

An Overview of Formulation and Evaluation of Herbal Serum

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Abstract: *The recent beauty trends have led to the development of cosmetics that combine traditional Indian medicine with modern practices. Herbal Formulations are gaining prominence as the use of herbs for beautification becomes more prevalent, thanks to their effectiveness and minimal side effects. These botanical ingredients found in plant-based products play a crucial role in promoting skin health. Herbal Serums, in particular, are widely utilized for their diverse applications. Known for their ability to penetrate deep into the skin layers and rapidly absorb due to their non-greasy texture and specialized formulation, Herbal Serums are crafted with high concentrations of active ingredients. Herbal cosmetics are experiencing a surge in demand in the global market, representing a valuable natural resource. These formulations have garnered significant attention for their efficacy and relatively few or no side effects compared to synthetic drugs. The current study centers on the formulation and evaluation of herbal serum.*

Keywords: Herbal Serum, Cosmetic, Phytochemicals, Moisturizing, Revitalizing

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