

# Buying Cosmetics: A Dilemma

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Dr Kleenz Laboratories Private Limited  
Authored by: Bhargavi Agrawal



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## Buying Cosmetics: A Dilemma

When we think about cleansing, beautifying and enhancing our attractive features, only thing that we bend towards are cosmetics. Although cosmetic products have undergone many advancements during the modern times, the basic concept of cosmetics has not faded yet. But the elevation of the cosmetics is still improving. One can easily find various ayurvedic cosmetics, herbal cosmetics and natural cosmetics in the commercial world around them. To win and choose the best in this surge of cosmetics, one must know what these are actually meant for.

### **Cosmetics**

Cosmetics are usually meant to be applied on the face for its beautification. They primarily comes in formulas to suit individual skin textures.

### **Ayurvedic Cosmetics**

Ayurvedic Cosmetics, initially originated in India, has a system of healing and thus are mainly used as medicinal cosmetics.

### **Herbal Cosmetics**

Herbal Cosmetics are the products formulated using various permissible cosmetic ingredients to form the base in which many herbal ingredients are used for getting a perfectly defined cosmetic benefits.

### **Natural Cosmetics**

Natural Cosmetics, in 21<sup>st</sup> Century have evolved as the products with synthetic ingredients, and thus losing their indigenous origin.

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**For thousands of years, we have been using natural cosmetics at the price of our health. They may impart the desired result, but at the cost of our soundness.**

With the increasing knowledge and awareness, the consumer behavior is altering and the demand as well as appraisal for ayurvedic and herbal products can be seen. With the emerging needs, natural cosmetics in 21<sup>st</sup> century has lost its botanical origin. It has marked a question mark on skin safety. Now a days, where everyone is in a race of natural ingredients, there are several ads with false claims to advertise their product. Have you ever thought, what the use of 'asafetida' (heeng) is as a cosmetic? But still they have been shown as an inclusive product in the skin cosmetics. Various untruthful and erroneous claims make the promotional ads unreliable and misleading.

But all the products can't be blamed. There are minds, making the "natural" position even stronger and thus accepting the challenge of sustainable and biodegradable cosmetics.

So, keep your eyes and sensors open to the cosmetics to test which one serves you the best!

**Dr Kleenz Laboratories Private Limited  
246/68, Master Complex, I.P. Extension, Delhi-92**

**Mob: +91 9971744566**

**Website: [www.drkleenzlab.com](http://www.drkleenzlab.com)**