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Critical Argument Paper Assignment #1

Beauty Ritual: Dry Brushing

For centuries beauty has been an ever-evolving world of practices and products, it is not uncommon to encounter trends that seem to appear out of the blue. One beauty practice that has gained popularity in recent years is dry brushing. Many consumers have discovered holistic beauty rituals and practices because of social media and because of that dry brushing has become a popular beauty practice. Dry brushing is a technique used to exfoliate dead skin cells on the body (Gordon, 2023). Although dry brushing has become a very common practice in today's society, its historical roots are not well-known to those who practice this beauty ritual. Throughout this paper, I will explore the current use and popularity of dry brushing, its historical significance, and how dry brushing is used in various cultures.

Dry brushing is a beauty practice that has seen a rise in popularity in recent years especially during the pandemic. In order to dry brush you gently brush the skin with a dry, natural bristle brush that is usually coarse or soft, typically before a shower or bath. The brush's bristles exfoliate the skin, remove dead skin cells, and stimulate blood circulation (Grove Collaborative, 2022). Dry brushing is believed to have many benefits, such as improved skin texture, reduced cellulite, detoxification, and lymphatic drainage (Grove Collaborative, 2022). The recent popularity of dry brushing can be linked to various factors, it aligns with the growing trend of natural and holistic beauty practices. In this day in age, consumers are always seeking

new and alternative skincare products that do not contain harmful chemicals. Dry brushing provides an all-natural, chemical-free way to improve the condition of the skin. Additionally, wellness culture has become very popular and on the rise which is why dry brushing is seen as a self-care ritual that promotes overall well-being and encourages people to connect with their bodies and prioritize their health (Asprey, 2018). Although dry brushing may appear to be a modern wellness trend, it was actually used by the Greeks and Romans, and in India.

One of the earliest known practices of dry brushing was found in the ancient Indian tradition of Ayurveda. Ayurveda is a holistic system of medicine that dates back over 5,000 years and emphasizes the importance of maintaining balance and harmony within the body (Jaiswal & Williams, 2016). Dry brushing, known as "Garshana" in Ayurveda, is a key component of this practice. It is believed to stimulate the lymphatic system, improve blood circulation, and remove any and all toxins from the body (Team, 2020). Garshana is often used as part of an Ayurvedic daily routine to promote glowing skin and overall health. The steps taken for this ancient beauty practice would start from the feet. The brush is placed on the skin slightly maneuvering it in a circular motion while working it up the body. It was believed to be a huge benefit to lymphatic drainage which is supposed to circulate back any leakage of fluid in the body. The reason lymphatic drainage is so important is that it causes problems such as fatigue, bloating, and swelling (Ranavat, 2021). The ancient practice of dry brushing, rooted in Ayurveda, is a holistic approach to beauty and well-being. It showcases the wisdom of the ancient culture, combining physical and spiritual elements to dry brushing to promote health.

In the ancient world, the Greeks and Romans also incorporated dry brushing practices into their bathhouse rituals. A bathhouse ritual consisted of what we now call a sauna or hot tub and when individuals would sweat and get rid of all the inner impurities they would use a strigil.

Although not the modern dry brushing we know today, they would use strigils in the shape of a thick hook made of either metal, or bone tools which would then be used to scrape off any sweat, dirt, and oils from their skin (Jakstas, 2021). This was then followed by using a cloth or brush that they would vigorously rub their skin with. This not only exfoliated their skin but also helped maintain hygiene and enhance the aesthetics of the body. These practices were not only about cleanliness but also about promoting a sense of well-being.

The rise of dry brushing can be seen as a return to these ancient practices with a modern take on it. It is a beauty ritual that combines both traditional wisdom and modern wellness trends. Dry brushing is a natural, chemical-free alternative to skincare, making it appealing to those who enjoy holistic self-care practices. It also has the added benefit of being a simple and affordable addition to one's beauty routine. As stated previously using the dry brushing technique is a way for people to take care of their skin as it is the biggest organ on our body. The easiest way to explain dry brushing would be to buy a brush with soft or hard bristles depending on your skin type. Starting from the feet and working your way up you will begin to brush your skin in circular motions. It is best to not put too much pressure on the skin as it will cause irritation (Asprey, 2018). Continue with a regular shower with cold water for less irritation. Continue your standard post-shower ritual and now you will have smooth, clean skin.

In the world of beauty, trends come and go. Some beauty practices continue to flourish in today's society. Dry brushing is one of those beauty practices that has ancient roots, dating back to various cultures and their beliefs in its skin-enhancing and health-promoting benefits. While it may have been recently popularized, its historical significance continues to shape modern beauty routines today. As consumers like us continue to seek natural and holistic alternatives to

traditional skincare, dry brushing continues to be a technique that is used as a natural skincare alternative as many people stay away from harmful toxic chemicals.

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