

Critical Argument Paper

Gonzalez, Xinicol

BUF 4700: Contemporary Issues in Fashion

Dr. Denise H. Sutton, PhD

New York City College of Technology (CUNY)

Turmeric

Recently, on the beauty side of TikTok, many influencers have shown the importance of face masks, products, routines, and other skincare inventions that could help keep our faces looking young, tight, and bright. Using products that contain turmeric in them has been talked about a lot. Brands such as Sunday Riley, Kiehl's, Paul's Choice, and SkinCeuticals, hoping on the trend. Many explain the benefits and the outcome of using it constantly. Others show examples of how to incorporate the ingredients within your daily skincare routine. The history of turmeric has been around for centuries. Their benefits have been involved in many rituals for the religion of Hinduism, being considered an Ayurveda medicine in South Asia. Although a trend now, their historical roots have been around for years.

With this new phenomenon, the incorporation of turmeric into beauty products has gained popularity due to its numerous advantageous properties. Within Social Media pages like TikTok, Instagram, and Twitter, the trend of the use of turmeric can be seen infused with products such as shampoos, moisturizers, serums, and cleansers. Influencers and celebrities have been sponsoring and embracing the benefits of turmeric, explaining the use of the ingredient to brighten your face, get rid of dark spots, and remove impurities and dead skin in the process (Harpers Bazaar, 2022). It allows its antioxidant and anti-inflammatory effects to its ability to promote collagen production and even the potential to aid in wound healing by decreasing inflammation and oxidation (Sullivan, 2023). Turmeric is a versatile ingredient that can provide a wide range of

benefits for the skin. These benefits have caused many to want to buy these products and use their benefits for better and healthier skin. Although explaining the use, and benefits, none have gone into detail explaining the history of turmeric, leaving the consumers to buy and believe this recent trend is a new discovery.

Turmeric has been in existence for centuries, and its use has proven beneficial to many people throughout history. It has been recognized as a valuable resource. The turmeric plant alone has been around for years, dating back to 2500 BC; around 4,500 years ago, emerging as an important Ayurvedic medicine in 500 BC (Avey, 2015). Ayurveda, an ancient Indian system of holistic healing, is still actively practiced today. It can be translated as the "science of life," with "ayur" meaning "life" and "Veda" meaning "science" or "knowledge" (Google, 2023). Much of South East Asia, specifically India, is where turmeric is seen as more important than using it for medical purposes. In the Hindu faith, turmeric is considered a representation of both good fortune and sanctity. There is one tradition for marriage ceremonies called the Haldi Ceremony where the married couple is smeared with a blend of turmeric by their loved ones and friends. This ancient custom is thought to bring good luck to the marriage and infuse the bride and groom with glowing energy (Aavrani, 2021). Having Turmeric be a great part of India's culture, we can see how sacred the ingredient is for many. In a research article by Hima Gopinath and Kaliaperumal Karthikeyan, they explain the importance of turmeric in today's time, allowing us to visuals of the women who use it daily, stating, "Turmeric may be the first known cosmetic as it has been traditionally smeared on the skin by women. Many women in Tamil Nadu still apply turmeric on their faces daily before taking a bath. The yellow color has been utilized in skin care products" (Gopinath & Karthikeyan, 2018). Overall, the use of turmeric stems from the

Indian culture, and with its traditions, and use in everyday culture, it has allowed for the knowledge of its benefits to be spread around the world.

The beauty industry has seemed to take a liking to natural ingredients and marketing their products as much. With the ingredient and use of Turmeric, the yellow color of turmeric has been incorporated into various skincare products, with face masks, serums, and creams being its top sellers, catering to the growing demand for natural and organic beauty products. The surge in popularity of turmeric has led to an increased interest in its history and origins. Many consumers were unaware of the rich heritage associated with turmeric, but some brands have thankfully been catching up in attaching the knowledge to their products and websites, giving customers a chance to view and learn about the history of the ingredients. Brands such as Kiehl's have gone and created full lists and sections on their products, giving buyers options in learning the use of the product and their story (Kiehl's Skincare Website, 2023). Another skincare brand known as Aavrani, has made it their mission to spread the knowledge of what their products are made of. Guiding users on their website in reading articles they have created on the ingredients used such as turmeric, and even providing product details on where it came from (Aavrani Skincare Website, 2023). Although the acknowledgment and statements of an ancient and important component like turmeric are important to spread. There are only a few brands that have spread this knowledge.

Although its long history and cultural significance, the true origins of turmeric remained relatively unknown to the general public. With the trend of wanting glowy, even, and bright skin, turmeric is the perfect element to involve in your everyday skincare. The benefits of turmeric are substantial, and it is crucial to spread awareness of its historical importance to help others understand its long-standing presence as a natural resource and its traditional use in skincare.

Despite its current popularity, there seems to be a genuine admiration for this ingredient, resulting in a possible widespread inclusion in the daily routines of many people.

Reference

Aavrani Skincare Website, 2023 [Glow Activating Exfoliator | Exfoliator & Mask Duo |](#)

[AAVRANI](#)

Avey, T. (2015, March 9). *What is the history of turmeric?* PBS. [History of Turmeric | The History Kitchen | PBS Food](#)

Blogg, P. (2022, August 25). *Why you should add turmeric to your beauty routine.* Harper's Bazaar Australia. [Why you should add turmeric to your beauty routine](#)

Kiehl's Skincare Website, 2023 [Kiehl's Turmeric and Cranberry Energizing Radiance Mark](#)

Sheth, P. (2017, December 31). *Turmeric: A condiment, cosmetic, and cure.* Indian Journal of Dermatology, Venereology and Leprology. [Turmeric: A condiment, cosmetic and cure - Indian Journal of Dermatology, Venereology and Leprology.](#)

Silver, N. (2023, April 17). *Turmeric for skin: Is it beneficial?* Healthline. [Turmeric for Skin: Is It Beneficial?](#)

Spend, E. (2021, August 11). *The rich history & benefits of turmeric for skin.* AAVRANI. [The Rich History & Benefits of Turmeric for Skin](#)