OBJECTIVES:

- To study various the skin care (health or beauty) practices followed in India over 100 years
- To study the key element that had caused the transformation of health need to beauty need with an intent to capture the time, possible cultural change and biological and behavioural necessities
- To evolve and establish the utility of the astute ancient knowledge to the present time
- To study on how to revive the ancient practices to suit to the present time to meet both health and beauty needs

HYPOTHESIS:

The skin care practices such as treatment of skin with Turmeric, milk, honey, saffron etc., followed in the ancient time definitely had the beauty enhancing effect as well, although they were presumed to be used for primarily for health care needs of the skin. Maintaining health of the skin was the major thrust given in the ancient times and skin beauty was assumed to be the natural consequence of a healthy skin.

A re-investigation of the past would give a collective and comprehensive knowledge on how to revive the ancient practice to more usable and widely accepted system/product where beauty needs shall be all inclusive of health needs of the skin as well.

Such an approach is inevitable as urbanization and industrialization are causing great damage to the skin resulting in an increased incidence of skin allergy and atopy. The use of various beauty products of modern times are contributing their lions share to the problem and worsening it in general. Hence a detailed study of the age old skin health and skin beauty system followed over 100 years in different parts of India becomes important and valid.