CONSUMER BUYING BEHAVIOUR TOWARDS HERBAL COSMETIC PRODUCTS IN INDIA - AN OVERVIEW

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ABSTRACT

This paper examines how the beauty of a person gives perceptual experience of pleasure or satisfaction. Herbal Cosmetics, referred as Products, are formulated, using various permissible cosmetic ingredients to form the base in which one or more herbal ingredients are used to provide defined cosmetic benefits and are called as “Herbal Cosmetics”. Herbs do not produce instant cures. They offer a way to put the body in tune with nature. A huge number of cosmetic and toiletry formulations have been designed and developed based upon Indian Herbs recently. Other than traditionally documented applications, some modern trials have also been using made the utility of Indian herbs in Personal Care products. The demand of herbal medicines is increasing rapidly due to their skin friendliness and lack of side effects. The best thing of the herbal cosmetics is that it is purely made from herbs and shrubs and thus is free of side-effects. This article highlights the consumer behaviour towards herbal cosmetic products in India.

KEYWORDS: Cosmetic Products, Face care , Body care, Hand care, Foot care, Ayurvedic Medicine, Herbal Cosmetics

INTRODUCTION

Cosmetics are products created for skin and hair care for the purpose of cleansing, beautifying and enhancing the attractive features. Skin care is not a modern trend. In fact, people in every civilization used cosmetics to protect and embellish their skin - which naturally leads us to conclude that this is a primordial need. Although cosmetic products have undergone many changes in modern times, the basic concept of using cosmetics to enhance the features of good health has not changed. Preserving a youthful complexion has been the holy grail of beauty since Cleopatra stepped into her legendary bath of milk more than 2,000 years ago. When Hitler tried to ban make-up in Germany, German women refused to work. Roman women used to dye their hair darker with a mixture of boiled walnuts and leeks. The first cold cream was developed by Galen, a Greek physician. People from all these cultures used herbal concoctions with components like henna, sage and chamomile to darken their hair. Up to the late nineteenth century, women in Western countries secretly wore make-up made from mixtures of household products, as make-up was then deemed the domain of celebrities. Cosmetics were for the first time openly put up for sale in the early part of the twentieth century. At the end of the Second World War when people celebrated the return of their loved ones, there occurred a true surge in cosmetic sale and it still continues.
Cosmetics
Cosmetics that are meant to be used on the face and eye area are usually applied with a brush, a makeup sponge, or the fingertips. Most cosmetics are distinguished by the area of the body intended for application. Primer comes in formulas to suit individual skin conditions.

Ayurvedic Medicine
Ayurvedic medicine is a system of healing that originated in ancient India. In Sanskrit, ayur means life or living, and veda means knowledge, so Ayurveda has been defined as the “knowledge of living” or the “science of longevity.”

Herbal Cosmetics
Herbal Cosmetics, hereinafter referred as products, are formulated, using various permissible cosmetic ingredients to form the base in which one or more herbal ingredients are used to provide defined cosmetic benefits called as “Herbal Cosmetics.

Natural Cosmetics
A number of the big name drugstore and high-end cosmetic companies are cruelty-free, but their products usually comprise mostly of synthetic ingredients. An organic ingredient is by definition natural, and vegan cosmetic products are necessarily cruelty-free.

History repeats itself but for better benefits! For thousands of years, we have been using natural cosmetic products for skin care. Many of the chemical additives used in cosmetic products, that emerged out of modern science may do the job but at the price of our health. It has become apparent that many of these chemicals are detrimental to health and in the long run, can do more harm than good. In the 21st century natural cosmetic is about developing “New skin care concept based on the perfect synergy between nature and technology, between the purest bioactive ingredients and premium performance innovation.” Natural cosmetic Philosophy is “Believe in the synergy of nature, in its simplest form, along with the most complex technology.”

Consumer Behaviour
The term consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items, That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it and how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose it.

Cosmetic Consumer Behaviour
The cosmetic consumer behaviour could possibly be changed by the current trend of consuming. Thus, consumers' behaviour which comprises consumption information, customer demand, appraisal, preference, action, contentment, etc. is being observed by the investigator. Despite our differences we have one of the most important common factors among all of us and that is the fact that we are all consumers. On a regular basis we use or consume food, clothing, shelter, transportation, education, equipment, vacations, necessities, luxuries, services, and even ideas. As consumers we play a vital role in the health of the economy, local, national, and international. The purchase decisions we make affect the demand for basic raw materials, transportation, production and banking; also they affect the employment of workers and the deployment of resources, the success of some industries and the failure of others. In order to succeed in any business, and especially in today’s dynamic and rapidly evolving marketplace, marketers need to know everything they can about consumers.

HERBAL COSMETIC PRODUCTS IN INDIA
Listed below are the top 10 brands of herbal cosmetic products available in India for your knowledge. Have a glimpse at them, so that you can pick the right products the next time.

Himalaya Herbals:
Himalaya Herbals has become one of the most trusted names in the Indian herbal cosmetics industry. Since the year 1930, the company has been taking utmost care of our beauty with its vast line of products that are 100 per cent natural and safe. Years of research, rare Himalayan herbs, best ayurvedic compositions, and superior pharmaceutical technology are some of the specialties of this brand.
• Face care (cleansers or washes, scrubs, masks, toners, moisturizers, fairness, eye care, lip care and special treatment products)
• Body care (lotions, creams and soaps)
• Hand care
• Foot care
• Hair care (oils, shampoos, conditioners and creams)

**Lotus Herbals:**

Being one of the most renowned herbal cosmetic brands of India, Lotus Herbals offers more than 250 variations of beauty and cosmetics items enriched with all the goodness of some not-so-easily-available medicinal as well as therapeutic herbs. It is an ISO 9001 company with a holistic healthcare approach, which helps us make the most of our beauty regime by providing long-term results in the shortest possible time.

**Types of Product Range**

- **Skin care** (face washes, cleansers, toners, moisturizers, protectors, nourishers, correctors, enhancers, exfoliators, lip care and whitening range)
- **Body care** (lotions and Ayurvedic cleansing bars)
- **Hair care** (oils, shampoos and tonics)
- **Safe sun care** (before sun, after sun, non-greasy, anti-aging with tint, for men and for kids)
- **Makeup** (face, eyes, lips, nails, ecostay and others)

**Khadi Natural:**

When you opt for Khadi Natural, you don’t need to worry about the quality or purity of your herbal cosmetics products. Rather, the enormous range of products will make you spoiled for choices. It is one of the leading manufacturers of herbal items in India and has long been delivering customised products to customers of all skin and hair types.
Types of Product Range:

- Skin care (face washes, toners, moisturizers, scrubs, packs, masks, sprays, creams, body butter, hydro gel and lip balms)
- Hair care (regular oils, no mineral oil and paraffin-free oils, shampoos, conditioners, mehndi and henna products that are 100 per cent natural colors)
- Body care (bath oils, bath salts, body wash and aromatic bubble bath)
- Handmade soaps (butter soaps, glycerine and soaps)
- Aromatherapy (essential oils and massage oils)

Vaadi Herbals:
Vaadi Herbals brings a perfect combination of herbal science and advanced technology to us through its wide range of beauty and personal care products. Usage of the finest quality natural herb extracts and highly reasonable prices are the specialties of this brand.

Figure 4
Vaadi Natural Herbal Cosmetic Products

Types of Product Range:

- Face care (washes, scrubs, creams, lotions, gels, packs, facial soaps / bars and facial kits)
- Bath and body care (oils, soaps, creams, lotions, scrubs and gels)
- Hair care (oils and shampoos)
- Lip care (lip balms, etc.)
- Foot care (creams, scrubs and soaps)

Just Herbs:
Just Herbs is another herbal and ayurvedic cosmetics brand in India, which is much appreciated for disclosing the full list of ingredients for its products. Each of the items is uniquely formulated with certified natural components for ensuring maximum efficacy, ultimate safety and a luxurious experience.
Figure 5

Just Herbal Cosmetic Products

Types of Product Range:
- Face & body care (cleansers, exfoliators, moisturizers, natural sun protective products and glow boosters)
- Hair care (dandruff control, hair fall, products for dry to normal scalp and products for normal to oily scalp)

Biotique:
When it comes to the best Indian herbal cosmetics brands, Biotique always comes in the list of top 10. The company has earned worldwide reputation for blending time-tested natural therapies with the science of bio-technology.

Figure 6

Biotique Herbal Cosmetic Products

Types of Product Range:
- Skin care (cleansers, exfoliators, toners, moisturizers, scrubs, masks, vitalizers, products for sun protection, eye care and lip care)
- Hair care (oils, shampoos, conditioners, serums and products for styling)
- Body care (cleansers, nourishers, products for body massage, after bath, hand care and foot care)
- Makeup (face, eyes, lips, nails and shimmer)
Forest Essentials:
Only herbal extracts along with pure essential oils can help us retain the youth of our skin. And this is the concept behind the famous beauty and skin care line called Forest Essentials. Each and every product that we use from this brand contains spring water and naturally grown herbs from deep forests. Moreover, all of them are made by labours in several Himalayan villages.

Types of Product Range:
- Facial care (cleansers)
- Exfoliators, hydrating gels, toners, moisturizers, night creams, anti-aging, skin lighteners, masques, eye care and lip care
- Body care (base oils, bath oils, shower oils, massage oils, creams, lotions, polishers, soaps, mists, shower wash, butter soaps and handmade clear sugar soaps)
- Hair care (head massage oils, cleansers and conditioners)
- Wellness (diffuser burner oils, etc.)

Ayur Herbals:
True to its tagline i.e., ‘close to nature, close to you’, Ayur Herbals offers a vast range of natural beauty and cosmetics products to Indian as well as international customers. Each and every item delivered by this company is the result of thorough research. Authenticity and price are two biggest pros of this brand.

Figure 6
Ayur Herbal Cosmetic Products

Types of Product Range:
- Face care (gels, wash, scrubs, masks, packs, cleansing milk, astringent, toners, moisturizers, lotions, creams and lip balm)
- Sun care (sunscreen lotion and after sun burn gel)
- Body care (waxes, fairness bleach, rosewater, soaps and breast firming products)
- Hair care (hair wash, oils, shampoo, conditioners, kali mehendi, henna powder and styling gels)

VLCC (Very Large Curde Carrier)
Not only specific beauty treatments, but the VLCC Personal Care has also its own line of herbal cosmetics and beauty products that suit all sorts of skin and hair. From healing, protecting to taking care, you can expect everything from the exclusively formulated VLCC products.
Types of Product Range:

- Skin care (cleansers, washes, scrubs, toners, astringent, moisturizers, packs, skin whitening products, anti-pollution products, soaps, bleaches, eye care and lip care)
- Sun defence range (sun screens and after sun care)
- Body care (lotions, body therapy and pediglo)
- Hair care (oils, shampoos, conditioners, masks and henna)
- Specialties (facial kits, products for body shaping and products for grooming)

**JOVEES Herbal:**

JOVEES Herbal has also been providing high quality herbal cosmetics to Indian as well as International customers since last few years. The brand has more or less 85 excellent natural products in its portfolio now. With so many choices of items, you can easily pick the best one to meet your requirements.
ADVANTAGES OF HERBAL COSMETICS

- Natural products
- Safe to use
- Compatible with all skin types
- Wide selection to choose from
- Fits your budget
- Not tested on animals

REASONS FOR THE GROWTH OF COSMETICS INDUSTRY IN INDIA

Taste and tradition of the middle class and higher strata of the society have changed due to increasing awareness of the western world and beauty trends and high paid jobs. As a result woman from such social strata are now more conscious of their appearance and are willing to spend extra money. The change in cosmetic and skin care product consumption is witnessed today due to rise in number of women, especially from the middle-class population, having more disposable income. This actually has fielded a growth in certain product categories in the market that hardly was seen earlier. Colour cosmetics and sun care products that have shown growth rates of 46% and 13% respectively over the past two years.

The main engine that fuels the demand for various cosmetics products in India is its urban population. The crowning of three Indians as miss world and miss universe along with the market liberalisation process that began in 1991 have made Indian women conscious of their appearance. Consequently, the cosmetic consumption has made an attempt to study the herbal cosmetics Page 3/4 Sudy of Consumer Behaviour towards Chemical and Herbal Cosmetic Products and its impact on Marketing Strategies” patterns of Indian women have changed and this trend is effecting growth in the cosmetic sector

The Indian cosmetic market, which comprises of skin care, hair care, colour cosmetics, fragrances and oral care categories, has outperformed world's leading cosmetic markets in terms of growth in the recent past, although this industry registered double-digit growth rate in recent past, the current penetration of cosmetics and toiletry products still proves to be inadequate.

NEED AND IMPORTANCE OF THE STUDY

Earlier woman were largely confined within the four walls of their houses and their duty merely confined to taking care of children and home. They didn’t have the time and urge to look after their looks and appearance. But now the women are moving ahead and taking responsibilities of both home and outside home. This has made women more conscious towards beauty as they have to compete with the growing demands of the society. Thereby waiving a big market for cosmetic products.

PROBLEM OF THE STUDY

The purpose of the study is to examine the consumer’s behaviour of herbal cosmetic products because consumer behaviour is a very complicated field of study. There are many factors, which affect the behaviour of consumers which purchasing, using and evaluating the products. They are changes is fashion, technology and so on, different types of user’s skin, changes in consumer attitude and so on.

The first problem is the change in fashion, technology and so on. Modernity first makes its headway in urban areas. Not only economic & technological advancements find their place primarily in cities, but also new trends in fashion and personal health. Because of these changes, a number of products and its brands are available in the market. So the consumers are in confusion as to which product has to be selected.

The second problem is different types of user’s skin. There are different types of skin like normal skin, oily skin, dry skin, combination skin and sensitive skin. The oily skin and dry skin needs more care because oily skin is prone to black heads, white heads, spots and pimples and dry skin has problems in cold weather and ages faster than the normal skin. There are many herbal cosmetics that are produced and marketed for consumers and it is very difficult to identify which product it suitable for their skin. By using the herbal cosmetics only, the users can identify the side effects. Without using it is not possible to identify the side effects because user’s skin is of different types.

The third problem is the change in consumer attitude. Most of the researchers of consumer behaviour agree that it is very difficult to know fully about what goes in the minds of consumers. The consumer never stands still in his wants and needs. His behaviour may change according to his needs and situation. Therefore the main problem with the study of consumer behaviour is that he is in a state of constant change. He either modifies or changes his behaviour from time to time. So it is very difficult to predict the behaviour of consumers.

Besides it is true that more and more urban women are self conscious about their appearance. They spend more money and time for their beautification. In modern days city women are aware of the side effects of synthetic cosmetics and slowly they are switching over to the herbal cosmetics, therefore, it is necessary to retain the existing consumers by satisfying their needs. This is also a problem faced by marketers. So the researcher has made an attempt to study the herbal cosmetic using habits of consumers.
THE BASIC CATEGORIES FOR COSMETIC PRODUCTS

- Solutions
- Creams/Emulsions
- Lotions
- Ointments/Pastes
- Suspensions
- Tablets
- Powders
- Gels
- Sticks
- Aerosols

**Solution of Cosmetics**

These are the simplest type of cosmetic formulas and are used for a wide range of products such as shampoos, body wash, hand cleansers, colognes, etc. They are homogeneous mixtures of soluble ingredients.

**Creams / Emulsions**

The majority of cosmetics use raw materials that are not compatible so a cream or emulsion is used. Emulsions are pseudo-stable mixtures of immiscible liquids dispersed in another liquid. They are used for products like hand moisturizers, make up, hair conditioners, sunscreens, etc. To create them you need three formula components including an oil phase, aqueous phase, and an emulsifier.

**Lotions**

Creams are not always appropriate for some applications because they can be too heavy or greasy. In these cases, the lotion form is used. Lotions are essentially thin creams. They are used for facial moisturizers, leave-in hair conditioners, and moisturizing cleansers. Since these are emulsions, you make them the same way as you would a cream. They are generally easier because you do not have to worry about the emulsion getting thick enough as it cools down.

**Suspensions**

Suspensions are another product form for delivering incompatible ingredients. Unlike creams, they are typically clear products with visible particles like gelatin beads or inorganic minerals (e.g. titanium dioxide) suspended throughout. They are used for sunscreens, hand washes or shampoos. To create them you need to include a polymer or clay that gives the formula some internal suspending structure. Ingredients like carbomer or bentonite clays are useful.

**Ointments / Pastes**

These are super thick products used for things like hairdressing and medicated skin products. Usually, they are anhydrous (contain no water) and are sticky & greasy. Some common ingredients used to create pastes include petrolatum, lanolin, or dimethicone. Making them is a simple matter of heating up the raw materials and rapidly mixing them until they are dispersed.

**Tablets & Capsules**

Another product form that is often used for creating color cosmetics is the tablet. These are physically blended solids that are held together by being pressed into shape. You’ll need special equipment to create these products. They are also generally more expensive.

**Powders**

One of the most common types of product forms for color cosmetics is powders. Powders are also used for products like baby powder & foot powder. They are just mixtures of solid raw materials blended together into a fine powder. Some typical ingredients include talc, silicates, and starch. Special equipment is needed when making these products as the fine powder can be dangerous.

**Gels**

Another common form of cosmetic products is the gel. These are thick products, typically clear, and have a property known as “shear thinning”. This means they stay thick until you apply a force which makes them thin and flowable. Anyone who has tried to get ketchup out of a bottle knows what we’re talking about. Gels are used for hair products, body washes, shaving products, and in toothpaste. They are made by using a gelling agent such as an acrylic polymer, a natural gum or a cellulosic thickener.

**Sticks**

Sometimes you need to create a product that the consumer won’t necessarily want to touch, for example, lipstick or underarm deodorant. In these cases you’ll use a stick product form. Sticks are solid delivery forms that deliver active ingredients through a rubbing action. The way you create them is by using mostly materials that are solid at room temperature. The ingredients are heated until they melt and then mixed, and poured into either a mold or the final container. When they cool, they take the shape of their packaging.

**Aerosols**

Aerosols are more of a packaging product form than a specific formulation type. You could actually create an aerosol out of almost any cosmetic formulation if you have the right can, propellant, and nozzle set-up. Aerosols are any cosmetic delivered from a pressurized can. They are composed of a concentrate and a propellant. You first make the formula as you would make any other cosmetic, and then fill it into the can. You seal the can and pressurize it using the appropriate propellant. Recent VOC (volatile organic compounds) regulations have reduced the use of aerosols in cosmetic products.
Ayurveda determined beauty by prakriti (Body constitution), sara (structural predominance), sanhanan (compactness of baby), twak (skin completion), Praman (Measurement) and dirghayu lakshyana (symptom of long life). Beauty is not a source of joy but gives confidence and proud to some extent. Ayurveda cosmetology started from mother wombs, dinacharya ratricharya, ritu charya with the practice of medicinal herbs and minerals. Charaka narrated that beauty of female is enhanced by finding a suitable man, similarly a man can enhanced appearance by getting with similar mind, psyche and linking with excellent quality partner.

Beautiful women are always praised in our ancient text as virtue, wealth; affluence and creation depend on women. There was a provision for appointing a beautiful women (kalinee) in the Rasasala (pharmacy) for rasabandha and the characteristic of Kalinee is not available then the specific way to convert ordinary women to kalinee is also possible by the administration of one karsa (3gm) of purified sulphur along with ghee for twenty one days According to Ayurveda Human body functions through various channel systems called “Srotamsi”, containing both microscopic and macroscopic structures such as the respiratory system, lymphatic/circulatory system, reproductive system and nervous systems, among others. These channels function as innumerable psycho-biological processes such as enzyme production, neuro-transmitter secretion, hormonal intelligence, respiratory capacity and digestive assimilation/elimination, immune power etc and are responsible for wellness and beauty. These act rhythmically and in concert with one another to perform complex decision-making regarding the supply of nutrients, filtration of toxins, excretion of wastes and much more. If these waste materials are insufficiently metabolized, toxins or incompletely processed food and experiences can become deposited in weak areas of the body. If unaddressed, these can become a disease. Weak zone occur in the body due genetic factors or more commonly, lifestyle factors, such as unhealthy food choices, stress or environmental influences. These toxins or unprocessed metabolisms can cloud the normal psycho-biological cellular intelligence and result loss in body luster and beauty. Panchakarma therapy is both preventative for healthy people to maintain and improve excellent cellular function, and curative for those experiencing disease.

The Ama (toxic materials inside our body) make a person ugly and diseased and Sodhana/panchakarma (purification) is the best therapeutic intervention to eliminate body toxins. It is a highly complex and sophisticated science of purification of the body/mind. Water is a major component for keeping skin in good condition. Water originates in the deeper epidermal layers and moves upward to hydrate cells in the stratum corneum in the skin, eventually being lost to evaporation. Snehana and Swedana bring moisture to our skin. It gives our skin greater elasticity and rejuvenates skin tissues. As cells in our make their way to the surface over their lifecycle, they die and become saturated with keration, or skin debris. Keratin is important because it protects your skin from the elements but the shedding of that layer can unclog pores. Snehana and Swedan are believed to be inhibiting trans-epidermal water loss, restoring the liped barrier and restore the amino-lipid of the skin. Ayurveda always advocated vegetarian diet in appropriate quantity and advice for plenty of water intakes for restoring the beauty and youthfulness.

AYURVEDA MEDICINE AS COSMETICS

Charak samhita classified cosmetics drugs as varnya, kustagna, Kandugna, bayasthapack, udardaprasama, many alepam (poultice) pradeha, upnaha anjana oil described in Susruta Samhita and astanga hridaya in the context of teak roga. The very common medicine are- Kungkumadi lempa, Dasna lepam, Chandanadi lepam, Dasana samskar churna, Kulummadi taila, Nilibringaraj taila, Himasarag taila, etc are very well established medicine in Ayurveda. Sesame Oil is used as a base many oil in Ayurveda. It contains Lignan compounds called Sesamin and Sesamolin, which are biologically active. These compounds enhance oxidative stability of the oil. They have potential to be used as anti oxidant compounds as well as having a moisturizing effect. Buttermilk and goat’s milk powders traditionally used in India face mask preparation have soothing and emollient properties. They also contain vitamin A, B6, B12 and E. They would make beneficial alternatives to chemical based and emollients. Shikakai is a traditional herb used in hair shampoos. The material is extracted from the Shikakai pods and Shikakai nuts of the Acacia Concinnra shrub. The pods are rich in Saponins and m

SUGGESTIONS AND RECOMMENDATIONS

The following suggestions and recommendations are made.

- Government should levy reasonable excise duty. The excise duty levied on cosmetics is very high. For example, the excise duty levied on talcum powder and shampoo is unduly high. In our country, which is very hot, talcum powder is a necessity and it is not at all a beauty aid. So it is not logical to levy advalorem duty on talcum powders.
- The cosmetics market becomes more complicated and competitive. So the display of cosmetic must be attractive. Then only the sale of cosmetics will increase.

Cosmetic shops especially in urban areas should reduce their promotional expenditure, which will be high due to cut-throat competition.

Cosmetic sellers both in urban and rural areas should try to sell good quality cosmetics at reasonable cost and avoid selling of bogus or inferior quality which affects the skin and other parts of human-beings.

Proper research should be carried out to produce quality cosmetics, to know consumer behaviour and to analyse the brand loyalty which will certainly enhance the demand pattern of cosmetics both in urban and rural areas.

Rural women-folk use only face powder and soap. So they should be educated about the use of other cosmetics also. They should know about beauty parlours in the nearby town where cosmetics are used in large quantity. At the time of functions like engagements, marriages etc., the rural women-folk may go to beauty parlours and make their appearance attractive and beautiful.

Cosmetic companies are supposed to keep in view “package equals to quality” when it comes to herbal cosmetics and packages are forming perceptions about the product. Consumers also anticipating the reflection of usage of product from their favorite celebrity. As family socialisation is showing an impact on package the package is supposed to match socialisation.

CONCLUSION

From the above suggestions of the study the researcher has concluded that the market for ayurvedic beauty products is growing fast. Many companies have entered the segment with branded products in categories such as skin care, hair care, soaps and essential oils. Concern about harmful chemicals in beauty products has increased consumer interest in natural cosmetics. More and more products now include herbal and botanical ingredients. The botanical actives market in Europe and North America is worth US$ 840 million. Consumption for these products is growing at 8 per cent. Today, India is captivating the mainstream cosmetics industry in a big way. It starts from high-end brands creating makeup shades based on the country’s bright colors to skin- and hair-care lines capitalising on Ayurveda, an ancient medicinal system using herbs and other natural ingredients. If all the suggestions and findings of this study are listened and carried out, no doubt the demand pattern of cosmetics will hold good not only in northern parts of Tamilnadu but also in India, which lives in villages. To put it in a nutshell as long as human-beings are there in this world, cosmetics would also exist and its marketing both in rural and urban areas would have a bright future in the days to come.

Herbal cosmetics are prepared, using permissible cosmetic ingredients to form the base in which one or more herbal ingredients are used to treat different skin ailments and for the beautification. The chemical formulation of all these cosmetic products includes addition of various natural additives like waxes, oils natural color, natural fragrances and parts of plants like leaves, etc. The Cosmeceuticals are agents that lie somewhere between pure cosmetics (lipstick and rouge) and pure drug (antibiotics, corticosteroids) methods. The cosmetic products are the best option to reduce skin problems such as hyper pigmentation, skin wrinkling, skin aging and rough skin texture etc. The demand of herbal cosmetic is rapidly expanding. The advantages of herbal cosmetics are lower cost, side effects free, environmental friendly, safe to use and so on.

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