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A beauty practice or ritual that has been trending recently and has historical roots that is not always known to the consumer is cupping. An ancient, holistic therapy for treating a number of ailments is cupping, or hijama as it is known in Arabic. The use of cupping therapy has been observed in ancient Egyptian and Chinese medicinal traditions, despite debate over the actual origins of the treatment. It has an excellent reputation for being a safer method of treatment because it is non-invasive. Oldest civilizations medical traditions in the East and West both include historical records of cupping treatment. (Qureshi, 2017).

From around world, cupping therapy is being utilized for illness prevention, health promotion, and treatment. Although it has a questionable past, cupping therapy is a well-known conventional treatment for treating medical issues. Presently, cupping therapy is being used to treat a wider range of ailments, and a rising corpus of research is supplying more evidence-based information to support this development. (Qureshi, 2017). The use of cupping is also used presently to treat athletes for sports injuries. When contemporary medicine fails to heal their musculoskeletal complaints, many athletes and patients with sports injuries pursue traditional or natural treatments, including cupping. (Zhang, 2022).

The technique of cupping involves making regulated, non-invasive incisions at the skin's epidermal layer, which results in a therapeutic trauma and causes the body to produce an anti-inflammatory reaction. Vasodilators are released, blood flow is improved, the autonomic nervous system is activated, and congestion is reduced by cupping. It functions to neutralize free radicals and the oxidative stress that leads to neurogenic illness. Other advantages are a consequence of the administered compression, which relaxes the muscles, calms the nervous system, and clears obstructions in the flow of fluids, blood, lymph, and vital energy. On a microscopic scale,

cupping has a significant impact on tissues' ability to detoxify, oxygenate, reduce carbonic acid, and de-acidify. This enhances kidney function by widening the left and right renal arteries and removing pollutants like urea and uric acid from the bloodstream. Additionally, cupping encourages vasodilation and blood flow while treating a wide range of blood diseases. Three hours after cupping and three days after treatment, immunoglobulin levels increase due to cupping. The lymph glands are stimulated by cupping when it is applied to the proper places. An increase in circulation encourages the movement of white blood cells, which remove infections brought on by bacteria and viruses (Hijama, 2022).

Cupping enhances beauty because it improves blood circulation and gives our internal organs abundant restorative blood. It revitalizes the skin by countering the effects of age. The skin's metabolism and temperature are both elevated during cupping. The procedure promotes healthy sebaceous gland activity and improved capillary bed filtration, which rejuvenates the skin. According to research, cupping enhances cutaneous blood flow and dilates topical capillaries. Due to this, cupping tightens skin and reduces cellulite (Hijama, 2022).

Muhammad ibn Abdullah, who was born in Makkah in 570 A.D. during the Middle Ages, was a passionate advocate for hijama treatment. Muhammad specified the recommended places of the body for hijama treatment, as well as precise times to execute this therapy in order to reap the greatest benefits, in order to enable and encourage overall wellness and health as a preventative precaution against the development of illness. He was quoted as saying, "Hijama is one of the best ways for human beings to cure themselves." (Benefits, 2022). By removing adhesion beneath the skin that generates indentations in plump regions, cupping can eliminate fluid retention, as it does in edema, and cellulite. The body may automatically cleanse by boosting bloodflow. It removes harmfully accumulated toxins, dirt, and fatty acids from the tissues by sucking them out, allowing enough nutrients to flow freely throughout the body.

Because of this, cupping is also recognized as a comprehensive way for women to regulate their menstrual periods. In cases of hypertension, hypotension, hyperthyroidism, and overactive or underactive immune systems, cupping treatment controls and adjusts the body (Hijama, 2022).

Endorphins and enkephalins are released as a result of cupping, which lessens pain perception. The irritation brought on by the negative pressure and perforations employed triggers the production of these hormones in aspect. The production of the aforementioned encourages the production of endorphins, dopamine, serotonin, and oxytocin. In addition to serving as a sedative, cupping induces the release of opiorphin, which prevents the degradation of enkephalins. The effects of hyperactivity and neurological dysfunction are reduced by cupping. This is why some individuals use cupping treatment to treat the withdrawal side effects associated with drug dependence. The amount of toxic substances in the blood and interstitial fluid can be dramatically reduced by cupping. These toxic substances are metals which include lead, arsenic, cadmium, selenium, and mercury. A research conducted on Jams in 2018 discovered that 30 days after receiving cupping therapy, the participants' blood levels of several toxic substances were much reduced (Hijama, 2022).

Due to the many health and beauty benefits of receiving cupping therapy or hijama, this ancient all-natural technique is still practiced today. Many celebrities including Jennifer Aniston, Gwenyth Paltrow, Justin Bieber, Lady Gaga, Victoria Beckham, and Kim Kardashian also underwent cupping therapy for their own personal reasons. Jennifer Aniston pursued cupping therapy in order to boost her fertility in 2013. In order to rid his system of impurities and find respite from the physical stress brought on by weightlifting, Bieber is claimed to have had an extensive cupping procedure as part of his spiritual and physical transformation. Since Kim Kardashian is known to follow trends, she was seen receiving cupping sessions on social media

due to neck pain. Celebrities and people in general have and will continue to seek cupping therapy for its natural benefits for their bodies and minds.

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