



# NATIONAL INSTITUTE OF AYURVEDA

(Ministry of AYUSH, Govt. of India)

Jorawar Singh Gate, Amer Road, Jaipur, Rajasthan, India – 302002.

[www.nia.nic.in](http://www.nia.nic.in)

## DEPARTMENT OF SAUNDARYA AYURVEDA

### Brochure

(Batch starts on 13<sup>th</sup> July to 27<sup>th</sup> July 2023)

## ADVANCED COURSE ON TRAINING FOR BEAUTY

## CARE IN AYURVEDA



## IMPORTANT INFORMATION

**[Register yourself to book your seat.](#)**

### IMPORTANT DATES & INFORMATION

Commencement of Sale of Application Forms	9 <sup>th</sup> June 2023
Commencement of Deposit of Filled in Application Forms, Admission and Deposit of Course Fees	9 <sup>th</sup> June 2023
Last date of Submission of Application Form and Admission and Deposit of Course Fees	10 <sup>th</sup> July 2023
Commencement of Class	13 <sup>th</sup> July

### IMPORTANT DATES & INFORMATION

Application Fee	Rs. 500.00
Course Fees	Rs. 25000.00

### ADDRESS FOR COMMUNICATION

**Advanced Course on Training for Beauty Care in Ayurveda  
C/O The Vice-Chancellor  
National Institute of Ayurveda  
Jorawar Singh Gate,  
Amer Road JAIPUR - 302002 (RAJASTHAN) INDIA**



**Advanced  
Course on  
Training for  
Beauty care  
in Ayurveda.**

**NIA, Jaipur  
2023**

## **About NIA**

National Institute of Ayurveda was established in 1976 by the Government of India as an apex Institute of Ayurveda in the country to develop high standards of teaching, training, clinical services and research in all aspects of Ayurveda with a scientific approach. NIA offers UG, PG and Post-doctoral courses on all branches of Ayurveda along with short term courses on various important areas of Ayurveda to both Indian and Foreign nationals. NIA plays a very important role in formulating standards, guidelines and policy making of the AYUSH sector by its technical inputs.

## **About Department of Saundarya Ayurveda under Dravyaguna Department**

Ayurveda is not merely a science of medicine, but it deals with all aspects of a better living. Cosmetology is a subject having socio-medical importance, which has been accepted since time immemorial. Now a day, a lot of peoples are encashing this demand in beauty industry. At present, the market is flooded with lots of beauty products. Ninety percent of those beauty products claim to be of herbal origin or Ayurveda products. These kinds of products are full of harmful chemicals like mineral oil, parabens, sulphates etc. This course aim to prepare authentic practitioners of Ayurveda well trained in the field of beauty and cosmetology. It is the need of hour that the principles of Ayurveda should be applied holistically in field of aesthetic medicine. Keeping in view all the above facts, National Institute of Ayurveda, an apex institute of Ayurveda has decided to start a post-graduation course in the field of aesthetic medicine i.e. M.Sc. Saundarya Ayurveda. Department of Saundarya Ayurveda is one of the six new departments formed in National Institute of Ayurveda. Department of Saundarya Ayurveda is essentially

	involved currently with the research, teaching & training at post graduate (M.Sc) level.
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## **About the Course –**

The **Advanced Course on ‘Training for Beauty care in Ayurveda’** is a self-employment generating course designed to give hands on training on Ayurvedic beauty care regimens using Ayurvedic herbs and procedures. The course is designed for people who desire to set up a beauty clinic and will also instil entrepreneurship skills in them.

## **Advantage with NIA**

The candidate gets to learn from the qualified, experienced and best in class faculties in the country in the most premier infrastructure in the country. Every candidate undergoing the course will be confident and trained a class apart from the rest. After successful completion of the course, the candidate will be awarded the certificate from NIA, an institute having best reputation and acceptance at national and international platforms.

## **Course Scope**

This Course will help one to learn, get practically trained on beauty enhancing techniques according to Ayurveda as well as use of different herbal solutions for skin, hair and other cosmetic ailments. The candidate will become confident in this subject along with a deeper insight into beauty enhancement through Ayurveda and its principles. After completing the course, following Scope for the technical assistants/Experts:

1. Preparation of different cosmeceuticals from different herbs.
2. Entrepreneurship and setting up of own Ayurvedic beauty clinic.
3. Updation of knowledge in Ayurveda herbs and their uses in cosmetology.

4. Value Addition in Ayurvedic clinics. Deep knowledge about beauty and health issues influencing beauty.
5. Therapeutic management of specific skin and hair related ailments

## Course Description

This course will cover all the aspects of different classes of Ayurvedic herbs and Medicinal plants used in different ailments related to cosmetics in skin and hair. It will deal in different regimens mentioned in Ayurveda for the same. Participants will also be made to practically perform the procedure techniques and will be made to identify herbs used for this purpose. Methodologies used for the easy procurement of the Ayurveda herbs will be discussed. Particular attention will be given to the unique *Ayurvedic* principles and their application in references to particular *prakriti* (Skin type, Hair type etc) of the individual. Participants will also be trained regarding different management issues while setting up a beauty clinic and will be acquainted with various related legal issues. Participants will be given a therapeutic guideline related to the diseases of skin, hair and other cosmetic areas which will include both medications as well as *Ayurvedic* procedures.

## Course Topics

LESSON	TITLE	DURATION
	<b>Part A: Basic concepts of beauty</b>	<b>7 hours</b>
1	<ul style="list-style-type: none"> <li>• Concept of beauty and cosmetology.</li> <li>• Explanations of terms <i>Varnya, Keshya, Vayahsthapana, Prasadana</i> according to <i>Ayurveda</i>.</li> </ul>	1.5 hours
2	Role of Metabolism in Beauty	1 hour
3	Effect of <i>Ahara- Vihara, Viruddha Ahara, Dincharya, Ritucharya</i> in maintenance of beauty.	1.5 hours
4	Guidelines regarding <i>Ahara</i> according to <i>Prakriti</i>	1 hour
5	Daily beauty care regimen according to the basic concepts of <i>Ayurveda</i>	1 hour

6	<i>Ahara</i> for <i>Sthaulya</i> and <i>Karshya</i>	1 hour
	<b>Part B: Diseases influencing Beauty</b>	<b>18 hours</b>
7	Etiology and treatment of <i>Sthaulya</i> and <i>Karshya</i>	2 hours
8	Diagnosis and treatment of <i>Kshudra roga</i> related to face	2 hours
9	Demonstration of external treatment modalities of <i>Kshudra roga</i> related to face	2 hours
10	Diagnosis and treatment of <i>Kshudra roga</i> related to head	2 hours
11	Diagnosis and treatment of <i>Kshudra roga</i> related to upper and lower limbs	2 hours
12	Diagnosis and treatment of <i>Kshudra roga</i> related to mid body	2 hours
13	<i>Ayurvedic</i> management of sensitive skin, skin discolouration, scars, patch test.	2 hours
14	Demonstration of external <i>Ayurvedic</i> management of sensitive skin, skin discolouration, scars, patch test.	2 hours
15	<i>Ayurvedic</i> management of chemical burns, sunburn, phototoxicity, cold burns	2 hours
	<b>Part C: Herbs and Yoga for beauty enhancement</b>	<b>11 hours</b>
16	<b>Herbs for beauty enhancement</b> (Identification, properties and actions of : a) <i>Varnya, Keshya, Rakta prasadan</i> b) <i>Vayahsthan, Rasayana, Balya, Jivaniya</i> c) <i>Kandughna, Krimighna,</i> d) <i>Lekhaneeya, Swedapanayana, Vishaghna</i>	2 hours 2 hours 1 hour 2 hours
17	<b>Yoga for beauty enhancement:</b> a) Preventive b) Therapeutics	2 hours 2 hours
	<b>Part D: Formulations for beauty treatment through Ayurveda</b>	<b>15 hours</b>
18	<i>Ayurvedic</i> formulations for beauty enhancement: a) <i>Tailapaka</i> b) <i>Ghritpaka</i> c) Ointment d) Granules e) <i>Ayurvedic</i> face cream	10 hours
19	a) <i>Udvartana</i> b) <i>Dantamanjana</i> c) Natural astringent	2 hours
20	Introduction of classical formulations related to cosmetics: Discussion of ingredients and therapeutic uses	3 hours
	<b>Part E: <i>Ayurvediya Karma</i> for beauty enhancement and</b>	<b>25 hours</b>

	<b>treatment</b>	
21	Basic theoretical information, demonstration and practice of:-	
	a) Full body massage with <i>marma</i> therapy	
	b) <i>Udavartan / Udgharshan</i>	
	c) <i>Shasti shali pinda sweda</i>	
	d) <i>Nasya</i>	
	e) <i>Shirodhara</i>	
	f) <i>Sirobasti</i>	
	g) <i>Ashchytana, Pindi- vidalaka, Tarpana</i>	
	h) <i>Jalauka avcharana</i>	
	<b>Part F: Primary information of modern instruments</b>	<b>2 hours</b>
	<b>Part G: Implementation of <i>Sugandha chikitsa</i> for beauty enhancement</b>	<b>6 hours</b>
22	Information about herbs used in <i>Sugandha chikitsa</i>	
23	Preparation of: a) <i>Ayurvedic</i> deodorant b) <i>Arka</i> c) <i>Sugandhita dhoopana</i> d) <i>Kwatha Evam Taila</i>	
	<b>Part H: Preparation of Herbal Cosmetic Products</b>	<b>6 hours</b>
24	a) Gel- hair gel, face gel b) Toothpaste c) Hair dye	
	<b>Part I: Legal Aspects</b>	<b>5 hours</b>
25	Drugs & Cosmetic act Legal terms of cosmetology & cosmetics Approval of herbs, minerals, preservatives, etc used in cosmetics Cosmetic law and regulations Cosmetic labelling guidelines Licences IPR & Patents Pharmacovigilance	
	<b>Part J: Management of beauty clinic</b>	<b>5 hours</b>
26	Guidelines for setting up of a beauty clinic including the knowledge of Budget, Interiors and Equipments etc involved.	1 hour
27	Basic knowledge about Marketing skills and different	1.5 hours

	packages.	
28	Personality development and confidence build up	1 hour
29	Documentation and data management	1.5 hours
	<b>Theoretical &amp; Practical evaluation, feedback and Valedictory</b>	<b>5 hours</b>
<b>TOTAL</b>		<b>105 hours</b>

**Medium of Instruction:** English and Hindi

**Seats:** 15 Participants Per Batch

**Course Duration and Timings** – 15 days continuous batch. (7 hours daily)

**Course material** – Study material related to the course will be provided to the participants.

**Eligibility for Admission:** Those who have passed their BAMS final year (BAMS interns can also apply) and have attended Basic Certificate Course on Training for Beauty Care in Ayurveda conducted by NIA.

**Selection Procedure:** First come First Serve Basis of the eligible candidates.

**Certificate:** Theory and Practical Examinations will be conducted after completion of the course. Minimum Passing Marks in Theory as well in Practical will be 50%. Certificates will be awarded to the qualified participants by the Institute.

**General Rules and Regulations:** As per the rules and regulations of NIA.

**Application Fee (Online mode):** Applicants have to pay application fee **Rs.500** (General & OBC) and **Rs. 250** (SC & ST Candidates) through online mode on Right corner option of website-[nia.nic.in](http://nia.nic.in) named **Fee Payment**. After



Successful payment keep screenshot of transaction detail for further Application Submission. Application Fee once paid will not be refunded under any circumstances.

**Online Application Form:** Applicants have to fill application form after fee payment through this Google link- <https://forms.gle/p4exrA5JNiYqoAUj7>  
And QR code-



**Course Fees :** Only Selected candidates have to deposit Course fee of **Rs. 25000.00 (twenty five thousand only)** through online mode on Right corner option of nia.nic.in named **Fee Payment**. Course Fee once paid will not be refunded under any circumstances.

**How to apply/Last Date for Receipt of Applications:**

Candidates are required to apply in the prescribed format available on payment link. The Institute will not consider any other format or application Performa. Duly filled application form enclosing self-attested copies of all certificates, mark sheets, testimonials in support of age, educational qualifications, caste/community, certificate of attending ‘Certificate Course on Training for Beauty Care in Ayurveda’, in prescribed format by Govt. of India should be filled in given Google form link before 5pm, 10-07-2023. Applications received after the Closing Date will not be accepted.

**Admission Procedure:**

Selection of the candidates will be done as per First come first serve basis. The submitted application forms will be screened and the selected candidates will be intimated by phone/ email. The candidate has to deposit the Course fee within 3 days of the intimation to confirm his/ her admission. If the course fee is not deposited by the stipulated time, then the right to admission will be forfeited without any further notice. The Vice-Chancellor, NIA reserves all right to reject any application form without assigning any reasons.

**Contact :-**

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