

“Natural approach to graceful aging – the next global cosmetic trend”



A conversation with Kavita Beri MD,
Regenerative & Cosmetic Dermatology

Dr. Kavita Beri is a Board-Certified Physician and Scientist in the field of Regenerative Medicine and founder of BE MIND BODY SKIN, an integrative aesthetics and wellness spa with a “mind body & skin approach” to anti-aging – located in Ocean New Jersey, USA. She is also an Adjunct Professor of Biomedical Engineering and Scientist at the Center for Dermal Research at Rutgers University New Jersey. Many of her published articles are available at www.kavitaberimd.com. Her passion is in mind body and skin regeneration and their inter-connection. Kavita is a certified yoga teacher RYT who trains new yoga instructors on the Philosophy of Yoga and the Mind-Body-Soul connection.

EURO COSMETICS: *You have recently written an article entitled “Breathing to Younger Skin. What exactly is this article about and how will the concept impact the beauty industry?”*

Dr Kavita Beri: The breath in many esoteric and in metaphysical doctrines is considered to be the driving force for life. None the less even in western science we see the importance of yogic breathing as being beneficial for increasing anti-oxidants and reducing the impact of stress and physiological benefits on the immune system. In this particular paper, I have summarized evidence-based science on Yoga and meditation on the skin and discussed the importance of a “lifestyle” approach for rejuvenation. One that incorporates the basic principles of a “yogic” life of being in-tune with our surroundings, in harmony within ourselves and the universe outside of us. Once this harmonic is achieved, rejuvenation is more effective and quicker. I have discussed the importance of certain Yogic postures, that have been used for thousands of years, for detoxification of the body and prolongation of a healthy life. I do see this concept becoming the new platform for beauty. With a shift in

perception for majority of people towards awareness of the “self” beauty takes on new definition. One that encompasses not just external beauty but also internal beauty. What I like to call Vibrational Cosmetics, is more of an inside out beauty approach.

EURO COSMETICS: *“Vibrational Cosmetics” is one of your areas of expertise you offering to rejuvenate skin and body Can you explain what is it about and how it is impacting and re-directing trends in the cosmetic industry?*

Dr Kavita Beri: I see all of creation as an interplay of energy in the universe, changing matter or creating new matter is also a transfer of energy. Vibrational cosmetics to me is an energetic integration for healing in the mind body and the skin. We see that our emotional and energetic states impact to a great extent our external appearance. Approaches that encompass this multidimensional body of ours, and not limiting treatments to just the anatomical body, is what I consider “Vibrational” or Quantum healing. I see the body as a power house of energy. Being an avid Tantra Practitioner, balancing our own internal energy

gives us immense power to heal emotional and mental states that in turn will facilitate healing of the body outside. In BE MIND BODY SKIN, we have created a space that gives equal importance to quantum therapies like chakra balance, and light body activation with western rejuvenation approaches. The topical and customized cosmetic line that is a natural plant-based line called KYVTA is exclusive to our spa and is also based in tune with this concept. Imagine a new age concept where healing and regenerating is the cosmetic focus rather than bandaging the surface of the skin with a topical or injectable alone. Beauty is not skin deep and encompasses the mind and soul of the individual. And that is what is considered when personalizing each treatment based on your Dosha evaluation, specific aroma-based treatments are chosen, custom meditations, yoga postures and lifestyle advice is offered. It is a concept that considers rejuvenation not just for the skin as a unit, but for the individual as a whole.

EURO COSMETICS: *“For graceful-ageing well-being is an important element”. Can you describe your philosophy?*



EURO COSMETICS: *The field of microbiome research is expanding exponentially. Can you give us new insights?*

Dr Kavita Beri: Yes! I always have to smile at the topic of Microbiome, because in my opinion it is game-changer. Suddenly western science has been hit with the realization that we are not all eukaryotic cells ... in fact the majority of the human body is actually microbial organism. I write on this topic with great interest, as yes even though it is a very primitive science, there is so much to extrapolate when we consider the multidimensional state of being. These organisms cover our surface inside and out as well as influence our skin-gut and brain axis through our immune system. So much power they hold over us! So yes, this also makes me a skeptic though in the field as I am very particular about commercialization of topicals/drugs or devices specific for the microbiome. I am saying this because – what I envision a healthy microbiome, I see a state of “symbiosis in the microbial cells and eukaryotic cells with each other” it is a state of harmony, that cannot be achieved by targeting a single or a small group of organisms. I see “treatments” for microbiome as being an integrative treatment which targets gut, brain and skin. Just like I look at Vibrational cosmetics. I see the microorganisms by their sheer quantity form the largest organ

Dr Kavita Beri: I have never seen aging as a horrible or bad process. I see it as a process of gaining wisdom as we go through our life experiences. When we look at the fact that each experience has brought us so much knowledge and insight, it shows us the beauty in aging ☺. And then instead of anti-aging ... we start looking at it as a graceful aging process. One in which we feel harmonious within and without.

Well-being in my opinion is that state of harmony where we are at peace with all that is our universe. From that zero point, as I like to call it, we come to a place where every experience in life is beauty and life itself is joy and gratitude. Living in this state of being is a beautiful and mindful state. It automatically reflects on a positive self-image and what we call external beauty. The concept of Vibrational Cosmetics is in tune with this belief. That wellbeing when combined with healthy skin care is more impactful than skin care alone.

EURO COSMETICS: *How do you anticipate the influence of herbal ingredients in modern cosmetics?*

Dr Kavita Beri: I see herbal ingredients becoming profoundly impactful in modern cosmetics, as more and more people seek out natural products, and want to get closer to a natural way of life. Various traditions of practice like Ayurveda and Siddha medicine have used herbs for centuries, and I see them being formulated in a modern light, with packaging that is eco-friendly and sustainable for a more conscious

population. We use essential oils, and natural toners in BE MIND BODY SKIN to individualize our approach based on Doshha. It considers the element, such water, fire, earth ether or air that is imbalanced in the individual. Something as simple and natural as coconut oil and turmeric are making strides in their multipurpose use and we use these two ingredients in various procedures in our spa. The KYVTA cosmetic line is based on formulations that hold the potency of vibrational healing and that all natural minimal processing approach.



of our body. One that has to also be considered a part of the whole body. And so, treating or balancing this microbiome has to be an integrated approach just like Vibrational Cosmetics.

EURO COSMETICS: *Can you comment on the global market shift towards natural and organic ingredients in cosmetics and how that will change the cosmetic industry in the future?*

Dr Kavita Beri: I believe we have already made that shift. The population that is seeking holistic and integrative ways of healthy living have made that natural and organic choice in the market. They are inclined towards a particular “lifestyle”, or what I call the “new-age yogi”. They are seeking mindful and meaningful cosmetics and products. Ecofriendly and also naturally potent. Vibrational cosmetics incorporates an element which is giving importance to the source of the natural and organic ingredient. We use a custom line that is specific to our spa called as KYVTA, that is made of essential oils, coconut and various natural ingredients that are personalized to the individual. The ingredients are chosen with minimal processing and put together by sacred and traditional methods of chanting originating in healing Indian traditions of Ayurveda and Siddha Medicine.

Natural and organic ingredients have already taken a major trend and will only continue to escalate. Specifically, in my spa we see that the interest of the clients that seek our treatments are extremely particular and mindful about ingredients, its source and having a natural approach to graceful aging. I do see this becoming then



next global cosmetic trend of what I call “Vibrational” can also be looked at as Life Style cosmetics.

EURO COSMETICS: *What do you recommend for an optimal strategic research focus for achieving the ideal gold standard for personalized cosmetics?*

Dr Kavita Beri: We must start seeing the body as whole ... and not just focus on the skin. In Einstein paradigm the body isn't the sum of its individual parts, but there is an energetic component to its functioning. We must consider the multidimensional state of our existence in our emotional, mental and energetic layers. Cosmetics then takes on a whole new meaning of inside out beauty, and definitely more personalized to the individual. Vibrational

cosmetics in itself is this multidimensional approach and needs to be explored not just in rejuvenation for cosmetic purposes but also for healing the body from a diseased state. Science can explore not just in the biomedical engineering lab at a cellular level but also in the cosmetics topical industry by creating natural and mindful topicals that create what I call a circle of positivity which is transparency from the sourcing to the manufacturing and the sale. I also believe the understanding of our multidimensional body is an important educational concept that is needed in early training for practitioners and aestheticians.

EURO COSMETICS: *Thank you for speaking with us.* ■



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