



Chapter 09. Formulation Fundamentals for Ayurvedic Cosmetics

Today's lesson focuses on **Formulation Fundamentals**—translating Ayurvedic principles and herbs (from previous days) into **practical** skincare and haircare products. We'll explore **basic formulation guidelines**, **simple recipes**, **preservation tips**, and **shelf-life considerations** for **homemade** Ayurvedic cosmetics.

1. Overview and Objectives

Over the last two days, you've learned how Ayurveda views skin and hair health and examined **key herbs and ingredients** that form the backbone of Ayurvedic cosmetology. Today, we'll start putting **theory** into **practice** by studying basic **product formulation** techniques—creating your own **face packs**, **hair oils**, and **cleansers** using **dosha-specific** strategies.

Key Objectives for Today:

1. **Understand** core principles of Ayurvedic formulations (choosing proper carriers, balancing ingredients, etc.).
2. **Learn** simple, **dosha-focused** recipes for **face packs**, **hair oils**, and **natural cleansers**.
3. **Discover** basic **preservation methods** and how to gauge **shelf life** of homemade products.
4. **Develop** confidence in **experimenting** with herbal combinations safely and effectively.

2. Core Principles of Ayurvedic Formulation

Ayurvedic formulation emphasizes synergy among ingredients, the correct **carrier/base**, and the user's **doshic profile**. Keep these principles in mind:

1. **Dosha Alignment**
 - Pick herbs and bases that either **pacify** or **balance** your (or your client's) dominant dosha(s). For instance, a **cooling** base is ideal for **Pitta**, while a **moisturizing** base supports **Vata**.
2. **Synergy (Sahapana)**
 - Combine herbs that **complement** one another. Some ingredients (like Neem and Turmeric) work better together for anti-acne, while others (like Hibiscus and Amla) form a powerful hair-nourishing duo.
3. **Appropriate Medium (Base/Carrier)**
 - **Water-Based:** Rose water, distilled water, or herbal decoctions are common carriers for **face packs** or **spritzes**.
 - **Oil-Based:** Sesame oil, coconut oil, or almond oil typically serve as carriers for **massage oils** or **hair oils**.
 - **Milk/Yogurt/Ghee:** Sometimes used for **Vata** dryness or **Pitta**-soothing, depending on the formula.
4. **Proportion & Potency**
 - Use **small amounts** of potent herbs (like Turmeric) to avoid irritation, especially for **Pitta** or sensitive skin.
 - Adjust **proportions** if combining multiple herbs—each with its own potency—so they don't overpower each other.
5. **Freshness & Seasonality**
 - Whenever possible, use **fresh** or **well-stored** dry herbs.
 - Adapt formulations to the **season** (cooling in summer, warming in winter) and location's climate.

3. Formulating Face Packs (Lepa)

Face packs or masks are among the most common Ayurvedic beauty applications. They can be made using **powdered herbs**, **liquids**, and sometimes **binding** agents (like honey or yogurt).

3.1 General Guidelines

1. **Choose a Base Liquid**
 - **Vata:** Warm liquids such as **lukewarm milk** or a light oil if dryness is severe.



- **Pitta:** Rose water, cucumber juice, or aloe gel for cooling effect.
- **Kapha:** Witch hazel, diluted lemon juice, or light decoctions (like green tea) to prevent heaviness.

2. Select Herb Powders

- **Vata:** Hydrating, nourishing herbs (Aloe powder, Ashwagandha powder, or a bit of Bhringraj).
- **Pitta:** Cooling, soothing herbs (Sandalwood, Neem, Hibiscus).
- **Kapha:** Stimulating, clarifying herbs (Turmeric, Trikatu* blend in moderation, Manjistha).

*Trikatu is a classic blend of ginger, black pepper, and long pepper—quite heating, so use sparingly and with caution for skin.

3. Optional Additions

- **Humectants** (like honey) for extra moisture.
- **Binding Agents** (like chickpea flour) to create a smooth paste.
- **Essential Oils:** 1-2 drops for aroma and therapeutic effect (e.g., lavender for calming, tea tree for acne).

3.2 Example Face Pack Recipes

1. Vata Soothing Pack

- **Base:** 2 tsp chickpea flour + 1 tsp aloe vera gel + enough warm milk to form paste
- **Key Herbs:** ¼ tsp Ashwagandha powder + ¼ tsp Turmeric
- **Method:** Mix well; apply for 10–15 minutes, rinse with lukewarm water. Helps with dryness, mild inflammation.

2. Pitta Cooling Pack

- **Base:** 2 tsp sandalwood powder + 1 tsp rose water
- **Key Herbs:** ½ tsp Neem powder (optional for acne-prone)
- **Method:** Mix into a smooth paste; apply for 10–12 minutes, rinse gently. Reduces redness, soothes irritation.

3. Kapha Clarifying Pack

- **Base:** 2 tsp chickpea flour + warm water or diluted lemon juice
- **Key Herbs:** ¼ tsp Turmeric + ¼ tsp Manjistha powder
- **Method:** Mix to desired consistency; apply for 10–15 minutes, rinse with lukewarm water. Brightens, tackles excess oil, and helps cleanse pores.

4. Formulating Hair Oils (Taila)

Ayurvedic hair oils can be simple (one herb + one carrier oil) or more **complex** (multiple herbs, decoctions, and extended heating times). They often follow a **base oil** + **herbal infusion** method.

4.1 General Guidelines

1. Choose a Carrier Oil

- **Vata:** Sesame oil or almond oil—both warming and nourishing.
- **Pitta:** Coconut oil or sunflower oil—cooling and soothing.
- **Kapha:** Mustard oil (warming), or a **lighter** oil like grapeseed to avoid heaviness.

2. Herbal Infusion Methods

- **Direct Infusion:** Soak powdered/dried herbs in oil at room temperature for 2–3 weeks, shaking occasionally.
- **Heat Infusion (Sneha Paka):** Simmer herbs in oil gently on low heat, ensuring they don't burn. Traditional Ayurvedic processes sometimes include a **decoction** of the herbs plus the oil.

3. Key Herbs

- **Vata:** Bhringraj, Brahmi, Hibiscus for hydration and scalp nourishment.
- **Pitta:** Amla, Hibiscus, Aloe Vera or Vetiver for cooling effect.
- **Kapha:** Rosemary, Tulsi (Holy Basil), or a pinch of ginger to stimulate circulation, but used carefully.

4. Additional Ingredients

- **Essential Oils:** 2–3 drops per 100 ml for scalp issues (e.g., tea tree, rosemary).
- **Fenugreek seeds** can be added to help with dandruff or dryness.



4.2 Example Hair Oil Recipes

1. Vata Rejuvenating Oil

- **Base Oil:** 100 ml sesame oil.
- **Herbs:** 1 tbsp Bhringraj powder + 1 tbsp Brahmi powder.
- **Method:** Gently heat sesame oil with herb powders for 20-30 minutes on low. Let cool, strain, and store. Massage scalp 1-2 times a week.

2. Pitta Cooling Hair Oil

- **Base Oil:** 100 ml coconut oil.
- **Herbs:** 1 tbsp Amla powder + few fresh Hibiscus petals (optional).
- **Method:** Warm coconut oil just until melted (if solid). Add amla, lightly heat for ~15 minutes. Infuse fresh petals if available. Strain and store. Apply before bed or 1 hour before shower.

3. Kapha Stimulating Hair Oil

- **Base Oil:** 100 ml mustard oil + 25 ml sesame oil (to dilute intensity).
- **Herbs:** 1 tbsp rosemary leaves or ½ tsp rosemary powder.
- **Method:** Gently heat, let herb infuse. Massage into scalp sparingly (mustard oil can be potent). Encourages circulation to scalp, helps reduce heaviness.

5. Formulating Cleansers (Powders & Liquid Washes)

Natural cleansers can replace conventional **shampoos, facial cleansers,** or **body washes.** Ayurveda often relies on herbal powders (like Shikakai, Reetha) or mild, **pH-friendly** solutions.

5.1 Herbal Hair Cleansers

1. Shikakai-Reetha-Amla Blend

- **Ratio:** 1 part shikakai : 1 part reetha : 1 part amla powder.
- **Usage:** Mix powder with warm water to form a paste. Massage into wet hair/scalp, then rinse. This gentle wash is suitable for all doshas, though you can tweak the ratio (less shikakai for Vata dryness, for instance).

2. Hibiscus Shampoo

- **Method:** Crush fresh hibiscus leaves/flowers + a bit of reetha or mild soapnut solution.
- **Usage:** Great for **Pitta** hair types wanting a cooling effect.

5.2 Facial Cleansers

1. Chickpea & Turmeric

- **Vata-Kapha** friendly: 2 tbsp chickpea flour + a pinch of turmeric. Mix with water/rose water.
- For **Pitta**, use less turmeric or swap for sandalwood.

2. Oat & Milk (for Vata dryness)

- Finely ground oats + a bit of powdered milk. Mix with water or rose water to gently cleanse.

5.3 Body Cleansers

- **Ub tan:** A traditional combination of chickpea flour, turmeric, sandalwood, and sometimes ground lentils or masoor dal. Good for pre-bath exfoliation and gentle cleansing.

6. Preservation & Shelf Life

Homemade Ayurvedic products often **lack** synthetic preservatives, so they typically have a **shorter shelf life.** Here's how to **extend** it safely:

1. Dry vs. Wet Formulations

- **Powders (Churna):** When kept **dry** in airtight containers, they can last **6-12 months.**
- **Liquid or Fresh Blends:** Usually last **1-2 weeks** in the fridge; some might need to be used **immediately.**



2. Oil Infusions

- If **properly** strained and stored in **sterile, dry** containers, infused oils can last **2-3 months** (or longer if minimal moisture is present).
- Keep them **cool** and away from **light** to reduce rancidity.

3. Refrigeration

- Face packs or concoctions containing **fresh aloe, milk, or fresh juices** should be **refrigerated** and used within a few days.
- Check for changes in **smell, color, or texture** before each use.

4. Hygiene & Container Choice

- Always use **clean, dry utensils** and containers. **Glass or high-quality plastic** jars with airtight lids are recommended.
- Avoid dipping **wet** fingers or tools into stored products to prevent **bacterial** growth.

5. Patch Test & Monitoring

- Even if the product looks fine, always do a **quick smell/visual check**.
- If you sense any **rancid** odor or mold, discard it immediately.

7. Reflection & Exercises

Exercise 1: Simple Face Pack Formulation (10-15 minutes)

- **Task:** Choose one **dosha** you'd like to address (Vata, Pitta, or Kapha). Create a hypothetical **face pack recipe** with at least **2 herbs**, specifying your chosen **base liquid** and approximate **ratios**.
- **Goal:** Practice applying the formulation principles, focusing on synergy and dosha balance.

Exercise 2: Designing a Custom Hair Oil (10 minutes)

- **Task:** Sketch out a **personal** hair oil formulation. Think about your scalp's needs—dry? itchy? oily? Then select your **carrier oil** and **herbs** accordingly.
- **Goal:** Gain confidence in combining herbs for scalp/hair benefits and consider how you'd preserve it (heat infusion vs. cold infusion).

Exercise 3: Preservation Strategy (5 minutes)

- **Task:** For your face pack or hair oil idea, note how you'd **store** it and determine an **estimated shelf life**.
- **Goal:** Reinforce the **importance** of proper storage and usage timelines to ensure product safety.

8. Summary & Looking Ahead

1. Today's Key Points

- Ayurvedic formulations rely on **synergy, dosha alignment, and fresh, quality** ingredients.
- **Face packs, hair oils, and cleansers** can be easily crafted at home with the right **carriers, herbs, and ratios**.
- **Preservation** matters: shorter shelf lives demand **careful** storage, **clean** practices, and frequent **quality checks**.

2. Preparation for Next Lessons

- In upcoming sessions, we'll explore **detailed regimens** for **common skin/hair concerns** (acne, pigmentation, dandruff, hair fall). We'll also look into **simple in-house spa treatments** (like herbal steams, scrubs, and scalp massages).
- You'll learn how to **personalize** these regimens further for each dosha or **combination** doshas.



Summary

By understanding the **fundamentals** of Ayurvedic formulation, you're well on your way to **customizing** natural and **dosha-specific** beauty products. Continue experimenting with **simple** recipes, maintain good **preservation** practices, and keep refining your approach based on **individual** feedback—this is exactly how Ayurvedic cosmetology thrives in **personalization** and **holistic** care.

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