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A Management Model To promote Hair Nourishment for Androgenetic Alopecia Cases Through Traditional & Complimentary Medicine Systems

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Abstract:

This paper presents a management model to prevent hair loss through Traditional & Complimentary Medicine (T & CM) systems like Yoga and Ayurveda systems. Patanjali (keshkanti) hair oil is prepared by using natural herbal ingredients such as wheat germ oil, bhringraj, sunflower oil and aloe vera etc. Patanjali yoga techniques alternate nostril breathing technique, lateral and backward bending in the form of wheel suryanamaskar, madukasana, shirsasana, nail rubbing, kapalabhati, bastrika, bhramari and meditation are supplemented along with Ayurvedic treatment. The benefits found are like nourishment to hair growth, reduces toxin built up leading to softness, smoothness and tangle free of hair etc.

Key words: Hair promotion, Yogic techniques, Ayurveda hair oil,

Aim:

The aim of the paper is to present a management model on hair through complimentary medicine system like Ayurveda and to supplement it through yoga techniques

1. Introduction:

A lot many chemical compounds like topical minoxidil fortified with finasteride (Chandrasekar *et al*, 2015), without fortifications like saifuddin sheikh *et al*, 2014 are used to treat Androgenetic alopecia with lot many side effects like blurred vision, chest pain, flushing, light headedness, numbness of hands, feet, or face, etc. In many parts of the world, management strategists and medical practitioners are wrestling with the issue of baldness in spite of using allopathic treatments, transplantation (Bolduc C. Shapiro, 2000). The WHO report (2014) encourages policy makers and strategists to go for research in complimentary medicines with due consideration for the safety, effectiveness, quality, availability, preservation and regulation of traditional and complementary medicine (T&CM) continues to be widely used in India, and its

uptake is increasing rapidly in the other parts of the world as well. Hair is considered to be a major element of an individual's general appearance. The psychological impact of hair loss results in a stressful state along with images of reduced worth. It is not surprising that both male and female find hair loss a stressful experience. Genetic hair loss is the major problem affecting male in the age of 50. In female the major cause of hair loss at the age of 50 is nutritional. Increased and persistent hair shedding (chronic telogen effluvium) and reduced hair volume are the principal changes occurring in modern society. The main cause appears stress, depression, anxiety compromised by a suboptimal intake of the fast food and lack of physical workout.

Traditional medicine (TM) is an important and often underestimated part of health services. The WHO Traditional Medicine (TM) Strategy 2014–2023 was developed in response to the World Health Assembly resolution on traditional medicine (WHA62.13) (1). The goals of the strategy are to support in harnessing the potential contribution of TM to health, wellness and people centered health care and promoting the safe and effective use of TM by regulating, researching and integrating TM products, practitioners and practice into health systems, where appropriate. The strategy aims to support in developing proactive policies and implementing action plans that will strengthen the role. *Yoga philosophy* teaches ways of establishing harmony between and among the various sides of life. Once the mind and body have established harmony, once they have become integrated and still, healing takes place at all levels

As per (Michael Olphin and Margie Hesson, 2012) yoga is a management strategy tool to integrate mind and body. (Marty E. Sawaya *et al*, 1997), discusses about different levels of 5 alpha reductase type 1 & 2, aromatase, and androgen receptor in hair follicles of women and men with androgenetic alopecia. (Sekhar Annambhotla, 1988) mentions that frequent masturbation over a limit can be harmful for DHT (dehydrotestosterone) hormone and outcome will be hair fall. He also mentioned that practicing of yoga and meditation to control it. (Christel P., *et al* 2002), mentioned chemotherapy is a cause of hair loss and use of scalp-cooling system may prevent hair loss. (Ina M. Hadshiew *et al* 2004), carried out in vivo clinical studies on mice hairfall (telogen effluvium and androgenetic alopecia) to demonstrate its applicability to human hair loss. From the point of view of psychosocial importance, the human hair loss has to be prevented from stress and its other forms. The secondary hair loss constructs are formed and strategies require complex, and careful management techniques proposed to prevent the loss. (Goldberg *et al*. 2007) created 100 item questionnaires to include scale modifications with adjectives that were included in the original scale with terms that may be more understandable as personality trait. (R.K. Roy *et al* 2007), mentioned that *Citrullus colocynthis* Schrad (Cucurbitaceae) is a traditionally acclaimed hair tonic in Ayurveda (the traditional Indian system of medicine). The dried pulp of the unripe but fullgrown fruit freed from the rind constitutes the drug, colocynth of commerce, and is used for treating loss of hair. The oil from the seeds of the plant has been reported and is used by ethnic tribes for controlling premature falling and graying of hairs. (Vaishali Rath *et al* 2008), talks about alopecia is a dermatological disorder, nearly 2% of world's population is affected from this disorder commonly known as baldness starts from hair fall. Alopecia has been also observed as major side effect of anticancer drugs,

immunosuppressant and many other drug treatments. Mental shock, emotional strain, focal infection, errors of refraction, endocrine disturbance, neurocirculation instability and genetic predisposition are known to cause alopecia. (Deepali Jaybhayeet, 2010), discusses that seed of *Tectonagrandis* Linn. (saguna) traditionally used and also in present days as a hair tonic in Indian herbal system. It reduces the time required for hair growth. 5% of *Tectonagrandis* Linn. extract with minoxidil was more effective than any single drug, whereas the minoxidil treated group resulted in soft and silky hair. (Gupta Amit *et al*, 2010), briefs about different herbs that are described in ancient ayurvedic text to promote hair growth, i.e. Amla (*Emblica officinalis*), Brahmi (*Centella asiatica*), Bhringraj (*Eclipta alba* Linn.), Gurhal (*Hibiscus rosasinensis*), Coconut (*Cocos nucifera* Linn.), Jatamansi (*Nardostachys jatamansi*), Neem (*Azadirachta indica*) etc. (Mona Semalthy *et al*, 2010), stated that over 3 lakhs products have claimed to help hair regrowth. With exception of minoxidil and finasteride, none of them was able to help hair growth promotion. Minoxidil, a synthetic drug, was scientifically proved to help the treatment of alopecia. (PK. Jain *et al* 2012), explained different causes of hair loss i.e. hypothyroidism, damage of pituitary gland that stimulates the thyroid gland, excess formation of male hormones due to any of the disorders, heredity, autoimmune disease where the immune system of the body attacks the hair follicle, severe psychic stress and biological stress, number of surgical operations, hemorrhage or shock, crimping or hot water bath etc. cause thermal damage to the hair follicle.

All the above authors are found to use different ingredients invariably, however some are common in their preparations. The reasons for dermatological disorders and side effects of anticancer drugs are mentioned. But how to take care of mental shock and emotional stress are not accounted. In this paper, we try to find the solution for emotional stress to overcome hair loss.

2. Method

The following diagram illustrates the management strategies that are adopted in this paper. Stress, depression and anxiety (Nagendra and Nagarathna, 2014) are the main reasons for the physiological changes like hair fall. Yoga and Ayurveda, the ancient Indian sciences recognize this symbiotic relationship of body and mind. How the personality and psychological behavior is related to society network is interlinked. The solution doesn't lie not only in pharmacological management of medicines or in its cosmetic treatment but also in complimentary medicines and yoga techniques.

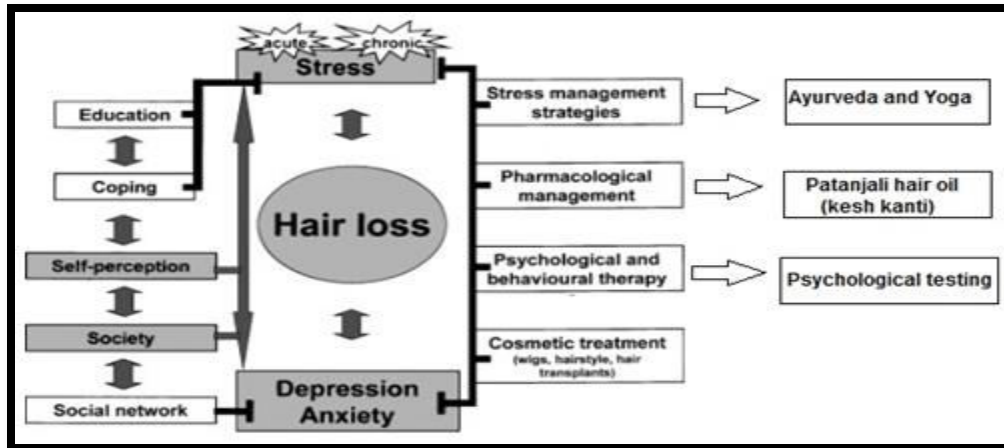


Fig : Management strategies through complimentary medicine systems.

With yogic techniques, one can prevent hair loss, as all these will effectively help in eliminating stress daily. Hence chances of reducing hair loss. Yoga rejuvenates the whole body and also promotes blood circulation to specific parts of the body like the scalp, which needs good levels of oxygen flow, which in turn prevents hair fall. Meditation and breathing techniques help release stress, which aids in preventing hair loss.

- Patanjali yoga techniques (anuloma-viloma, suryanamaskar, madukasan, shirsasana, nail rubbing, kapalabhati, bastrika, brahmari, meditation) will be implemented.
- They will be ask to use Patanjali keshkanti hair oil.
- Questionnaires to be filled.
- The outcome will be measured through the collection of data on the basis of questionnaire.

3. Results

Patanjali Kesh Kanti Hair Oil (2016), is developed to provide deep nourishment and strengthens hair roots, reduces hair fall and dandruff, and prevents split ends and hair from graying. The regenerating mix of Wheat Germ Oil, bhringraj, sunflower oil and aloe vera calm the scalp, reduces toxin build up and help hair become soft, smooth and tangle free. The soft essences of the herbs used aid in reducing sleeplessness and headaches. Herbal hair care products are made mostly from natural ingredients and these help to nourish and strengthen your hair. Patanjali hair oils are made mostly from these natural ingredients, hence making your hair smooth and silky.

The management tool is to practice exercise: ardhakatichakrasana (half wheel lateral bending the body like a wheel), ardhachakrasana (backward bending of the body like a wheel) are found to be suitable under the guidance of an yoga instructor.(2014)

4. Discussion

The most important finding of this study is to find a management tool to link the mind and body on the lines of WHO regulation of traditional and complementary medicine (T&CM, 2014). Though we have not covered the protocols of detailed description of various exercises, but we have given examples of practices such as lateral bending, backward bending to understand and study further under expert guidance. By trial and error methods we did find in harnessing the potential contribution of TM to hair care, wellness and community based hair care; promoting the safe and effective use of TM by regulating, researching and integrating TM products such as Patanjali hair oil, practitioners and practice into hair care remedies where it is appropriate.

The challenge lies in tackling the global development and enforcement of policy and regulations for hair loss; integration, in particular identification and evaluating strategies and criteria for integrating TM into national and primary health care; safety and quality, notably assessment of products and services, qualification of practitioners, methodology and criteria for evaluating efficacy; an ability to control and regulate TM and T&CM advertising and claims; research and development; education and training of T&CM practitioners; information and communication, such as sharing information about policies, regulations, service profiles and research data, or obtaining reliable objective information resources for consumers. However, there is a need for its closer integration into health systems. Policy makers and consumers should consider how T&CM may improve patient experience and community health. Important questions of access as well as population and community health issues may be addressed. The T & CM modalities and practices vary from region to region. In India it is regarded differently depending on the culture, understanding and accessibility of conventional medicine. A practice where significant progress has been made is Yoga. Although Yoga was ridiculed and abused as a snake charmer exercise, originally a feature of traditional Indian mental medicine, it is now used worldwide. According to reports supplied by 183 countries, 90% of them now recognize the use of Yoga in preventing the hair loss.

5. Conclusion

Patanjali Hair oil is indigenously manufactured oil based on locally available herbs – a Traditional medicine (TM) is an important and often underestimated part of health services. In some countries, traditional medicine may be non-conventional medicine but it may be termed as a complementary medicine (CM). Yoga on the hand has a long history for use in mental health care. In India and management which includes in the reduction of anxiety, stress and depression.

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