of feet. It has been codified as UMI-1704 in Standard Unani Medical Terminology [16, 23, 26].

#### Qairooti

It is a semi solid in consistency. It is prepared in a base, such as *mom* (wax), *roghan* (oil) and *shahm* (fat) and used for cracked lips, hands and feet. It is also used in dandruff also <sup>[19, 26, 28, 31, 34, 35, 41]</sup>. It is also used locally in the chest diseases such as pneumonia.

#### Oushoor (Scrub)

It is a type of cosmeceutical formulation used for cleansing of face <sup>[25]</sup>. The literally meaning of "*qushoor*" is peels. It can be used for peeling off (exfoliate) skin and clean it. Hence, its equivalent is scrub in modern parlance.

#### Roghan (Oil)

It is medicated oil used for massage over body and hair <sup>[9, 12, 13, 18, 19, 20, 21, 26, 28, 30, 31, 34, 35, 37, 42, 44]</sup>

#### Roshoya (Face Wash)

It is derived from the two words *ro* (face) and *shoya* (wash) literally meaning is used to wash face. It is powdered formulation used for the beautification of face [24, 30, 31]. In Al Qarabadeen, *roshoya* is described as a synonym of *ghasool*.

#### Sabagh (Colouring Agent)

It is liquid in consistency and used to dye body parts in different colors [16, 19, 26, 27, 28, 31, 36].

#### TILA (Liniment)

It is made as the same way like *zimad*, but is less viscous or in consistency less than *zimad*. Its thin layer is put over the desired part and massaged. It has been codified as UMI-1709 in Standard Unani Medical Terminology [18, 19, 23, 32, 33].

#### Ubtan

It is a semisolid preparation of powdered drugs in the form of

mass or *lubdi*. It removes the dirt from the skin and enhances lustre of body. It has been codified as UMI-1723 in Standard Unani Medical Terminology [18, 20, 23, 24, 26, 30, 35].

#### Zaroor (Sprinkling Powder)

It is used to sprinkle over body parts. It is used for masking body odor [16, 26, 40].

## Zimad (Paste)

In this semisolid formulation, one or more drugs are powdered and mixed into a liquid base, i.e. water/oil and used to put over face or different parts of body. It is thick or viscous in consistency. It has been codified as UMI-1722 in Standard Unani Medical Terminology [23, 26. 34, 41, 44].

# Classification of unani cosmeceutical formulations according to physical state

Table 2: Unani Cosmeceuticals According to Physical State

Solid			Semi Solid	Liquid		Vapour	
Anjan (Surma)	Ghaliya	Kohal	Qushoor	Marham	Ghusool	Pashoya	Ghaliya
Burood	Ghamra	Missi	Roshoya	Qairoot	Khizab	Roghan	Inkabab
Gharti	Chara	Nissan	T Ileton	Zimad	Masuh	Calacala	Tė
Gnarti	Ghaza Nura	Ubtan	Kajal	Tila	Sabagh	Itr	

## Classification of unani cosmeceutical formulations according to their usage

Table 3: Unani cosmeceuticals according to their usage

For Face Care				For Hair	For Body Care			
For E	ye Care	For Lip Care	For Facial Skin Care		Care	For Skin Care		For manicure & pedicure
Anjan	Barud	Qairooti	Ubtan	Ghasul	Ghusool	Itr	Tila	Inkabab
Kuhl	Roghan	Missi	Ghaza	Roshoya	Khizab	Marham	Zimad	Pashoya
Kajal	Mascara		Ghamra	Gharti	Roghan	Nawra	Ghalia	Qairooti
Khizab	Khizab		Ghalia	Guaru	Rogilali	Roghan		Sabagh

#### Conclusion

Evidence of use of cosmetics is found since prehistoric times. As the civilization grew further developments in the branch of cosmetics occurred. Maximum cosmeceuticals formulations were developed in the Egyptian era. The Arab physicians brought the cosmetics at the zenith and coined the term adviya e muzayyana wa moattara (cosmeceuticals & perfumery). Natural substances for the purpose of beauty are in existence from when the men started to use the cosmetic products. So they are oldest products used by the mankind and the branch of cosmetics in Unani system of medicine has been evolved for the first time. A number of cosmeceutical formulations are mentioned in Unani classical literature, which is naturally derived and effective too. It can be classified in various ways according to modern classification. Now it is the need of hour to make the Unani cosmeceuticals formulations more popular in the world as the natural way of beauty. Which could be enhanced through systematic R&D efforts but it requires active collaboration amongst scientists, technologists, cosmetic industry and government organization.

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