



Herbal Cosmeceuticals: An Emerging Anti-Aging Potential

Prashant Kumar, Harikesh Maurya, Anita Singh

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Over the years there have been many changes in the cosmetics industry, but none more far-reaching and profound than the "greening" of cosmetics. The concept has been embraced by consumers and marketing professionals throughout the industry, despite the fact that an exact definition is elusive. Innovative ingredients from time-tested natural sources await commercialization in nutritional and topical products for an inside-outside strategy. This book focused on the potential of herbal extracts for development of "cosmeceuticals" with an attempt to give scientific account for use of herbal extracts in cosmetics industries worldwide. Further, it may provide an amazing platform for researchers in cosmetics & personal care industries, merchandisers and modern scientists to understand several novelistic trends regarding anti-aging cosmeceutical approaches to delaying, defying, and preventing skin ageing.



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