

BOTANICAL RESOURCES OF SPONTANEOUS AND CULTIVATED FLORA, WITH APPLICATIONS IN THE COSMETICS INDUSTRY

Gheorghe-Virgil ATODIRESEI¹

E-mail: atodiresei_virgil@yahoo.com

¹ University of Agricultural Sciences and Veterinary Medicine „Ion Ionescu de la Brad”, Iași

Abstract As early as the ancient times, beauty has been the greatest gift to man, and the transformation of the appearance by using cosmetics products emerged as a necessity in man's desire for seduction, for power. The virtues of medicinal herbs have been known by humans since ancient times. Various compounds of biochemical importance are extracted from these plants, such as: essential volatile oils, fragrances, perfumes, tannins, resins, medicated substances, vegetal pigments etc. with the help of which cosmetics are obtained used either for the hygienic-cosmetic care of the face, eyes, hands, mouth, hair, feet and the body or for therapeutic purposes in order to treat various complexion disorders, general muscle relaxation, stimulate blood circulation, metabolism restoration, strengthen immunity etc. The development of this industry over the past 30 years has witnessed an unprecedented level, unparalleled in human history. The use of these cosmetic products in developed countries is no longer a luxury, but it entered the daily use from the earliest ages, starting from products for newborns, such as: creams, powders, special oils and shampoos for babies, culminating with a wide range of products for adults. The purpose of this scientific paper is to perform a synthesis analytical study of the plant resources from the spontaneous and cultivated flora, gathered from the literature, in order to highlight the importance of using plant extracts in the cosmetic industry).

Key words: plant pigments, cosmetic industry, spontaneous flora, cultivated flora