



Chapter 15. Ayurvedic Formulations for Stretch Marks & Cellulite Reduction

1 | Why Do They Appear?

Concern	What's Happening Under Skin	Ayurveda's Diagnosis
Stretch-Marks (red → silver stripes)	Collagen & elastin "tear" as skin stretches quickly (puberty, pregnancy, rapid gym gains)	<i>Vāta</i> + <i>Pitta kṣaya</i> (dryness + heat → weak dermis)
Cellulite (bumpy "orange-peel")	Fat lobules push upward, lymph flow slows, fibrous bands pull downward	<i>Kapha-Āma</i> stagnation in Medovaha srotas (sub-cut fat channels)

✓ **Strengthen** and oil-nourish for stretch-marks. ✓ **Scrape & move** Kapha for cellulite.

2 | Ingredient Cheat-Sheet (What each one does)

Herb / Extract	Old-School Tag line	What Science Says
Gotu Kola (<i>Brahmī / Centella</i>)	"Stitches skin from inside"	Raises type I & III collagen by activating fibroblasts
Manjishtha (<i>Rubia</i>)	"Blood purifier & colour corrector"	Anti-oxidant; lightens red / purple mark in early stage
Ashwagandha	"Makes tissues elastic"	Withanolides ↓ cortisol (stress tears) + support collagen
Horse-Gram (<i>Kulath</i>)	"Scrapes Kapha fat"	Grit + polyphenols improve micro-circulation; lipolytic
Mustard-Camphor	"Melts stagnation"	Rubefacient ↑ local blood flow; mild fat-mobiliser
Sesame + Wheat-germ oil	"Feeds dry dermis"	Linoleic + vitamin E = barrier & antioxidant

3 | External Formulations (DIY or Spa Batch)

3.1 Stretch-Mark Repair Oil — "Brahmi-Gotu ReBuild"

(100 ml batch, cold-infused; safe in pregnancy)

Component	Amount	Why it's there
Cold-pressed sesame oil	70 ml	Warm, Vāta-calming base
Wheat-germ oil	20 ml	Natural vitamin E
Gotu Kola CO ₂ extract	0.5 ml (0.5 %)	Collagen trigger
Manjishtha CO ₂	0.2 ml (0.2 %)	Evens colour tone
Lavender essential oil	5 drops	Anti-itch, calming

Use → Warm 1 tsp; slow circular massage over marks 5 min, 2×/day.

3.2 Cellulite-Scrub Wrap — "Kulath-Mustard Rub"

(One full thigh/hip treatment)

Ingredient	Quantity	Prep
Horse-gram coarse powder	4 Tbsp	Dry roast 1 min for warmth
Mustard seed powder	1 Tbsp	Fresh-ground
Dry ginger powder	1 tsp	—



Ingredient	Quantity	Prep
Luke-warm water	q.s.	Make gritty paste
Camphor crystals	Pinch (0.3 g)	Dissolve last

Protocol

1. Dry-brush area 1 min → open pores.
2. Massage paste ↑ direction 7 min (firm pressure).
3. Wrap with cling-film 15 min (mild sweat).
4. Rinse; finish with cool vetiver splash.

Frequency: 3 days/week × 8 weeks, then weekly maintenance.

3.3 2-in-1 SOS Gel (Early Pink Stretch-Marks)

Aloe-vera gel	30 g
Manjishtha hydroglycolic	5 g
Niacinamide	1 g
Centella extract	0.5 g
Preservative	per supplier

Apply thin film AM & PM under clothing.

4 | Internal Support (8-Week Mini-Course)

Formula	Dose	How it Helps
Amla-Bala Collagen Latte (see Chap 11-5)	1 cup bedtime	Supplies vit-C & amino acids
Dashamoola-Ashwagandha kvātha	20 ml BID	Systemic anti-inflammatory, Vāta soothe
Trikatu-Honey water (cellulite)	½ tsp trikatu in warm water, pre-breakfast	Kindles Agni, liquifies Kapha-Āma

Drink 2 L plain water daily to flush freed toxins.

5 | Weekly Routine Planner (Stretch-Marks Example)

Day	Morning	Evening
Mon/Wed/Fri	Dry-brush 30 s → ReBuild oil 5 min	Warm compress 5 min → Gel
Tue/Thu/Sat	Simple aloe wash	ReBuild oil 5 min
Sunday	Rest day / gentle yoga	Dashamoola kvātha only

6 | Expected Timeline (for students to set real goals)

Week	What Client Feels / Sees
1-2	Less itching, skin feels supple



Week	What Client Feels / Sees
3-4	Pink marks start paling; cellulite skin feels warmer post-wrap
6-8	Width of marks ↓ ~20 %; thigh circumference ↓ 1-2 cm
12+	Silvery lines flatten, need close look to spot; orange-peel smoothes

7 | Flow-Chart — “From Tear to Repair”

(describe verbally for print hand-out)

1. **Sudden stretch** → collagen tear (**Vāta-Pitta spike**)
2. **Early (pink) window** - bring down heat (Manjishtha gel) + start oil feed
3. **Mid (purple) window** - boost collagen (Gotu Kola) + constant hydration
4. **Late (silver) window** - focus on dermal thickness (Sneha-Basti course, strength training)

Teach learners that **early intervention = faster fade.**

8 | Safety & Contra-Signals

Scenario	Action
Pregnancy (2nd & 3rd trimester)	Only sesame or coconut base; avoid high camphor or trikatu wraps
Varicose veins under cellulite	Use gentle aloe-gotu kola gel; skip firm mustard scrubs
Active dermatitis	Treat inflammation first (Chandana ghṛita), resume after flare

9 | Quick Quiz for Learners

1. **Which herb is your “go-to” for collagen boost and why?**
2. **Why would a hot mustard wrap be wrong for someone with lots of spider veins?**
3. **Name two internal drinks that support skin repair.**

Key Take-Aways

- Stretch-marks need **Vāta lubrication + collagen drivers**; cellulite needs **Kapha scraping + lymph movement**.
- Combine **external** (oils / scrubs) with **internal** (rasāyana drinks) for full effect.
- Early red/pink marks respond fastest—teach clients not to wait till they turn silver.
- Regular measurement (photo grid or cm tape) keeps motivation high.

Practice mantra: “Oil, nourish, scrape, move—skin remembers and renews.”