

FUTURE OF COSMETICS IN THE CONTEXT OF DINACHARYA PROCEDURE ACCORDING TO AYURVEDA

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Article Received: 14 June 2026, Article Revised: 04 July 2026, Published on: 24 July 2026

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Doi: <https://doi-doi.org/101555/ijarp.4149>

ABSTRACT

Background: Ayurvedic *Dinacharya* (daily regimen) emphasizes routine practices aligned with nature's rhythms to maintain health and promote beauty. Classical texts prescribe daily cosmetic measures: Oral care (*Danta-Dhāvanā* and *Jihvā Nirlekhana*), oil massage (*Abhyanga*), eye collyrium (*Anjana*), nasal therapy (*Nasya*), powder massage (*Udvaartana*), bath (*Snāna*), and others-to cleanse, nourish, and balance the skin and sense organs. Each practice is timed to the dominant *Doshā* (*Vāta*, *Pitta*, *Kapha*) cycle and tailored to one's constitution. Modern research links these rituals to improved skin barrier function, circulation, detoxification and stress reduction.

This review examines Ayurvedic cosmetic procedures in light of chronobiology: aligning beauty care with circadian and *Doshic* cycles.

We summarize evidence for personalized daily beauty routines, including *Dosha*-specific herbs and techniques, and present two tables:

1. Common *Dinacharya* beauty practices with their benefits, and
2. *Dosha*-tailored cosmetic regimens with recommended natural ingredients.

Integrating Ayurveda's time-tested regimen as a holistic, preventive approach to cosmetology may guide sustainable beauty innovations.

KEYWORDS: Ayurveda; Dinacharya; Cosmetic regimen; Skin health; Circadian rhythm; Doshā.

INTRODUCTION

Ayurveda regards Saundarya (beauty) as an aspect of health. The classical literature asserts that good looks not only enhance self-esteem but also reflect inner balance. Beauty is reflected in a healthy complexion, clear skin, lustrous hair, and radiant eyes—all of which are nurtured through the holistic measures described in the *Ashto Ninditiya Adhyaya* and sustained by proper daily care. Ancient Acharyas have documented numerous herbs and rituals for complexion enhancement, acne treatment and skin texture improvement^[1]. Central to this is *Dinacharya*, the prescribed daily routine. Ayurveda holds that following *Dinacharya*, which includes cleansing, massage, bathing and more at specific times, maintains the harmony of *Doṣhas* and promotes *Sharīra* (body) health^[2]. In particular, *Dinacharya* contains procedures explicitly aimed at skin becoming healthy and for its good complexion and its texture.

In the modern era of natural cosmetics, there is growing interest in these time-honoured practices. The herbal cosmetics industry is rapidly expanding worldwide, driven by their safety and holistic benefits^[3]. Ancient texts like *Charaka Saṃhitā*, *Suśruta Saṃhitā*, and *Aṣṭāṅga Hṛdaya* catalog numerous formulations (e.g. *Varnya Elādi gaṇa*) and topical treatments (*Mukhalepa*, Oil, Powder) for beauty^[4]. This review synthesizes classical Ayurvedic guidance with contemporary evidence. We explore traditional *Dinacharya* therapies (*Abhyanga*, *Anjana*, *Snana*, *Nasya*, *Udvaartana*, etc.) for cosmetology, discuss *Dosha*-customized routines, and emphasize synchronization with circadian rhythms. Finally, we discuss the relevance of *Dinacharya* as a preventive, holistic and sustainable framework for modern cosmetology.

MATERIALS AND METHODS

This narrative review was conducted by systematically collecting data from classical Ayurvedic texts including *Charaka Samhita*, *Sushruta Samhita*, and *Ashtanga Hridaya*, with special emphasis on *Dinacharya*-related chapters. Contemporary literature was retrieved from peer-reviewed journals indexed in Google Scholar, AYUSH Research Portal, and journal websites.

Search terms included “*Dinacharya*,” “*Ayurvedic* cosmetology,” “skin health,” “circadian rhythm,” “chronobiology,” and “*Dosha*-based skincare.” Articles published between 2015 and 2025 were screened. Relevant review articles, conceptual papers, and scientific studies were analysed and synthesized to present an integrative review.

REVIEW OF LITERATURE

Dinacharya and Daily Cosmetic Rituals

Ayurvedic texts conceive *Dinacharya* as a systematic set of actions are early rising, cleansing, exercise, bathing, eating, sleeping each synchronized with the shifting dominance of *Doṣhas* (*Vāta*, *Pitta*, *Kapha*) during different times of the day. The recommended activities include several with explicit cosmetic and hygienic roles:

- **Brushing teeth (*Danta-Dhāvanā*):** Using herbal twigs or pastes (e.g. made from *Arka*, *Khadira*, *Nimba*) in the morning and evening removes plaque and odor. This cleanses the oral environment, brightens the smile, and supports *Dosha* balance in the head region.
- It eliminates halitosis, thereby improving breath freshness and social confidence. Removes food debris from tongue, teeth, and oral cavity, contributing to a cleaner and brighter smile. Prevents oral diseases, reducing bacterial growth and plaque formation, which supports whiter, cleaner teeth. Maintenance of oral hygiene enhances overall facial appearance, as the mouth is the primary entrance of digestion and a central component of facial aesthetics.
- **Tongue scraping (*Jihvā Nirlēkhana*):** Accumulation of toxic residue can result from improper eating, poor digestion or a reflection of an imbalance in gastrointestinal system. *Jihvā Nirlēkhana* freshens breath and detoxifies the oral cavity. Numerous beneficial phytonutrients in food are first recognized by the taste receptors located on the tongue.
- To optimize this vital interaction between food and the body, it is important to eliminate any coating or buildup on the tongue that may hinder proper sensory perception and physiological response.
- **Eye care (*Anjana*):** It is described at the beginning of *Dinacharya* by *Charaka*, is recommended for daily eye care, with *Sauviranjana* for regular use and *Rasanjana* periodically. Daily application of medicinal collyrium nourishes and cleanses the eyes. The texts liken the effect to gold ornaments cleaned by oil: *Anjana* makes the eyes shine like the bright moon. It soothes inflammation and protects vision, contributing to brighter, clearer eyes. It cleanses the eyes, reduces burning, itching, discharge, and improves vision by enhancing local circulation and micro-nutrition.
- **Oil massage (*Abhyanga*):** Thorough whole-body oil massage is a cornerstone of Ayurvedic daily care. Classics commend *Abhyanga*'s aesthetic benefits: *Sushruta* notes it makes the skin firm, toxin-free and soft in touch, enhancing the natural color and complexion. Daily *Abhyanga* nourishes the *Dhātu* (tissues) and delays aging. Modern studies support these claims: massage improves lymphatic drainage, boosts circulation to skin,

reduces cortisol levels, and increases ‘feel-good’ hormones, all of which enhance skin tone and vitality.

- **Specialized massage (*Padābhyanga*, *Śīroabhyanga*):** Foot massage (*Padābhyanga*) relieves fatigue and cools *Vata* in the lower body, making the skin smooth and strengthening the feet. Head and scalp massage (*Śīroabhyanga*) nourish hair roots; daily head massage is said to prevent premature graying, strengthen hair, and impart lustre to the face and hair.
- **Powder massage (*Udvardana/Utsādana*):** Dry or oil-powder rubs are prescribed particularly for *Kapha* balance. *Udvardana* (dry powder massage) uses astringent herbal powders; it reduces excess fat (*Meda*) and *Kapha*, and provides the skin an excellent, clear, and healthy complexion. Similarly, *Utsādana* (oil with powder) brightens and lightens the skin tone. These exfoliating rituals open capillaries, improve oxygen and nutrient delivery, and stimulate *Bhrajaka Pitta* (the skin’s metabolic function).
- **Bathing (*Snāna*):** Ritual bath with water and herbal additives cleanses the body surface. Beyond hygiene, *Snana* stimulates circulation and exfoliates dead skin. Warm evening baths promote relaxation and better sleep. Bathing with cooling or medicated water helps balance skin oils and soothe the nervous system.
- **Nasal therapy (*Nasya*):** Oil instillation through nostrils cleanses the head region. Classical sources state that proper *Nasya* prevents disorders of the eyes, nose and ears, and even no white or gray hair appears. By nourishing the scalp and brain, *Nasya* indirectly promotes healthy complexion and hair.
- From a dermatological perspective, regular practice of *Pratimarsha Nasya* is said to delay premature aging, reduce skin wrinkling, and prevent dryness of the facial skin. Improved circulation and stimulation of the olfactory and neural pathways may enhance tissue nutrition, thereby promoting better complexion and natural glow (*Varṇa Prasadana*). It also helps reduce hair fall and premature greying, indirectly supporting scalp and skin integrity. Thus, *Nasya* can be understood as a preventive cosmetological measure that contributes to maintaining youthful, radiant, and healthy skin.
- **Oral rinses (*Gandūsha/Kavala*):** Gandusha, a classical therapeutic procedure described in *Charaka Samhita* and *Ashtanga Hridaya*, involves complete retention of medicated liquid in the oral cavity for a specific duration until lacrimation and nasal discharge occur, followed by expulsion. While primarily indicated for oral hygiene and disease prevention, *Gandusha* demonstrates significant cosmetological relevance due to its direct effects on orofacial tissues and facial aesthetics.

- *Taila Gandusha* (oil retention) is known to strengthen the jaw, improve voice quality, enhance taste perception, and nourish facial musculature. The toning effect on oral and perioral muscles may contribute to improved facial contour and firmness, thereby supporting anti-aging outcomes. Prevention of dryness of mouth and cracking of lips further enhances lip hydration and texture.
- From a mechanistic perspective, the antioxidant and anti-inflammatory properties of medicated oils help reduce oxidative stress, a key factor in premature aging. The viscous nature of oil inhibits bacterial adhesion and plaque formation, promoting periodontal health and contributing to an aesthetically pleasing smile. Additionally, the lipidophilic buccal mucosa facilitates absorption of lipid-soluble phytoconstituents, potentially supporting systemic nourishment and tissue metabolism.
- **Lifestyle practices (*Dhyana, Vihara, Yoga*):** Though not strictly “cosmetic,” daily routines like meditation and *Yoga* are advocated to maintain mental balance. Lower stress and improved circulation from such practices translate into healthier, glowing skin.

Overall, Ayurvedic texts present *Dinacharya* as a comprehensive hygiene and beauty regimen, not limited to superficial care. Many sub-procedures (e.g. *Jihvā Nirlekhana, Padābhyanga*) serve dual purposes of detox and beautification. These practices are intended to rejuvenate (*Rasa-Prasadana*) and restore the glow on the skin, preventing wrinkles and sagging over time.

Table 1: Summarizes key daily cosmetic practices from *Dinacharya* and their benefits.

<i>Dinacharya</i> Practice	Key Cosmetic/Skin Benefits
Brushing teeth (<i>Danta-Dhāvanā</i>)	Cleans teeth and gums, removes coating and halitosis; brightens teeth; balances <i>Kapha</i> in head; improves facial aesthetics.
Tongue scraping (<i>Jihvā Niṣhekhana</i>)	Removes bacterial biofilm, reduces oral toxins; freshens breath; improves taste perception and appetite. Contributes to clear skin by preventing systemic toxin build-up.
Eye collyrium (<i>Anjana</i>)	Cleans and soothes the eyes; protects against irritants; enhances eye beauty and clarity. Classical texts say daily <i>Anjana</i> makes eyes “ <i>shine like the bright moon</i> ”.
Mouth rinses (<i>Gandūsha/Kavala</i>)	Strengthens gums and teeth; freshens breath; removes oral impurities. Balances doshas in oral cavity, contributing to clear skin via internal detoxification. (E.g., herbal <i>Tambūla</i> can improve complexion)
Oil massage (<i>Abhyanga</i>)	Deeply nourishes skin (<i>Dhatus</i>), improves hydration and elasticity; stimulates blood/lymph flow; clears toxins from tissues; reduces stiffness. Enhances complexion and delays aging. Relaxing, stress-reducing effect also brightens skin.
Powder massage (<i>Udvartana/Utsādana</i>)	Exfoliates dead skin cells; reduces excess <i>Kapha</i> /fat; firms tissues; gives clear, glowing complexion. Increases blood flow

	and skin metabolism via <i>Bhrajaka Pitta</i> enhancement. <i>Utsādana</i> (oil + powder) also moisturizes while brightening skin tone.
Head/foot massage (<i>Śiro-/Padābhyanga</i>)	<i>Śiroabhyanga</i> strengthens hair roots, prevents hair fall/greying, softens facial skin; adds luster to the face. <i>Padābhyanga</i> relieves foot fatigue, removes dryness and stiffness. Improves overall <i>Vata</i> balance for healthier skin feeling.
Bathing (<i>Snāna</i>)	Cleanses epidermis; removes impurities; regulates skin oiliness; stimulates circulation and gentle exfoliation. A warm (especially evening) bath relaxes muscles and promotes good sleep, indirectly helping skin regeneration.
Nasal oil drops (<i>Nasya</i>)	Clears sinuses and nourishes head tissues; prevents premature graying of hair and hair fall. By maintaining healthy pathways in the head, it supports a glowing facial complexion.

Dosha-Specific Beauty Regimens

Ayurveda emphasizes **Prakriti** (individual constitution) in tailoring skin care. The skin itself houses multiple *Doṣhas*: *Vāta* governs sensation and dryness, and a specialized *Bhrajaka Pitta* governs color and radiance^[5]. Imbalances manifest in dryness (*Vata*), heat/redness (*Pitta*), or oiliness (*Kapha*) of the skin. To restore balance, Ayurvedic cosmetology prescribes different routines and ingredients for each *Doṣha*:

- **Vāta Skin (Dry, thin, cold):** *Vata*-dominant individuals benefit from warming, hydrating care. Rich, unctuous oils like sesame oil or *Shatadhauta Ghrita* (water-washed ghee) are applied via *Abhyanga* to deeply moisturize and pacify dryness. Soothing herbs like *Yashtimadhu* (licorice) and *Bala*, known for *Vata*-calming and nourishing properties, are used in formulations. Classical sources note that regular oil massage “cures *Vata* disorders, improves complexion”. In practice, gentle oil-based cleansing and cream masks with warming herbs can counteract *Vata* depletion.
- **Pitta Skin (Oily, sensitive, warm):** *Pitta*-dominant skin tends to be warm, prone to inflammation, redness or hyperpigmentation. Cooling, protective measures are indicated. Ayurvedic beauty care uses *Shveta Chandana* (white sandalwood), *Amalaki* (Indian gooseberry), and *Sarivādi* (root of *Hemidesmus indicus*) in face packs and oils, all noted for their *Pitta*-pacifying, anti-inflammatory, and complexion-brightening effects. Acharyas specifically list *Chandana* and *Sariva* for skin cooling. Aloe vera gel and rose-infused water (not directly in classical texts but consistent with Ayurveda) are often recommended in modern practice to soothe heat. Complexion-promoting *Mukhalepas* (face-packs) described in *Aṣṭāṅga Hridaya* are also tailored to calm *Pitta* and restore skin color^[6]. Thus, *Pitta* skincare emphasizes gentle cleansers, cooling oils (e.g., rose or jasmine), and UV protection.

- **Kapha Skin (Oily, thick, sluggish):** *Kapha* types have oily, cool, often acne-prone skin. Stimulatory and exfoliating treatments are advised. *Udvardana* (herbal powder massage) is especially recommended: rubbing powders like *Vacha* (sweet flag), *Triphala* (three fruits), *Lodhra* and *Shunthi* (dry ginger) helps “decrease *Kapha* and fat” while “providing skin an excellent, clear, and healthy complexion”. These powders gently scrub excess oils and stimulate circulation. Light astringent or drying pastes (e.g. with neem or turmeric) are used to balance *Kapha*. Even diet and lifestyle support (morning exercise to stimulate circulation) are part of *Kapha* skin care. In short, *Kapha*-oriented routines focus on revitalizing, energizing practices to clear congested skin.

Table 2: Outlines *Dosha*-associated skin traits and recommended Ayurvedic cosmetic care.

Dosha	Skin Characteristics	Recommended Ayurvedic Cosmetic Regimen
Vāta (Air/Space)	Dry, rough, fine-textured skin; prone to flaking and premature wrinkles; easily cooled or chapped.	Rich oils & emollients: Daily <i>Abhyanga</i> with warm sesame oil; <i>Shatadhauta Ghrita</i> facial massage. Soothing herbs: Licorice (<i>Yashtimadhu</i>), <i>Bala</i> , moisturizing powders. Warm baths.
Pitta (Fire/Water)	Sensitive, often warm and slightly oily skin; prone to redness, acne, inflammation or hyperpigmentation.	Cooling agents: <i>Shweta Chandana</i> (sandal), <i>Amalaki</i> , Vetiver used in face packs (<i>Mukhalepa</i>). Anti-inflammatory herbs: Sandalwood, turmeric, rose, coriander. Gentle cleansers and sun protection.
Kapha (Earth/Water)	Oily, thick skin; tendency to heaviness or congestion; prone to acne or dullness; sluggish circulation.	Exfoliation: <i>Udvardana</i> (herbal powder massage) with <i>Triphala</i> , <i>Vacha</i> , <i>Lodhra</i> . Drying/antiseptic pastes: <i>Lodhra</i> , neem-based masks. <i>Light oils</i> : minimal use of coconut/jojoba oil. <i>Stimulating yoga/exercise</i> to boost circulation.

Table 2. Dosha-specific skin qualities and corresponding Ayurvedic cosmetic regimens (herbs and practices are drawn from classical sources and expert recommendations^[7]).

Chronobiology: Timing and *Doshic* Cycles

A unique strength of *Dinacharya* is its integration of chronobiology. Classical doctrine of *Kāla* (time) teaches that physiological functions fluctuate in predictable rhythms. Ayurveda's *Doṣa-Kāla* concept assigns times of day to each *Dosha*: early dawn (~2–6 AM) is ruled by *Vāta*, morning (~6–10 AM) by *Kapha*, and late morning/afternoon (~10 AM–2 PM) by *Pitta*. Modern chronobiology similarly finds cortisol peaks, digestion peaks and detoxification cycles in these periods. *Dinacharya* leverages this: for example, *Uṣaḥ kāla* (pre-dawn) is ideal for evacuation and meditation, as *Vāta* aids in elimination and alertness. *Udvardhana*, *Abhyanga* & *Snana* are advised in *Kapha kāla* to reduce heaviness and stiffness. Meals are best taken in *Pitta kāla*, when digestive fire is strongest. Evening and pre-sleep routines (light massage, oil pulling, no late meals) are prescribed during Kapha-dominant night to calm the senses.

By aligning cosmetics with circadian/*Doshic* cycles, *Dinacharya* aims to maximize bioavailability and physiological effect. For instance, applying rich oils in *Kapha hora* (8–12 AM) when the body can absorb nourishment, or using anti-inflammatory herbs during *Pitta* hours, may enhance outcomes. Recent researchers note that this Ayurvedic timetable functions as a chronotherapeutic protocol. As contemporary life increasingly disrupts natural rhythms, *Dinacharya* offers “a non-pharmacological chronotherapeutic system, capable of restoring circadian alignment”. In cosmetology, this implies scheduling beauty treatments (cleansing, massage, masks) at optimal times of day to sync with hormonal and metabolic fluctuations for best effect.

Modern Evidence and Integrative Perspectives

Scientific studies increasingly validate aspects of *Dinacharya*. Clinically, routine oil massage (*Abhyanga*) has been shown to reduce cortisol (stress hormone), improve heart rate variability and vagal tone, and increase skin blood flow. These physiological changes translate into healthier, radiant skin. Oral hygiene practices like tongue scraping significantly reduce pathogen load, indirectly supporting clear skin by limiting systemic inflammation. Timed meals (largest at midday) align with circadian metabolism, as dieticians find better weight and skin outcomes when eating before sunset.

From a holistic standpoint, *Dinacharya* embodies sustainability: it emphasizes natural substances (herbal oils, powders, extracts) and daily rituals over synthetic cosmetics or aggressive treatments. Classical sources compare *Dinacharya* to medicine for the body's biological clock. Notably, a 2022 review concludes that adopting these Ayurvedic routines

“may play a crucial role in health preservation and disease prevention across the lifespan. For cosmetology, this suggests that consistent, preventive care is more valuable than sporadic interventions.

In the study of preventive, integrative health, *Dinacharya* is gaining renewed attention. Beyond beauty, these practices foster **mind–body balance**, stress reduction, and detoxification – all of which benefit skin quality. For example, regular Yoga and meditation complement *Dinacharya* by improving sleep and hormonal balance, indirectly enhancing complexion. The ancient concept of applying time-tested botanical formulations (e.g., turmeric, sandalwood, amalaki, bhringraj) to skin and hair is being rediscovered in research on natural cosmeceuticals^{[8],[9]}. Such herbs have demonstrated antioxidant, anti-inflammatory and regenerative properties in modern assays, affirming their traditional uses.

Given the rising demand for clean and holistic beauty, *Dinacharya*’s personalized, eco-friendly approach is particularly relevant. Integrating these principles into modern skincare could involve designing products around *Dosha* types and recommending daily routines as part of dermatology or wellness programs. Schools of Ayurveda now advocate bringing *Dinacharya* into corporate wellness and community health, echoing its preventive promise.

DISCUSSION

The present review highlights *Dinacharya* as a comprehensive cosmetic care system rooted in preventive medicine. Unlike conventional cosmetology, which often focuses on symptomatic and external beautification, *Dinacharya* emphasizes internal balance, daily discipline, and alignment with natural rhythms.

Classical Ayurvedic descriptions of *Abhyanga*, *Udvardhana*, *Nasya*, and *Anjana* demonstrate remarkable congruence with modern concepts of skin barrier maintenance, microcirculation, lymphatic drainage, and neuroendocrine regulation. The concept of *Bhrajaka Pitta* regulating skin metabolism parallels modern understanding of epidermal enzymatic and inflammatory processes.

Dosha-specific cosmetic regimens discussed in this review align with contemporary personalized dermatology, suggesting that Ayurveda anticipated individualized skincare centuries before modern science. Furthermore, the integration of chronobiology through *Dosha-Kala* strengthens the scientific validity of *Dinacharya*-based cosmetic care.

Thus, *Dinacharya* offers a unique framework that bridges traditional wisdom and modern cosmetic science, positioning Ayurveda as a valuable contributor to integrative and sustainable cosmetology.

CONCLUSION

Ayurveda's *Dinacharya* offers a vision for the future of cosmetics rooted in chronobiology and holistic health. By framing beauty care as a daily, personalized regimen synchronized with natural rhythms, *Dinacharya* shifts the goal from temporary enhancement to long-term skin health and resilience. Classical practices like *Abhyanga*, *Anjana*, *Nasya* and others are when adapted to individual *Doshas* and timed circadianly can serve as gentle yet effective cosmeceutical interventions. Modern science increasingly supports their benefits for skin vitality, stress reduction and systemic wellness.

The tables provided encapsulate this synthesis: Table 1 highlights everyday Ayurvedic cosmetic acts and their multifaceted skin benefits, while Table 2 guides *Dosha*-tailored routines with specific herbs and techniques. Looking ahead, integrating *Dinacharya* into cosmetology could lead to **preventive, sustainable beauty protocols**—for instance, prescribing morning oil massage or herbal face packs instead of quick-fix creams. As consumer preference grows for natural, science-backed skincare, Ayurvedic *Dinacharya* stands poised to inform innovative products and lifestyles.

In conclusion, embracing *Dinacharya* in modern beauty care means honoring time-tested wisdom: caring for the body's largest organ (skin) through daily disciplines that nourish from within. This holistic approach promises not only outward glow but also enduring skin health and balance, aligning ancient Ayurvedic insights with contemporary well-being trends.

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