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## DEVELOPMENT AND ANALYSIS OF AYURVEDIC HERBAL UNDER-EYE CREAM

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Ayurveda emphasizes holistic beauty through natural skincare and individualized lifestyle practices. This study explores the formulation and evaluation of an Ayurvedic herbal under-eye cream, utilizing ingredients of *Pterocarpus santalinus* (*Rakthachandana*), *Rubia cordifolia* (*Manjishtaa*), and *Glycyrrhiza glabra* (*Yashtimadhu*) from Charaka Samhitha *Varnya gana*, complemented by virgin coconut oil, shea butter, beeswax, aloe vera gel, liquid germall plus, and rose essential oil. *Rakthachandana* reduces pigmentation, *Manjishta* rejuvenates the skin, and *Yashtimadhu* inhibits melanin deposition. These herbs, exhibit *Tikta* (Bitter), *Kashaya* (Astringent), and *Madhura* (Sweet) *Rasa* (Taste), along with *Guru* (Heavy), *Ruksha* (Rough), and *Snighdha* (Unctuousness) *guna* (Quality), *Ushna* (Heat) *Virya* (Energy), and *Madhura* (Sweet) *vipaka*, offer *Pittahara* (pacifying *Pitta*) *Prabhava* (After taste) properties, ensuring comprehensive skin care. The organoleptic evaluation revealed a pleasant odor, smooth texture, and suitable pH for healthy skin. Chemical analysis showed a moisture content of 26.3%, a total ash value of 7.8%, acid-insoluble ash of 1.2%, and water-soluble ash of 2.05%. Phytochemical screening indicated the presence of alkaloids, flavonoids, tannins, phenols, saponins, cardiac glycosides, and terpenoids, which confer antibacterial, antifungal, and antioxidant properties. Thin-Layer Chromatography (TLC) and High-Performance Thin-Layer Chromatography (HPTLC) further confirmed these bioactive compounds. This research validates the cream's efficacy, merging ancient Ayurvedic wisdom with contemporary scientific analysis, thus contributing to the development of effective herbal skincare solutions.

**Keywords:** skincare, herbal under-eye cream, natural beauty