

4th International Conference and Expo on

Cosmetology & Trichology

June 22-24, 2015 Philadelphia, USA

Re-epithelialization across ethnic groups with human-like Epidermal Growth Factor (EGF)

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Epidermal Growth Factor (EGF) is present in a wide variety of tissues and fluids, and serves primarily in a mitogenic and mobilizing capacity on keratinocytes, fibroblasts and smooth muscle cells. It influences several principal constituents of tissue organization including fibroblastic deposition of collagen and fibronectin. EGF has been widely studied and is known to aid in wound healing and tissue repair by acting through proliferative and migratory effects on most human cells. Three of four major EGF receptors are found in the various strata of the skin; the binding by EGF results in an elaborate cascade of intracellular signals leading to gene expression. As humans naturally age, there is a decrease in the number EGF receptors and their response, contributing to the visible signs of ageing (e.g. wrinkle formation). The severity of this change varies across different ethnic groups. This presentation will explore the efficacy of human-like EGF protein bioengineered from barley on the appearance and texture of skin from different ethnic origins and the possible combination with existing treatments to enhance the cosmetic results.

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Ayurvedic concepts of beauty

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Concept of beauty is age old as mankind and civilization. A fair complexion is the most critical element of beauty. According to Ayurveda beauty comprises of entities such as *Varna* (Colour), *Prabha* (Radiance) and *Chaya* (Personality) which are highly rational and scientific concepts till date. They determine the social perceptions, value judgments and interpersonal relationships and they can wreak havoc on individual's sense of dignity and self esteem. They are the innate entities of beauty and represent all the parameters for healthy and radiant skin. They are incorporated among the signs of health as they reflect the equilibrium of all the *dhatus* (tissues) & acts as a barometer of individual's health. *Varna* (Color), *Prabha* (Luster) and *Chaya* (Personality) have various physiological and pathological implications. *Varna* incorporates the entities like color, texture, luster, appearance and nourishment (plumpness). Dermatological parameters such as skin hydration, pigmentation, sensitivity and wrinkling come under the purview of *Varna*. Appearance, built, color, radiance and overall beauty are the components of *Chaya* (Personality), *Varna* and *Prabha* are contributory factors of *Chaya*. The color, complexion and appearance of the individuals vary greatly. *Prakriti* (Temperament) of the individuals determines these entities. 3 major types of *Prakriti* (Temperaments) have been dealt in Ayurveda. Individuals of *Vata Prakriti* will have a dull complexion with rough texture; on the contrary individual of *Kapha Prakriti* will have a bright and fair complexion, smooth and unctuous skin. Hence the novel concept of beauty dealt in Ayurveda is highly appreciable.

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