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& Health Tourism



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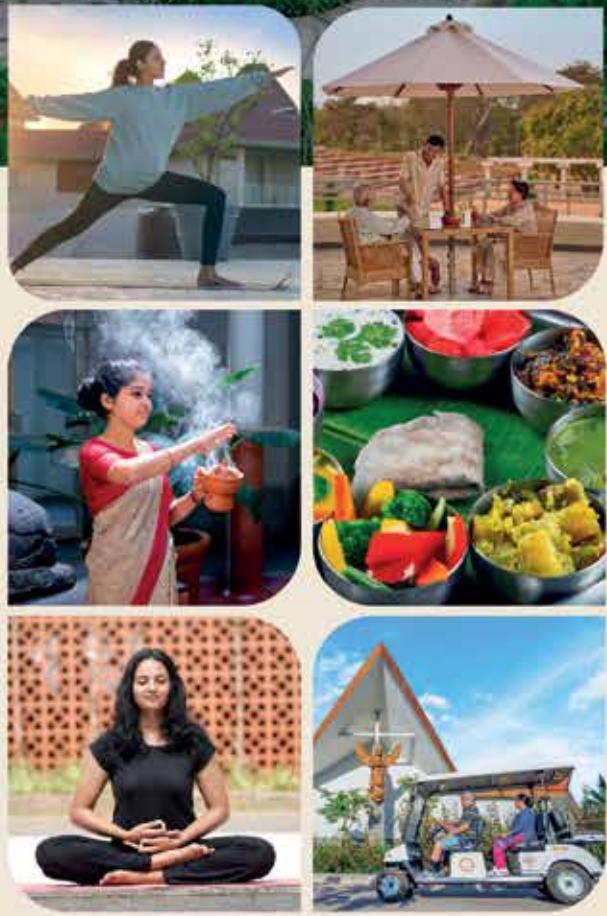
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& Health Tourism

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Restore balance in a Restless World of 'Lifestyle Ailments'

Today's way of life seems more comfortable and faster owing to machine support, but this has come at the cost of the natural rhythms of body and mind leading to imbalance. Sedentary deskwork, polluted water and air, processed and adulterated food, climate change, excessive screen time, and other factors lead to health issues, irrespective of age or place.

When chronic stress, disturbed sleep, obesity, and diet-related disorders are the order of the day, the age-old wisdom of Ayurveda believes it's a message for the body to regain balance through mindful living, prevention, and self-care.

According to World Health Organisation, obesity cases are surging, even among children. Reports till 2022 state 2.5 billion adults were overweight and 890 million obese, Additionally, over 390 million children and adolescents aged 5 to 19 years were overweight and 160 million affected by obesity. Recent reports showing that more school-age children are obese than underweight are alarming. This intersection of physical, emotional, and behavioural health underscores the importance of holistic healing than the system of using pills.

Research suggests that unless health authorities intervene, obesity rates could spike by 2050, with a heavy toll on human and economic resources.

This edition is all about the so-called 'lifestyle ailments'. Dr G G Gangadharan tells you how obesity is linked to psychological distress, stress, depression, anxiety and vice-versa. Dr Abhimanyu delves into childhood obesity. Dr Ajit discerns the effect of Ayurvedic products and nutraceuticals on health. Besides, the edition features easy yoga asanas for better physical, emotional, mental and spiritual wellbeing, benefits of bathing with natural products as a refreshing morning ritual and guidance on maintaining a beautiful body and mind

The need of the hour is a shift in consciousness. When we view obesity and stress as signs of disharmony in our own rhythms of eating, sleeping, moving, and resting, we begin to understand that healing is a way of life. The ideal path is prescribed in Ayurveda, a bridge between an ancient practice and modern living.

Surekha Krishnan

Executive Editor



Where modern science meets ancient wisdom.

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Swastik
LUXURY WELLBEING SANCTUARY

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Keraleeya Ayurveda Samajam

Healing through Ayurveda for Over 100 years



***Our legacy
is not just
medicine,
but the trust
and care we
provide
to every
patient***

Ayurveda, meaning “the science of life,” is one of the world’s oldest medical systems, originating in India over 5,000 years ago and offering a holistic approach to prevention, diagnosis, and natural healing.

During British rule, however, Ayurveda was systematically sidelined as colonial authorities promoted Western medicine while neglecting indigenous knowledge systems. In response, the Zamorin of Calicut, Manavikrama Ettan Raja, took a visionary step in 1902 by founding the Arya Vaidya Samajam at Chalappuram, Kozhikode, with the aim of making Ayurvedic treatment accessible to the public.

In a rare act of unity, the rulers of Kochi and Malabar, together with eminent Ashta Vaidya families, strengthened this initiative. In 1913, the organization was renamed the Keraleeya Ayurveda Samajam, which went on to establish the world’s first public Ayurvedic hospital at Cheruthuruthy.

The Samajam’s Legacy

What distinguished the Samajam was its institutional approach. For the first time, Ayurveda moved from private households into an organised, hospital-based system, enabling structured and systematic patient care.

In 1911, British attitudes toward Ayurveda began to change when Sir Basil Scott, Chief Justice of the Madras High Court, was cured of a chronic stomach ailment by the

Samajam’s Chief Physician, Thriprangottu Parameswaran Mooss. This landmark event earned the institution colonial recognition and led to the creation of the honorary title Vaidyaratnam, first conferred on Parameswaran Mooss.

Today, more than a century later, the Samajam stands as the world’s oldest organized Ayurvedic institution, continuing its mission of healing and preservation of authentic Ayurvedic knowledge.

Samajam Chikilsa Sampradayam (Panchakarma of Samajam)

The Samajam pioneered the institutionalised practice of Panchakarma therapies. Traditional procedures are meticulously administered, including distinctive Kerala therapies such as Dhara, Pizhichil, Thalapothichil, Njavarakkizhi, and Njavarelepam. The Samajam also introduced the sequential application of therapies—an innovation that became foundational to modern Ayurvedic practice. All treatments are carried out by well-trained male and female therapists under the close supervision of experienced physicians.

Addressing Critical Health Concerns

The Samajam offers specialised care for gynecological conditions such as infertility and menstrual disorders under expert female physicians. It also treats a wide range

of chronic and complex conditions including spinal disorders, autoimmune diseases, arthritis, psoriasis, neurological conditions, post-stroke rehabilitation, migraine, sleep disorders, and stress-related illnesses.

Alongside therapeutic care, wellness treatments for relaxation and rejuvenation are offered. Patients from Europe, the United States, and Australia return year after year, drawn by the institution’s authenticity and holistic approach.

The Samajam Experience

Spread across eight acres along the banks of the Bharathappuzha, the hospital campus features a serene cottage-style layout. Treatments range from one week to 45 days, depending on medical needs. The Samajam also prepares its own medicines in-house, drawing from classical texts and ancient manuscripts.

A Society-Oriented Institution

The Samajam is a service-oriented, non-profit institution. Revered as a “pitrutulya” (parent) institution by generations of practitioners, it remains open to public membership and democratic leadership through elections held every five years.

Future Vision

Its vision is to be recognized not only as the world’s first Ayurvedic institution, but also as one of the leading global centres for authentic Ayurvedic care.

The logo for Keraleeya Ayurveda Samajam is a yellow oval with a black border. Inside, the text "KERALEEYA" is in a small yellow font, "AYURVEDA" is in a larger orange font, "SAMAJAM" is in a large yellow font, and "ESTD. 1902" is in a small black font. Below the oval, the text "सुखमस्तु परम जगतः" is in Sanskrit. To the right, there is contact information for various branches: Ganeshgiri (Shoranur, Dist. Palakkad, Phone: 0466 2222403, 2223225, 9447272403, 9400224528), Thiruvananthapuram (Phone: 0471-2338145, 2321810), Ernakulam (Phone: 0484 2342469, 8089671800), Chennai (Phone: 044-28132361, 28130874), Andaman (Phone: 03192-244445, 244233).

KERALA CUISINE FIGURES ON LONELY PLANET'S 2026 BEST GLOBAL EXPERIENCE LIST



Kerala's vibrant cuisine has earned global recognition, securing a place on Lonely Planet's list of the 25 best travel experiences in the world for 2026. Kerala is the only Indian state to feature on the list, celebrated as one of the country's most exciting culinary destinations.

The guide praises Kerala's "languid backwaters beneath electric-green palms" and its rich food culture shaped by spices, coconut, and fresh seafood. Traditional cooking techniques passed down through generations, it says, offer visitors an authentic taste of south Indian cuisine.

Tourism and Public Works Minister P A Mohammed Riyas said the recognition reflects growing global appreciation of the state's culinary heritage. Kerala Tourism Director Sikha Surendran noted that the honour highlights food traditions alongside Kerala's famous backwaters, beaches, and hill stations.

Travel writer Isabella Noble singled out the traditional 'sadya'—a vegetarian feast served on a banana leaf—as capturing Kerala's food-loving soul. The guide also recommends masala dosa with 'kaapi', fish 'pollichathu', and regionally diverse cuisines ranging from Malabar's Mappila dishes to the south's coconut-rich stews.

Lonely Planet describes Kochi as an "under-the-radar culinary hub," blending global influences with a vibrant arts scene and historic charm.

'OBESITY AND METABOLIC DISORDERS AMONG MOST URGENT PUBLIC-HEALTH CHALLENGES'



India continues to strengthen its integrative healthcare framework, with Ayurveda playing a central role, said Minister of State (IC) for Ayush and Minister of State for Health & Family Welfare, Prataprao Jadhav. He was speaking at the two-day International Conference on Ayurveda and Integrative Approaches to Obesity & Metabolic Syndrome at the AV Rama Rao Auditorium, Indian Institute of Science (IISc), Bengaluru, that concluded on December 2. He

noted that obesity and metabolic disorders remained among the most urgent public-health challenges. "This conference reflects our resolve to strengthen evidence-based approaches that combine the knowledge of Ayurveda with the rigour of modern medical science," he said

The Secretary, Ministry of Ayush, underlined that the growing burden of metabolic diseases demands collaborative, research-driven interventions. "Ayurveda's preventive and personalised approach become even more impactful when integrated with contemporary biomedical advancements," he said.

The event also marked the 57th Foundation Day of CCRAS.

Organised by the Central Ayurveda Research Institute (CARI), Bengaluru, in partnership with IISc and NIMHANS, the conference aimed to address the rising global incidence of obesity and metabolic disorders through scientifically validated Ayurvedic and integrative medical practices.



Discover Atreya Ayurveda:

A Blend of Tradition and Modernity



Atreya Ayurveda stands as the foremost, oldest, and largest a network of healing centers for Ayurvedic medicine and yoga therapy. Atreya Ayurveda boasts a stunning Beach Resort in Kovalam, Kerala, India, showcases the successful application of the ancient system of knowledge in treating human diseases.

We also have Two centers nestled in the heart of Moscow.

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- 87% of patients recommend us to friends and family;
- 52000+ patients have been successfully treated at our clinics

For your convenience:

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- Affordable prices for Ayurvedic therapeutic programs starting at \$90 per day with accommodation*
- Panchakarma packages starting at \$170 per day with accommodation.

*Accommodation prices are dynamic and vary according to season and room category.

Atreya Ayurveda, An Ayurvedic and Leisure Hotel

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AHCI 2026 TO SHOWCASE INDIA'S STRENGTH IN HOLISTIC HEALTHCARE



Advantage Healthcare India (AHCI), 2026, the eighth edition of the country's flagship Medical Value Travel (MVT) platform, organised by Federation of Indian Chambers of Commerce & Industry (FICCI), will be held from February 23 to 25, 2026, at the India Expo Centre & Mart in Greater Noida (NCR).

Recognised as Asia's largest Medical Value Travel (MVT) platform, bringing together key stakeholders from across the healthcare value chain Advantage Healthcare India has played a vital role in promoting India as a trusted destination for international patients and healthcare collaborations over the years.

The 2026 edition is expected to see participation from over 70 countries, including senior government representatives, international buyers, healthcare leaders, policymakers, wellness institutions, and facilitators.

The three-day event will feature a comprehensive exhibition, a high-level conference, and a Reverse Buyer-Seller Meet (RBSM). Together, these components provide a structured platform for knowledge exchange, policy dialogue, and business development.

The exhibition will showcase India's strengths across multi and super-specialty healthcare services, AYUSH systems, wellness therapies, rehabilitation and recovery care, and emerging healthcare technologies. The conference will focus on key themes such as global healthcare trends, patient mobility, quality standards, digital health, and international collaboration.

A key highlight of Advantage Healthcare India 2026 will be the Reverse Buyer-Seller Meet, which enables pre-scheduled B2B and B2G meetings between Indian healthcare providers and overseas buyers. This structured engagement model ensures meaningful interactions, supports partnership development, and facilitates referral networks and market entry opportunities. In addition, the event will provide a platform for MoU signings, strategic collaborations, and the sharing of success stories within the MVT ecosystem.

The event offers strong participation opportunities for multi and super-specialty hospitals, AYUSH and wellness institutions, rehabilitation centres, medical value travel facilitators, cosmetic, eye and dental care



Ishan Pandita

Director & Head
MVT, AYUSH & LIFE SCIENCES
FICCI

providers, MedTech companies, and healthcare startups. With focused outreach to regions such as Africa, CIS, the Middle East, SAARC, and ASEAN, Advantage Healthcare India continues to serve as a gateway to emerging and established healthcare markets.

By bringing together policy, industry, and international stakeholders on a single platform, Advantage Healthcare India 2026 aims to further strengthen India's leadership in medical value travel and holistic healthcare, while fostering sustainable global partnerships.

AHCI 2026 aims to strengthen India's presence in the global medical tourism market by highlighting its expertise in specialties such as cardiology, oncology, orthopaedics, and integrated systems of medicine, including Ayurveda and Yoga.

RESET YOUR MIND BODY AND SOUL AT SHINSHIVA AYURVEDASHRAM



Shinshiva Ayurvedashram is a NABH-accredited traditional Ayurveda retreat, located in Thiruvananthapuram, Kerala. Shinshiva Ayurvedashram was founded by Dr Franklin, who has a 400-year legacy in Ayurveda treatment, and his daughter, Dr Shanthi Franklin, continues this tradition. Shinshiva has a 25-year tradition of Ayurveda treatment. It is located on a cliff overlooking the Arabian Sea. It offers four types of accommodation, ranging from luxurious to basic, namely Shin, Shiva, Ayur and Veda. Guests can choose the accommodation as per their preference. In this short period, Shinshiva has received various awards in the field of Ayurveda. Metra Expedition Tourism Award 2022, Kerala Kaumudi Best Ayurveda Doctor Award 2022-2023, VETA Versatile Excellence Travel Award Middle East 2023 for the most exceptional Ayurveda treatments in India, Metro Expedition Tourism Awards 2024, etc.

When it comes to treating diabetes and infertility, Shinshiva has a 100% success rate. Shinshiva also provides treatment for a wide range of conditions, including arthritis, weight loss, stress reduction, diabetes, spondylosis, joint/bone/ back/ and spine pain, skin conditions, and more.



Where
Tradition
Meets
Wellness



Shinshiva Ayurveda Hospital Private Limited

Chowara Sastha Temple Road, Kottukal, Vizhinjam

Thiruvananthapuram, Kerala - 695 501

For Reservation : +91 9495 63 9532, +91 9999 21 3145
info@ayurvedashinshiva.com, www.ayurvedashinshiva.com

THAILAND TO HOST GLOBAL WELLNESS SUMMIT 2026 IN PHUKET



The Tourism Authority of Thailand (TAT) has confirmed that Thailand will host the Global Wellness Summit (GWS) 2026, the world's leading forum for the global wellness economy. The announcement was made by the Global Wellness Institute during GWS 2025, held in Dubai from 18-21 November.

Thailand's successful bid was led by the Thailand Convention and Exhibition Bureau, in partnership with Phuket Province and the Department of Thai Traditional and Alternative Medicine under the Ministry of Public Health. Presented under the theme "The Symphony of Wellness", the bid reflects Thailand's ambition to strengthen its position as a leading global wellness tourism destination.

Thapanee Kiatphaibool, TAT Governor, said the authority stands ready to support the event and ensure a memorable and productive summit in Phuket. She highlighted Thailand's diverse wellness strengths, ranging from traditional therapies to nature-based experiences.

Scheduled for 10-13 November 2026 in Phuket, GWS 2026 is expected to attract more than 600 delegates from over 30 countries, including global experts, investors, policymakers and industry leaders. Hosting the summit is expected to generate economic momentum, encourage investment and reinforce Phuket's vision of becoming a Global Wellness Capital, while further showcasing Thailand's holistic wellbeing expertise on the world stage.

GLOBAL HEALTHCARE LEADERS TO GATHER AT WHX DUBAI 2026 FROM FEBRUARY 9-13

The World Health Expo (WHX) Dubai 2026, formerly known as Arab Health, is set to take place from February 9 to 13, 2026, and is recognized as the world's largest healthcare event.

The exhibition will be hosted across two major venues in Dubai, with the core WHX Dubai event running from February 9 to 12 at the Dubai Exhibition Centre in Expo City Dubai, while WHX Labs Dubai, focused on laboratory medicine and diagnostics, will be held from February 10 to 13 at the Dubai World Trade Centre.

The event is expected to attract more than 270,000 attendees and feature over 4,800 exhibitors representing more than 180 countries, making it a truly global platform for the healthcare industry.

It will showcase advancements in patient care, cutting-edge medical technologies, and innovative solutions shaping the future of healthcare delivery. In addition to the extensive exhibition, the programme will include strategic discussions led by global



healthcare leaders, innovation showcases, investor forums, and hands-on workshops aimed at professional development and practical learning.

WHX Dubai 2026 will bring together a diverse audience comprising healthcare professionals, policymakers, industry thought leaders, and buyers, creating significant opportunities for networking, collaboration, and business development and fostering innovation, knowledge exchange, and lasting partnerships across MENA and globally worldwide.

KTM 2026 IN KOCHI TO HOST 60,000 B2B MEETINGS, OVER 400 INTERNATIONAL BUYERS



Kerala Tourism Minister P A Mohamed Riyas has announced that Kerala Travel Mart (KTM), India's largest tourism and hospitality industry event, will be held in Kochi from September 24 to 27.

The inaugural function will be held at Grand Hyatt Kochi, Bolgatty, on September 24. The central B2B meetings will take place from September 25 to 27 at the Sagara and Samudrika Convention Centre on Willingdon Island. Addressing a press conference, the Minister said

the 13th edition of KTM will feature business-to-business (B2B) meetings, policy-level discussions and seminars, with participation from leading industry stakeholders and national and international experts.

The upcoming edition is expected to attract over 400 international buyers and more than 1,500 domestic buyers, including hosted buyers and high-value MICE and wedding planners. The Kerala Travel Mart Society, which organises the event, will focus on

increasing buyer participation from new markets while strengthening presence from existing ones.

"KTM 2026 will feature over 400 seller stalls of various dimensions and facilitate more than 60,000 pre-scheduled B2B meetings over three days," the Minister said. He added that KTM serves as a vital platform for buyers and sellers to gain a comprehensive understanding of Kerala's tourism potential and will help drive innovation in the sector.

The Minister also launched the promotional video of KTM 2026, while Kerala Tourism Secretary Biju K unveiled the revamped KTM Society website. All event procedures, including registration and B2B meetings, will be fully digitised through upgraded software and a mobile application.

Post-event tours are scheduled from September 28 to October 3 across twelve sectors, with familiarisation tours for invited media to be held ahead of the mart.

ITB BERLIN 2026 TO CELEBRATE 60 YEARS OF GLOBAL TRAVEL LEADERSHIP

ITB Berlin 2026 marks a major milestone as the 60th anniversary edition of the world's leading travel trade show, taking place from March 3–5, 2026, as a B2B-only event at the Berlin Exhibition Grounds.

Celebrating six decades of global tourism exchange, the exhibition is held under the motto "Discover the stories behind 60 years of legacy," reflecting on its historical influence while setting a clear direction for the future of the travel industry. The accompanying ITB Berlin Convention carries the theme "Leading Tourism into Balance,"

highlighting the need to align industry growth with responsibility amid rising sustainability demands, rapid digital transformation, and evolving traveller expectations.

Angola, as the Official Host Country, will play a prominent role throughout the event, showcasing its tourism offerings, cultural heritage, and growing importance within the global travel landscape. The exhibition will represent the full spectrum of the international travel industry, with destination-based halls and specialised segments including Adventure,



Business, LGBTQ+, Luxury, Medical Tourism, and Travel Technology, enabling focused networking and business development.

The convention programme is expected to feature around 400 speakers across four stages and 17 thematic tracks, addressing key challenges such as overtourism, artificial intelligence, data-driven strategies, and sustainable tourism models. Around 5,800 exhibitors from over 170 countries and approximately 100,000 trade visitors are anticipated.

AWARENESS CAMPAIGN ON CRITICAL OBESITY RAISED ACROSS UAE



United Arab Emirates: A nationwide obesity awareness roadshow, bringing critical information about obesity closer to communities and supporting the UAE's wider healthcare ambitions was organised by Lilly, a medicine company turning science into healing to make life better for people around the world.

The Lilly Obesity Roadshow made appearances in key healthcare facilities and popular community venues across Abu Dhabi and Dubai, from 19 September to 16 December 2025, educating public on obesity classifications, risks and holistic management pathways while encouraging proactive healthcare. Through expert-led engagements and interactive wellness touchpoints, participants gained a clearer view of their health status and learned how timely action against obesity could help improve long-term health outcomes. Lilly's mission to improve

health outcomes for communities worldwide is deeply aligned with the UAE's national vision of fostering a healthier, more resilient society, according to Amr Saeed, Executive Director for Diabetes and Obesity, Lilly.

In Abu Dhabi, the campaign was supported by Abu Dhabi Public Health Center. Bolstered by influencer collaborations, the campaign reached an additional online population of more than 400,000 people.

In addition to cutting-edge health equipment that measured an individual's body-mass index (BMI), the activation also featured an AI-enabled simulator that revealed the projected image of the visitor at their ideal weight. A nutritionist was available on-ground to provide expert guidance around the findings. The activation took place across multiple locations in the UAE.

WHO-AYUSH MINISTRY MEET TO INTEGRATE AYUSH SYSTEMS INTO GLOBAL HEALTHCARE

The World Health Organization (WHO) organised a two-day Technical Project Meeting on Traditional Medicine (TM) intervention code set development in New Delhi recently toward global integration of traditional healthcare. The initiative was driven by the Memorandum of Understanding (MoU) and Donor Agreement signed between the Ministry of Ayush and WHO on May 24, 2025. This agreement helps develop a dedicated Traditional Medicine module within the International Classification of Health Interventions (ICHI), the international global standard for classifying healthcare interventions, with India facilitating both the financial and technical frameworks necessary to bring Ayurveda, Siddha, and Unani (ASU) systems into the global healthcare mainstream.

The facilitation of this meeting aligns with Prime Minister Narendra Modi's vision. He has emphasised that such initiatives help Ayush systems reach a



maximum number of people globally in a scientific manner. During his Mann Ki Baat address, the Prime Minister noted that this standardised framework would enable Ayush systems to achieve global recognition and scientific credibility. Vaidya Rajesh Kotekar, Secretary, Ministry of Ayush, had previously observed that a dedicated ICHI module would facilitate global recognition of Ayush systems and support WHO's efforts for inclusive, safe, and evidence-based healthcare. Participants from all six WHO regions, including AFRO, AMRO, EMRO, EURO, SEARO, and WPRO, ensured a comprehensive global perspective on traditional medicine.



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AYURVEDA STANDARDISATION WORKSHOP HIGHLIGHTS COLLABORATION FOR QUALITY AND GLOBAL TRUST



The critical role of standards in harmonising classical Ayurvedic wisdom with modern scientific and regulatory frameworks was highlighted at the national-level workshop organised by Bureau of Indian Standards (BIS), under the Ministry of Consumer Affairs, Food and Public Distribution in association

with Manipal Academy of Higher Education (MAHE) through its Division of Ayurveda, Centre for Integrative Medicine and Research. The workshop was held at the TMA Pai Auditorium, MAHE, Manipal, recently.

The programme was designed for faculty members, researchers, startups, and industry representatives engaged in the Ayurveda sector. The innovative event witnessed the participation of nearly 180 delegates from across the country, marking a significant milestone in the collective journey towards strengthening quality, safety, and global acceptance of Ayurveda. The theme was inspired by BIS's guiding motto "Manakah Patha Pradarshaka".

Addressing the gathering, Jayant Deopujari, Chairperson of the Ayurveda Sectional Committee, BIS emphasized that the workshop represents an important step toward bridging traditional knowledge with contemporary requirements through structured and meaningful standardization. He underscored the collective responsibility of all stakeholders to position Ayurveda as a globally trusted healthcare system.

EXPERTS CALL FOR AI ENABLED FARM-GATE QUALITY AND TRACEABILITY SYSTEMS

Experts across the Ministry of Ayush institutions including National Medicinal Plant Board (NMPB) has called for Artificial intelligence (AI) and related technologies to monitor, verify, and document the quality and journey of medicinal plants right from the farm (the 'farm-gate') through the entire supply chain, in a two-day National Seminar on "Design and Development of Tools for Quality Assessment of Medicinal Plants at Farm Gates". The seminar held recently in the Indian Institute of Technology (IIT) Delhi, brought national focus to India's medicinal plant sector—assured quality, traceability, and standardisation of raw materials at the point of origin.

It called on policymakers, scientists, technologists, industry leaders, and researchers to deliberate on strengthening farm-gate quality systems as a foundation for the sustainable growth and global competitiveness of India's Ayush and medicinal plant ecosystem.

The seminar was inaugurated with keynote addresses by Prof. Dr. Mahesh Kumar Dadhich, Chief Executive Officer, NMPB, and Prof. Dr. Tanuja Nesari, Director,



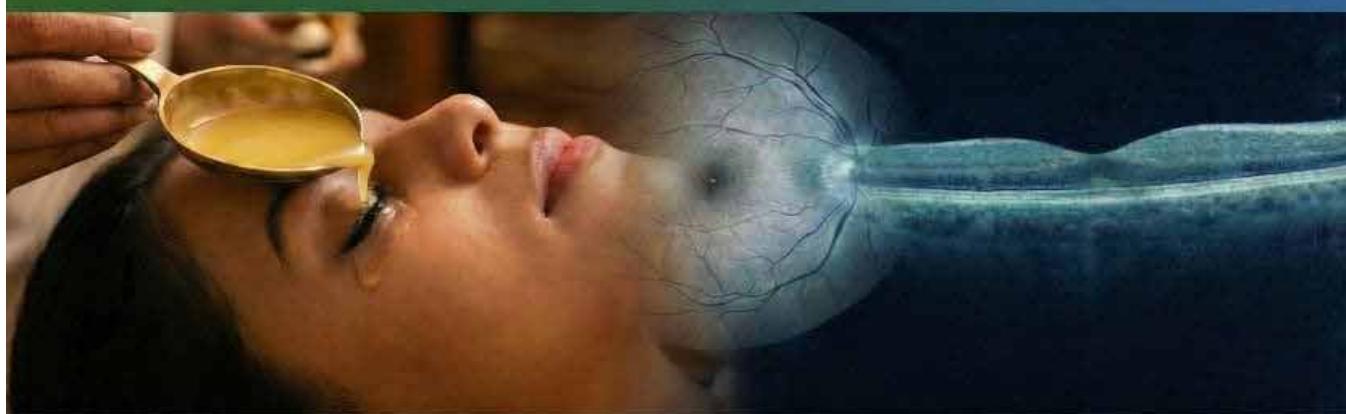
Institute of Teaching and Research in Ayurveda (ITRA). Their addresses set the national policy and scientific context for quality-driven growth, emphasising the need to integrate innovation, regulation, and traditional knowledge to build global confidence in Indian medicinal plant raw materials.



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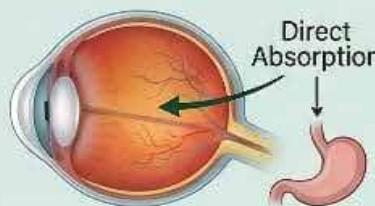


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INTERNATIONAL AYURVEDA & WELLNESS CONCLAVE TO PROJECT KERALA AS MAJOR AYURVEDA, WELLNESS HUB

By AHT Desk

The Department of Tourism, Kerala Government in association with Ayurveda Promotion Society (APS) is set to hold the state's first International Ayurveda and Wellness Conclave on February 2 and 3 in Kozhikode. It will be inaugurated by Kerala Tourism Minister Mohammed Riyas. Riyas said it aims to project Kerala as a major Ayurveda and Wellness Tourism hub through interactions and debates.

"A chief objective of this event is to strengthen Kerala's leadership position as the Global hub for Ayurveda and Wellness in India and promote yoga against the backdrop of increasing competition. Ayurveda and wellness are the most relevant areas with maximum foreign exchange for Kerala tourism and the government," said Sajeev Kurup, President Ayurveda Promotion Society.

The 5000-year-old texts in Ayurveda and ancient wisdom of yoga hold solutions for good health and wellness, and many countries have begun to recognise its efficacy. Although Ayurveda is gaining popularity across the world for its healing process, many countries are clueless about the ancient healing practice.

"We want to tap the potential of Ayurveda and wellness in countries that are not aware of this," he said.

The event will feature Ayurveda scholars, global wellness experts, policymakers, academicians, industry leaders, travel trade professionals, and international stakeholders. "It is a platform for the exchange of knowledge, policy development, B2B networking and global collaborations," he said.



Mohammed Riyas
Kerala Tourism Minister



Sajeev Kurup
President Ayurveda Promotion Society



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On February 2, experts will speak on the potential of Ayurveda in Kerala at the seminar, followed by B2B meets on the next day. From February 4, hands-on experience will be offered through the Ayurveda and Yoga Ambassadors Tour. The tour will commence from Kozhikode, touch Wayanad and Kottakkal and major hubs in districts towards south Kerala with visits to Ayurveda hospitals, museums, and medicine manufacturing units. The tour will culminate in Kovalam on February 12.

It will feature an extensive B2B networking between 200 Kerala based sellers, 150 international agents/scholars, 50 Indian agents/operators, 50 yoga operators, 30 international and 20 Indian bloggers and media representatives, and hosting approximately 300 buyers/visitors.

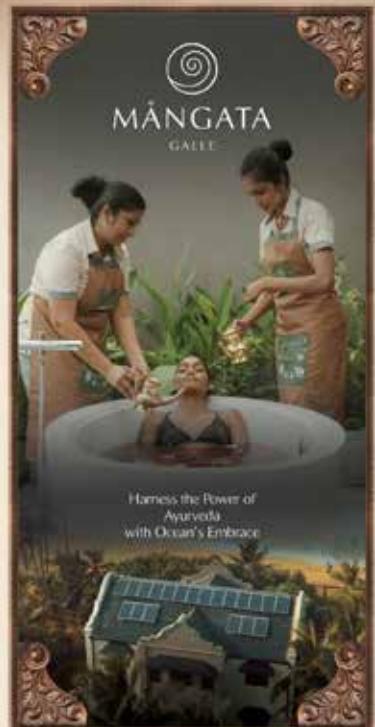
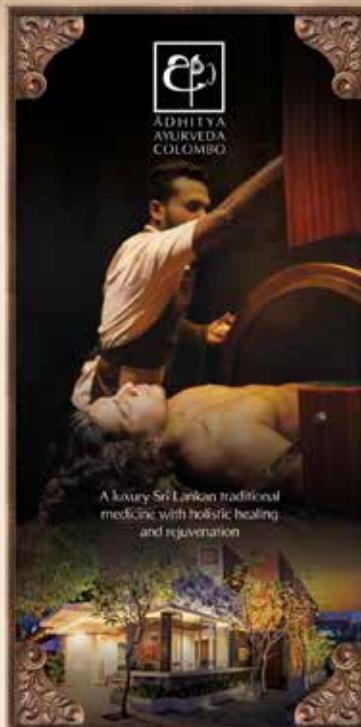
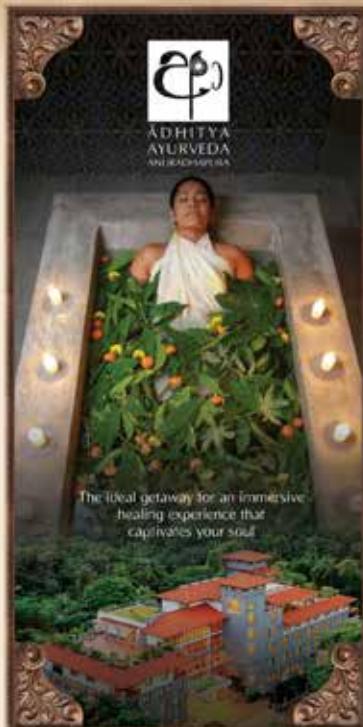
Kozhikode was chosen as the venue as tourism is yet to penetrate more into the Malabar region where major Ayurveda centres are functioning, Sajeev said.

The first International Ayurveda & Wellness Conclave will be a landmark event for the initiative to elevate Kerala as the world's leading and most authentic provider of Ayurveda wellness destination. Through these sessions and events, the conclave aims to boost Kerala's leadership in Ayurveda medical value travel and sustainable wellness and yoga tourism.

Ayurveda and Health Tourism Magazine is the official Media Partner for the event.



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THE WEIGHT OF THE MIND: HOW OBESITY AND MENTAL HEALTH SECRETLY COLLIDE

Obesity, a dual breakdown of metabolism and mood—a condition where the heaviness of the body often reflects a heaviness of the inner life



Dr G G Gangadharan

In a world that still treats weight as a simple equation of “calories in, calories out,” both contemporary research and the Ayurvedic clinical lens tell a different story. Obesity (Sthaulya) is not just about size; it’s a dual breakdown of metabolism and mood—a condition where the heaviness of the body often reflects a heaviness of the inner life. This isn’t just a medical diagnosis; it’s a lived experience of fatigue, emotional fog, and feeling trapped in your own skin. This feature unpacks how symptoms, causes, and prevention of weight gain are woven through both physiology and psychology—and how a fashion forward, lifestyle driven reset can begin to break that loop.

The Symptoms: When the Body Becomes a Cage

In the Ayurvedic view, obesity shows up as much in how you feel as in what you weigh.

● The Body Signal: A Hungry, Heavy System

A key sign is a kind of “metabolic confusion”: an intense, persistent appetite and thirst, paired with a body that feels slow, tired, and weighed down. The fire in the gut is overactive, but the rest of the body feels switched off.



● The Mind Signal: Dimming of Drive

As weight builds, the mind sinks into Tamas—an energy of inertia and mental fog. This feels like low enthusiasm, emotional flatness, and a tendency to withdraw or “numb out.”

● The Loop

Physical heaviness feeds guilt and sadness; those emotions



drive comfort seeking (scrolling, snacking, staying in bed), which deepens both the weight and the emotional drag.

Why It Happens: Mis Eating, Mis Signaling, Mis Feeling

This isn't just overeating—it's a system that has lost its internal rhythm.

The “Agni” Disconnect: Metabolism Out of Sync

Think of your digestion as two fires: ▶ The digestive fire is too sharp, burning through food quickly and constantly asking for more. ▶ The tissue metabolism, especially in fat cells, is sluggish and blocked; the body can't easily tap into stored fat for energy.

Result: you feel ravenous and drained at the same time—“starving” at a cellular level while gaining weight on the outside.

The Brain on Stress: Limbic Hijack

Modern science now sees fat tissue as an active endocrine organ, sending inflammatory messages (cytokines) throughout the body. These signals reach the limbic system—the brain's emotional HQ—and disrupt the hypothalamus, the region that should register “I'm full.”

- Leptin's “I'm satisfied” message gets ignored.
- Ghrelin's “I'm hungry” message gets amplified.

Your brain misreads stress and inflammation as famine, pushing you to eat as if your survival depends on it.

The Gut-Brain Axis: When The Gut Is In Charge

Stress and low mood change your gut bacteria (dysbiosis). Those microbes “talk” back to your brain through the vagus nerve, often asking for sugar, fat, and fast comfort. In Ayurvedic language, this is Srotas Dushti—blocked channels and toxin build up (Ama) that distort both appetite and mood.

The Reset: An Elegant Unburdening: “Guru Apatarpana” To shift a condition that is both mental and physical, diet alone isn't enough. You need an ecosystem edit—food, breath, timing, and texture.

Eating: “Heavy but Light”

The Guru Apatarpana approach uses smart bulk to calm a frantic

appetite without overfeeding fat cells.

- **The Strategy:** Choose foods that are physically filling and slow to digest (Guru) but naturally light on calories and insulin load (Apatarpana).

On Your Plate:

- Grains and pulses like barley, horse gram, and bamboo rice—high fibre, slow burn, excellent for “scraping” excess fat over time.
- A flavour shift away from purely sweet and salty towards bitter and astringent tones—leafy greens, spices, and certain herbs that reduce and dampen the constant dopamine chase for hyper palatable foods.

- **Hydration Rule:** Sip warm water through the day. It supports metabolism and helps the body process fats more efficiently than ice cold drinks, which tend to slow everything down.

Living: Breaking the Inertia Script

- Morning Reset Waking before 6 a.m. syncs your circadian rhythm with the light, clear qualities of early morning, which naturally counter Kapha driven heaviness. A quick dry brushing (Udvartana) session—think vigorous exfoliation with a rough towel or brush—wakes up skin, circulation, and brain together.

- Breath as a Remote for the Limbic System Practices like Bhramari Pranayama (humming exhale), Lengthened Exhalation Practices and Ujjayi Pranayama: send a soothing vibration through the vagus nerve,



dropping stress chemistry and cooling the “fight or flight” hunger spikes. A few minutes daily can shift how you respond to cravings and emotional triggers.

● **Mind, Sleep, and Metabolism: Your Hidden Secret Weapons**

How and when you sleep is as influential as what you eat. Prioritizing night time sleep and skipping daytime naps helps reset your circadian rhythm, which is key for insulin sensitivity, metabolic balance, and easier weight regulation. Cognitive engagement and reflective practices keep the prefrontal cortex “online,” softening impulsive, limbic driven choices—especially around food. Simple Sattva building rituals like meditation,

journaling, and practicing contentment stabilize mood, reduce stress driven snacking, and make healthy routines more sustainable. Layering this with consistent, well timed meals and truly mindful, distraction free eating protects the integrity of your Ahara Rasa and cuts down on emotionally triggered grazing.

The Real Takeaway

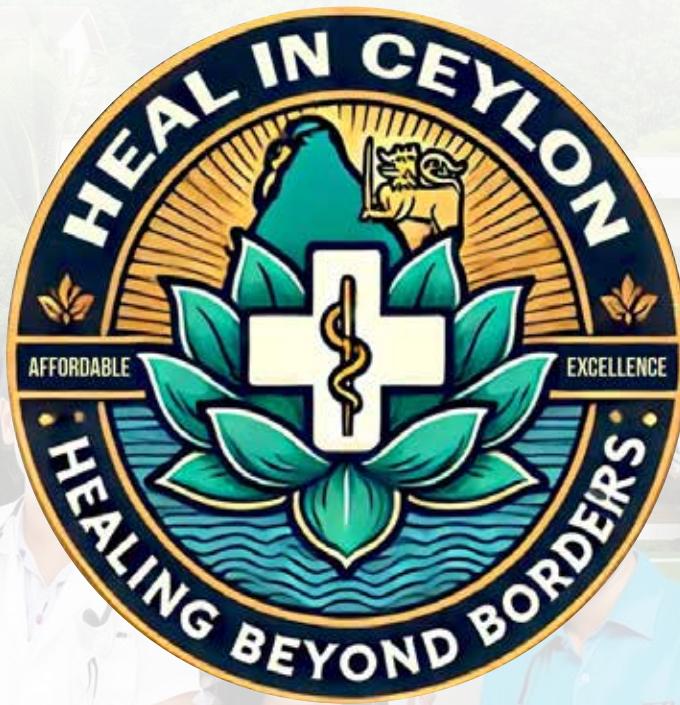
The path forward isn’t about waging war on your body; it’s about clearing and re tuning its channels—metabolic, emotional, and neural. And when food, breath, and rhythm are aligned, weight loss becomes less of a punishment and more of a side effect of living in sync with yourself.

The author, Prof. (Dr.) G G Gangadharan, an Ayurvedacharya and PhD holder, blends traditional Ayurvedic expertise with modern management insights from McGill University, Canada. A renowned advocate for holistic health, he specialises in Ayurvedic solutions to combat modern lifestyle diseases effectively.

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GANDHI AND HIS EXPERIMENTS WITH FOOD AND DIET

The unique dietary experiments of Gandhi and his unconventional approach to health offer valuable lessons even today. His ideas on simple living, self-discipline, preventive healthcare, and harmony with nature are relevant even today



Jalaja Sinha IAS (Rtd)

It is remarkable that Mahatma Gandhi, who led millions during India's freedom struggle, sustained himself largely on a simple diet of fruits, nuts, and coarse grains. Despite his frail appearance, he walked long distances daily and undertook prolonged fasts without lasting harm. From where did Gandhi derive such strength and stamina?

In *Key to Health*, Gandhi wrote:

"Whilst it is true that man cannot live without air and water, the thing that nourishes the body is food. Hence the saying, food is life."

Though he ate sparingly, Gandhi constantly experimented with his diet throughout his life. Historians have noted that his experiments with food were as rigorous as his experiments with truth and non-violence. Just as his politics were simple

and direct, so too was his food—natural, elemental, and unprocessed. Food, he believed, should be taken "as a matter of duty—even as a medicine—to sustain the body, never for the satisfaction of the palate."

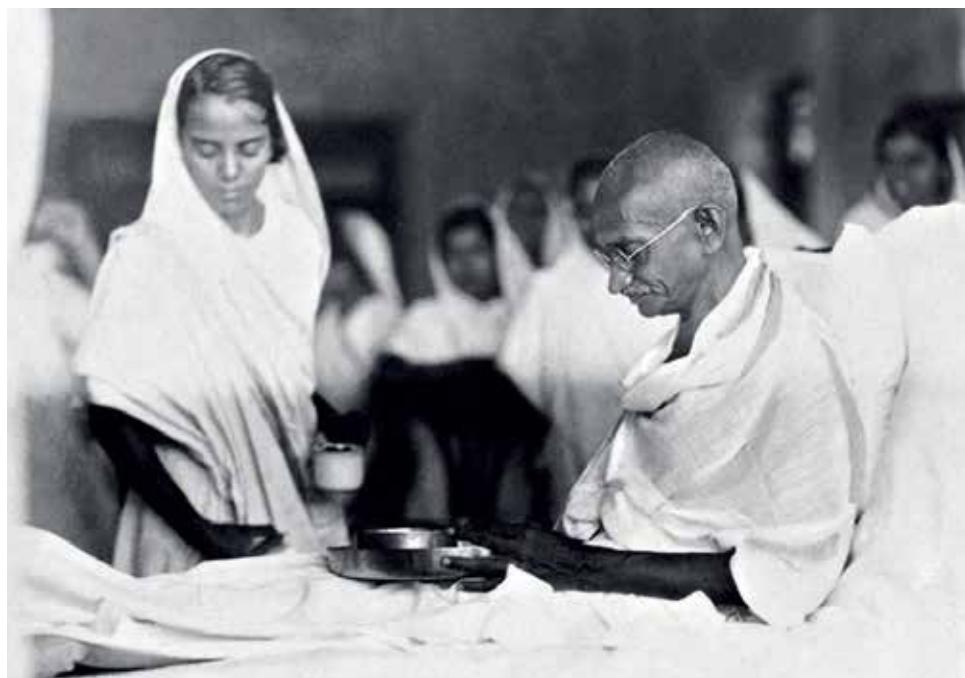
The Evolution of Diet of Gandhi

Born into a traditional Gujarati vegetarian family, Gandhi briefly experimented with meat during his school years, influenced by a friend who claimed the British ruled India because they ate meat. He soon abandoned the idea. Before leaving for England in 1888 to study law, he vowed to his mother to abstain from meat and alcohol.

Keeping this vow in England proved difficult. Vegetarian food was scarce, and Gandhi often went hungry until he discovered a vegetarian restaurant on Farringdon Street. Recalling the moment, he wrote:

"The sight of it filled me with the same joy that a child feels on getting a thing after its own heart."

Vegetarianism was then a relatively new movement in England. Gandhi was deeply influenced by Henry Salt's *A Plea for Vegetarianism* and later wrote that he became "a vegetarian by choice." He joined the Vegetarian Society and actively participated in debates on diet and health, guided not by religion but by economy and hygiene.





Experiments in South Africa

Gandhi's dietary experiments intensified in South Africa, where he arrived in 1893. That year he tested a raw-food diet consisting of soaked grains, fruits, nuts, and cocoa. After eleven days, he concluded that it "did not seem to agree well" and returned to cooked food, though raw food continued to interest him.

In Durban, he simplified his lifestyle further, baking his own unleavened wholemeal bread from hand-ground flour to promote health, economy, and self-reliance. At Tolstoy Farm, he encouraged residents to grow their own food and eat fruits and vegetables, partly to reduce the burden of kitchen labour, especially on women.

Return to India and Ethical Eating

After returning to India, Gandhi lived for several years largely on fruits and nuts. In 1929, he undertook another raw-food experiment, observing:

"Medically there may be two opinions as to the value of this diet, but morally I have no doubt that all self-denial is good for the soul."

During a visit to Haridwar, he vowed never to consume more than five food items a day and to finish his last meal before sunset. He later eliminated spices altogether, eating only boiled or raw food.

Gandhi's dietary choices were inseparable from his commitment to ahimsa. Vegetarianism, for him, was a moral and spiritual principle. He believed meat carried the defects of the animal from which it came and wrote:

"Man's supremacy over the lower animals meant not that the former should prey upon the latter, but that the higher should protect the lower."

He opposed milk on ethical grounds, arguing that humans were entitled only to their mother's milk in infancy. However, during a serious illness, he reluctantly accepted goat's milk on medical advice. On eggs, he felt that those who consumed milk should not object to sterile eggs.

Fasting, Health, and Self-Restraint

Gandhi avoided refined sugar, oils, and excess fats, favouring jaggery and small amounts of ghee. His regular diet consisted of fruits, raw vegetables, curd, coarse grains, millets, leafy greens, and unpolished rice.

Fasting was central to his life, serving both moral discipline and preventive healthcare. He undertook at least seventeen fasts during the freedom struggle, the longest lasting twenty-one days. Diet and fasting were closely linked to brahmacharya, or self-restraint. "The diet of a man of self-restraint," he said, "must be different from that of a man of pleasure."

Walking, Prevention, and Relevance Today

Gandhi believed prevention was superior to cure. Though initially sceptical of modern medicine, he later acknowledged its value while continuing to trust naturopathy. Walking was his primary exercise; he walked nearly 18 kilometres daily for over four decades, covering an estimated 79,000 kilometres—almost twice around the Earth.

In an age of lifestyle diseases, climate crisis, and pandemics, Gandhi's ideas appear strikingly contemporary. As global institutions urge reduced meat and dairy consumption, his advocacy of simplicity, restraint, and plant-based diets seems prophetic. What Gandhi once called "experiments" were, in fact, part of a lifelong ethical and spiritual quest—one that continues to offer guidance in uncertain times.

(Note: This article is based on an essay on the same subject published in the e-magazine Life Stream, Annual Issue- 2020)

Jalaja Sinha, IAS (Rtd), former Secretary, Department of AYUSH, New Delhi and trustee, Life Science Foundation, New Delhi, looks at the therapeutic value of common weeds which regularly invade our gardens and backyards and how to conserve them

CHILDHOOD OBESITY: A GROWING PROBLEM IN GROWING CHILDREN

Childhood obesity is a result of the environs. The good thing is that children can regain natural balance through awareness and gentle changes in way of life. Modern science and Ayurveda offer guidance for a way out



Prof. (Dr) Abhimanyu Kumar

Restoring Balance Through Awareness and Gentle Lifestyle Changes

Childhood is meant to be a time of movement—running, playing, laughing, and learning. Yet today, many children tend to become overweight at an increasingly young age. Childhood obesity is not merely “baby fat” that disappears with time as the body carries more weight than it can comfortably manage. This affects a child’s physical, emotional well-being and quality of life.

Early warning signs may include unusual weight gain, getting tired easily, breathlessness during play, disturbed sleep, and mood





changes. Some children develop dark patches on the neck or underarms, an early sign of insulin resistance. Medical investigations may reveal high cholesterol, raised blood sugar levels, or fatty liver—conditions that were once seen mainly in adults.

Why Do Children Gain Weight So Easily?

Both modern medicine and Ayurveda point to a common cause: imbalance. Today's lifestyle strongly encourages habits that promote weight gain.

Increased screen time has replaced outdoor play, reducing physical activity. Unhealthy food choices—fast food, sugary drinks, chocolates, chips, and packaged snacks—are easily available and heavily marketed to children. Irregular sleep patterns, often due to late

nights and excessive screen use, disturb natural body rhythms and increase hunger. Emotional stress from academic pressure, boredom, or limited family interaction can lead to eating without true hunger. Additionally, children naturally adopt the eating and activity patterns they observe at home.

Together, these factors result in excess calorie intake with insufficient energy expenditure.

Ayurveda's Perspective: Weak Digestive Fire

Ayurveda explains childhood obesity through the concept of Sthaulya. When digestive fire (Agni) becomes weak, food is not properly digested, leading to the formation of Ama, or toxic residue. Ama slows metabolism and promotes fat accumulation.

Frequent intake of sweets, cold drinks, fried foods, and heavy dairy products, along with inactivity and irregular routines, increases Kapha dosha. This results in heaviness, sluggishness, craving for comfort foods, and reduced interest in physical activity.

Ayurveda also explains that excess Kapha diverts nourishment toward Medo Dhatu (fat tissue) rather than muscles and bones. Modern science observes the same pattern—rapid fat gain without proportional improvement in strength or growth.

Why Early Action Is Important

Childhood, if ignored can progress into serious long-term health problems, including type 2 diabetes, heart disease, breathing difficulties, early puberty, joint pain, and low self-esteem.

These conditions can interfere with a child's growth, learning ability, and emotional development. The longer these unhealthy patterns continue, the harder they become to reverse.

The encouraging truth is that children respond fast to positive lifestyle changes and their bodies adapt to it. Even small steps can produce meaningful improvement.

Practical Steps for Prevention and Balance

- ▶ Encourage at least 60 minutes of daily physical activity—running, cycling, dancing, yoga, or outdoor games.



- ▶ Keep mealtimes screen-free, prevent distracted overeating
- ▶ Serve warm, fresh, home-cooked meals; supports digestion
- ▶ Offer age-appropriate portions
- ▶ Encourage children to stop eating when full
- ▶ Maintain a regimen for meals, play and study
- ▶ Proper sleep helps restore natural balance (8 to 10 hours at

night, avoid screentime an hour before bedtime)

- ▶ Promote healthy hydration with water, buttermilk, herbal

drinks, or fresh lime water instead of sodas and packaged juices

- ▶ Encourage mindful eating, slow chewing, and calm surroundings during meals
- ▶ Support emotional well-being through time, attention, conversation, and shared activities. *Parents and caregivers should lead by example, as children learn most effectively through observation

A Hopeful Way Forward

Childhood obesity is not a child's fault—it reflects the environment around them. With awareness and gentle lifestyle changes, children can regain their natural balance. Modern science offers evidence-based guidance, while Ayurveda provides timeless wisdom on digestion, routine, and emotional health. Together, they offer a holistic and sustainable path toward well-being.

Healthy habits formed in childhood lay the foundation for a healthy life. It is the shared responsibility of parents, educators, and society to help every child grow into the healthiest version of themselves.

Prof. (Dr) Abhimanyu Kumar is the Vice Chancellor of the International University of Vedic Wellness (IUVW) in Streamwood, Chicago, USA, and the Chairman & CEO of the Centre for Ayurveda Education, Innovation & Technology (CAYEIT). He previously served as Vice Chancellor of DSRRAU Jodhpur and UAU Dehradun, Director of the All India Institute of Ayurveda, and DG at CCRAS, New Delhi. He can be reached at: ak@cayeit.com

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AYURVEDIC PRODUCTS AND NUTRACEUTICAL PRODUCTS:

A Critical Comparative Analysis from the Perspective of Root-Cause Correction, Clinical Efficacy, and Regulatory Responsibility



Dr Ajit Singh

While Ayurvedic products aim to restore physiological intelligence by addressing root cause of disease, nutraceuticals operate on a biochemical correction model, assuming disease arises from deficiencies of specific nutrients.

Nutraceutical, a term derived from nutrition and pharmaceuticals, implies nutrient supplementation. Sourced from plant extracts food products and compounds, its rising demand in India has generated critical debate regarding clinical relevance, long-term efficacy, and



philosophical compatibility with Ayurveda. Nutraceuticals largely emphasise nutrient supplementation and symptom management, whereas Ayurvedic medicines aim to restore physiological intelligence by addressing the root cause of disease.

Let's look at the fundamental differences between Ayurvedic products and nutraceuticals, with specific reference to digestive and neuropsychological disorders, formulation principles, dosage integrity, and regulatory concerns.

Paradoxically, the Indian healthcare market is increasingly dominated by nutraceuticals rooted in western biomedical models. Isolated vitamins, minerals, and single-herb supplements are widely used, even in clinical situations where classical Ayurvedic formulations offer more comprehensive and sustainable solutions. This trend necessitates a critical examination, particularly for practitioners seeking long-term, root-level healing rather than temporary symptomatic relief.

Philosophical Foundations:

Nutraceutical Paradigm: Deficiency Replacement

Nutraceuticals operate on a biochemical correction model, assuming disease arises from deficiencies of specific nutrients. Treatment focuses on exogenous replacement—often on a long-term or lifelong basis. This approach prioritises measurable biochemical markers and short-term



symptom relief, while rarely addressing why the body's regulatory systems have lost functional capacity. Consequently, patients frequently become dependent on continuous supplementation without restoration of endogenous function.

Ayurvedic Paradigm: Restoration of Physiological Intelligence

Ayurveda is founded on the principle that the body possesses innate intelligence, governed by Agni, Doshas, Dhatus, and Ojas. Disease arises when this intelligence is disturbed—not merely when nutrients are deficient. Ayurvedic medicines aim to rekindle impaired Agni, correct imbalance of doshas, and restore systemic function, enabling the body to heal itself. Successful Ayurvedic intervention typically reduces or eliminates long-term dependency on medication.

Clinical Illustration 1: Digestive Disorders

In integrative and nutraceutical practice, symptoms such as indigestion and post-meal heaviness are often attributed to hypochlorhydria, leading to supplementation with betaine hydrochloride or HCL powder. While this may provide symptomatic relief, it does not address impaired Agni (Mandagni), doshic imbalance, or lifestyle factors suppressing gastric function. As a result, patients remain dependent on external acid supplementation.

Ayurveda views this condition as functional rather than permanent. Herbs such as Pippali (long pepper), Shunthi (ginger), Maricha (black pepper), and Saunf (fennel) are used to naturally stimulate gastric secretions, enhance enzyme activity, and restore digestive intelligence.

Once Agni is corrected, ongoing supplementation becomes unnecessary.

Clinical Illustration 2: Stress, Anxiety, and Mental Fatigue

Nutraceutical strategies commonly include omega fatty acids, vitamin B12, magnesium, and ginseng. While these support neurotransmitter synthesis, they do not adequately address Vata imbalance, neuro-endocrine dysregulation, or depletion of Ojas.

Ayurveda approaches these conditions holistically through herbs such as Brahmi (cognitive modulation), Ashwagandha (stress resilience), Arjuna (cardiovascular and emotional stability), and Pippali (bioavailability enhancement). These work synergistically across the nervous, endocrine, and cardiovascular systems, improving mental resilience rather than merely correcting biochemical deficits.

Core Strengths of Authentic Ayurvedic Medicines Polyherbal Synergy:

Classical Ayurvedic formulations are intentionally polyherbal, with each component supporting the therapeutic objective, enhancing absorption, and minimising adverse effects. Such synergy cannot be replicated by isolated nutrients or single-compound products.

Dosage Integrity:

Ayurvedic texts define precise therapeutic dosages, increasingly supported by modern research.

For example, Ashwagandha demonstrates consistent



efficacy at 1–2 grams per dose (or equivalent extract potency). Products containing significantly lower quantities are often sub-therapeutic.

It further highlights the urgent need for stronger regulatory oversight by the Ministry of AYUSH to preserve the therapeutic authenticity of Ayurveda.

Regulatory Responsibility: Role of the Ministry of AYUSH

To protect the integrity of Ayurveda, it is imperative that the Ministry of AYUSH:

- Establish clear dosage-based regulatory frameworks
- Align modern formulations with classical dosage standards
- Encourage evidence-based equivalence using standardized extracts
- Prevent the commercialisation of sub-therapeutic 'Ayurvedic' products

To conclude, Ayurvedic products and nutraceutical products are not interchangeable. Their foundations, intentions, and clinical outcomes differ fundamentally.

For Ayurveda to fulfil its global potential, industry leaders, practitioners, and regulators must collectively uphold dosage integrity, formulation authenticity, and therapeutic intent. The future of integrative medicine does not lie in diluting Ayurveda—but in honouring its depth, precision, and intelligence.

The author, Dr. S. Ajith, a leading Ayurvedic physician, has spent over 40 years advancing Ayurveda globally. He served in Punjab, India, for 20 years before founding Planet Ayurveda and Ayurda Wellness in New Zealand. He developed WHO benchmarks, collaborated with the Australian TGA, pioneered Ayurvedic education, and created Vaidya, an Ayurvedic diagnostic software.

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Set against the serene landscapes of Kerala, India, the Somatheeram Ayurveda Group stands as a global symbol of genuine Ayurvedic healing, Yoga, and Meditation. Established in 1985 by visionary founder Mr. Baby Mathew, Somatheeram pioneered a revolutionary approach to health and wellness by combining traditional Ayurveda with the comfort and elegance of a resort environment. Today, it has evolved into India's foremost Ayurveda hospital group, operating three NABH (National Accreditation Board for Hospitals & Healthcare Providers)-accredited Ayurveda hospitals.

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Through innovation and unwavering belief in ancient wisdom, Mr. Baby Mathew transformed Ayurveda from a regional healing tradition into an internationally respected wellness system. By skillfully integrating Ayurveda with experiential tourism, he introduced global audiences to holistic Indian healthcare and positioned India as a premier destination for wellness tourism worldwide.

A Complete and Integrated Healing Journey

At Somatheeram, wellness is not a treatment but a transformation. Guests experience a carefully curated healing journey that blends classical Ayurvedic therapies, customized

nutrition plans, herbal medicines, Yoga, and Meditation. Expert Ayurvedic physicians and highly trained therapists ensure that each program is personalized, addressing individual health needs and body constitutions (doshas).

Every aspect of the experience is thoughtfully designed—from dosha-specific cuisine prepared with precision to daily yoga and meditation sessions guided by experienced instructors. Authentic herbal medicines used in treatments are produced in Somatheeram's own GMP-certified manufacturing facility, guaranteeing purity, safety, and efficacy. Guests are accommodated in elegantly designed Kerala-style cottages, heritage rooms, and luxurious pool villas that harmonize modern comfort with nature's tranquility.

Ayurveda: A Timeless Science for Modern Life

Ayurveda emphasizes prevention, balance, and longevity, offering solutions that align seamlessly with today's health challenges. Rather than focusing solely on disease management, it enhances overall well-being and quality of life through natural therapies and sustainable practices. Its adaptability ensures relevance in treating stress-related disorders, lifestyle diseases, and chronic conditions.



Baby Mathew

Chairman & Managing Director

Somatheeram has earned international recognition for its expertise in managing neurodegenerative disorders, lifestyle-related illnesses, and women's health concerns. Each treatment protocol is individually tailored, ensuring comprehensive and compassionate care. The fusion of classical Ayurvedic knowledge with modern clinical expertise firmly establishes Somatheeram as a leader in holistic healthcare.

A Revolutionary Wellness Concept

Nearly four decades ago, Somatheeram introduced the groundbreaking concept of an "Ayurveda Hospital in a Resort Ambience," creating what is now celebrated as the world's first Ayurveda resort. This visionary model redefined health and wellness travel and laid the foundation for a globally admired institution. Today, the Somatheeram Ayurveda Group operates three NABH-accredited luxury signature retreats:

Somatheeram Ayurveda Village

The iconic flagship retreat, beautifully set along a tranquil coastline. It offers authentic Ayurvedic treatments, structured wellness programs, and traditional Yoga in a peaceful seaside environment.

Soma Manaltheeram Ayurveda Beach Village

A lush tropical retreat overlooking the Arabian Sea, designed for deep





healing and relaxation. Here, Ayurveda and Yoga blend seamlessly with nature's soothing rhythms.

AyurSoma Ayurveda Royal Retreat

Inspired by royal palace architecture, this luxurious seaside retreat combines refined elegance with customized Ayurvedic therapies, offering a regal wellness experience by the ocean.

Driven by excellence and authenticity, the Somatheeram Ayurveda Group continues to shape the global Ayurveda and wellness landscape, delivering profound healing experiences that restore balance to body, mind, and soul.

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Somatheeram's rare combination of medical authenticity and refined luxury ensures an unforgettable wellness journey. Its individualized approach and holistic philosophy create a sanctuary where healing unfolds naturally.

Dedication to Sustainability and Community

Environmental stewardship and social responsibility are integral to Somatheeram's ethos. The group actively promotes eco-friendly practices such as waste management, water conservation, biodiversity protection, and renewable energy use. Equally important is its commitment to local communities through employment generation and preservation of Kerala's cultural heritage.

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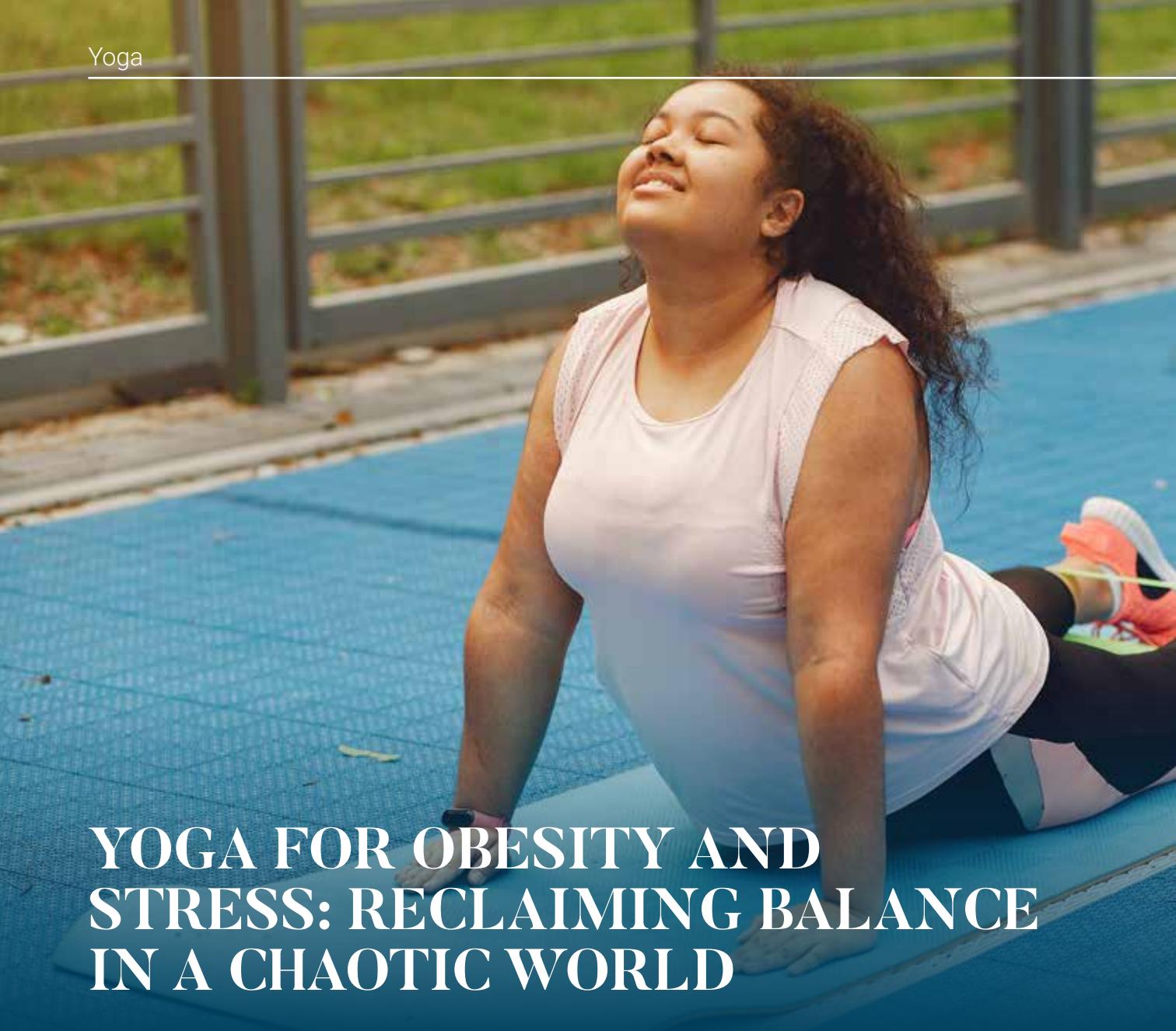
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YOGA FOR OBESITY AND STRESS: RECLAIMING BALANCE IN A CHAOTIC WORLD

Electronic distractions, lack of movement, sleep and binging lead to stress and obesity in today's way of life. Doing specific yoga regularly helps reduce issues and attain balance



Himalayan Siddhaa Akshar

In the age of convenience and comfort, the human physique has silently borne the cost. Extended periods spent sitting, irregular eating schedules, and a continuous flow of electronic distractions have left the waistline and the mind weighted. Stress and obesity are the modern world's twin evils — one which burdens the physique, the other which wears the soul.

But in this imbalance, the ancient science of yoga provides a path back — not with force or fad, but with awareness, with rhythm, with harmony.



The Source of Imbalance

When the pace of life exceeds our innate pace, we experience imbalance. The body retains excess; the spirit retains tension. Comfort grows in the form of food, and rest becomes guilt. We feel exhaustion, irritability, and disconnection from our own physical and emotional being.

Yoga begins where imbalance begins — by reteaching each

of us how to breathe, move, and live with awareness.

A Whole-House Approach Towards Revival

Yoga does not treat stress and obesity as if they are two distinct conditions. It knows that the mind and the body are from the same fabric of energy. An agitated mind leads to eating emotionally; a sedentary body dulls the spirit. True transformation, then, must occur at two levels.

Yoga reawakens the inborn intelligence of the body, through action (asanas), balanced breath (pranayama), and deep relaxation (dhyana or meditation). It rejuvenates inner strength, calms the nervous system, and allows the gateway for conscious choices — in the realm of food, vocation, and living in totality.

The Morning Wake-Up: Energy and Metabolism

A yogic morning begins with gentle activation. After waking, drink warm water to awaken

digestion and prepare the system. Then move through a few rounds of Surya Namaskar — the Sun Salutation — linking breath and movement in a continuous flow. This sequence awakens circulation, tones muscles, and elevates energy levels for the day ahead.

For those at ease, brief sessions of Kapalabhati (powerful exhalations) can rid the mind of haze and invigorate the inner temperature. Exhaustion's goal is not sought, only enlivening — meeting the day with awareness and focus.

Mid-Day Mindfulness: Balancing the Inner Flame

Before meals: Spend a few minutes in Nadi Shodhana (alternate-nostri breath). This ancient but effective practice balances the nervous system and soothes compulsive eating. Accompany this with eating awareness: take smaller portions, eat slowly, and stay in contact with the physical sensations of hunger and fullness.





When practiced daily, the small ritual reconditions the body to eat with intention instead of passion — a crucial element in sustainable balance at a healthy weight.

Asana Focus: Strength, Tone, and Circulation

Yogasanas help the body recover its original strength and shape. Tadasana (Mountain Pose) and Trikonasana (Triangle Pose) are beneficial for improving posture and balance. Bhujangasana (Cobra Pose) and Dhanurasana (Bow Pose) strengthen the abdominal muscles and enliven the digestive organs. Twisting poses such as Ardha Matsyendrasana (Half Spinal Twist) promote circulation and purification.

Every asana stretches without tension, stimulates the bloodstream without lassitude, and establishes stamina with ease. The practice will focus

intensively on gaining mastery over the movements of the physical body and the reactions of the mental Self.

Evening Restoration: Release and Recovery

At the close of the day, the body hungers for stillness. Evening yoga's focus is relaxation — the release of tension that's accumulated. Gently opening forward bends, soft inversions like Viparita Karani (legs up the wall), and slow breath practices such as Bhramari Pranayama (humming bee breath) facilitate relaxation and deep sleep. Sleep then becomes the body's own healer — rebalancing the hormones, improving the digestive system, and tempering the emotional wiring so often behind overeating.

The Mindful Way

Yoga is more than what unfolds on the mat. It extends deep into the pace of day-to-day living.

Maintain regular sleep and wake schedules—freshly cooked food, consumed with respect and appreciation. Taking short walking breaks between activities helps reconnect with the physical self. Most essential is establishing a few minutes each day of quiet time when the mind happens to be without screens, timetables, and comparisons. Such tiny habits of mindfulness create strength from the inside. They remain in the mindset that wellness is something we carry with us and not something we pursue.

Beyond the Body: The Inner Journey

When practiced with conviction, yoga transforms the body and perception, too. The balance we seek arises from within, extending beyond food and fatigue. With steady practice, we learn to listen rather than resist. Cravings ease, the breath deepens, and the mind settles into calm acceptance. In this space, healing unfolds naturally — gently and effortlessly.

Optimistic Prayers: Conversations in Daily Language

Yoga promise is greater: release from the restlessness that propels balance.

In the union of awareness, breath, and body resides a wisdom the modern world has lost — that healthiness is not food we eat or some measurement we take, but the degree to which we are present in each moment.

With each yoga asana, each aware breath, and each moment in space outside the thinking, yoga re-syncs us with our balanced state of being.

And in that return lies the quiet triumph over both stress and obesity — one mindful movement at a time.

*The author, **Himalayan Siddhaa Akshar**, is an author, columnist, founder of Akshar Yoga Kendraa and a yoga and spiritual leader.*



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UN-HUNCH YOUR DAY: DESK-FRIENDLY YOGA



Baiju Varghese
PhD Scholar in Yoga

Long hours at the desk and poor posture take its toll on musculoskeletal system placing excessive stress on the spine and leading to stiffness, headaches, and even arm pain. However, you can manage them by posture correction with micro-yoga

Tech neck, is a modern musculoskeletal disorder caused by poor posture resulting in excessive stress on the spine and similar symptoms. The Tech Neck is a condition where the muscles—specifically the Trapezius, Levator scapulae, and Sternocleidomastoid—become chronically tight and overworked.

The good news is, it can be managed with posture correction, frequent breaks, and ergonomic adjustments. Integrating "Micro-Yoga" into your workday can decompress your spine and reset your posture. It is important to balance stretching to release tight muscles with strengthening exercises to build the endurance needed to hold your head upright throughout the day.

1. Pendulum Swings: Movement in a forward semi-circle. (Scalene muscles)



Method: Sit tall with your feet flat. Drop your right ear toward your right shoulder. Slowly exhale as you roll your chin down toward your chest, continuing the circle until your left ear reaches your left shoulder.

2. Eagle Arms (Garudasana Arms) Antidote to "keyboard hunch" (Rhomboids, Deltoids Muscles)



Method: Extend both arms in front of you. Cross your right arm over your left, bending at the elbows. If possible, wrap your forearms and press your palms together. Lift your elbows to shoulder height and move your hands away from your face.

3. Seated/ standing Crescent Moon (Anjaneyasana Variation)

Method: Interlace your fingers and reach your arms toward the ceiling, palms facing up. Inhale to find length, then exhale as you lean gently to the right. Hold for three breaths, feeling the stretch from your hip to your armpit. Repeat on the left.

4. Desk Chaturanga (Strengthens the Triceps brachii)

Method: Stand and place your hands shoulder-width apart on the edge of your desk. Step





your feet back until your body is at a diagonal. Lower your chest toward the desk, keeping your elbows tucked close to your ribs, then press back up.

Benefit: This opens the chest, prevents the rounded-shoulder look.

NB: If you have a strong desk, use it to wake up your arms and chest while stabilizing your core.

5. Neck Stretching: (targets the Upper Trapezius, Levator scapulae and Scalene)

The flexion and extension:

a) Sit tall and relax your shoulders, reach over your head with your right hand to your left side, gently pull your head toward your right shoulder. (Repeat the same on the other side with left hand)



b) Clasp your hands on the back of your head, gently pull your head closer to your chest.

c) Place both palms on chin, and push the head backward, looking up toward the ceiling.

6. Chin Tucks

(The Double Chin): Strengthens the Longus colli



Method: Sit or stand straight and look forward. Pull your chin straight back as if being pulled by a string from the back of your head.

eyes level.

NB: Do not look down, keep your



Back: Place your hands at the back of your head. Press your head backward into your hands. (Hold for 5-10 seconds)

Sides: Place your hand on the side of your head (above the ear). Press your head sideways into your palm. (Repeat on both sides)

8. Shoulder Shrugs and Release (Lifting) (Trapezius muscle)

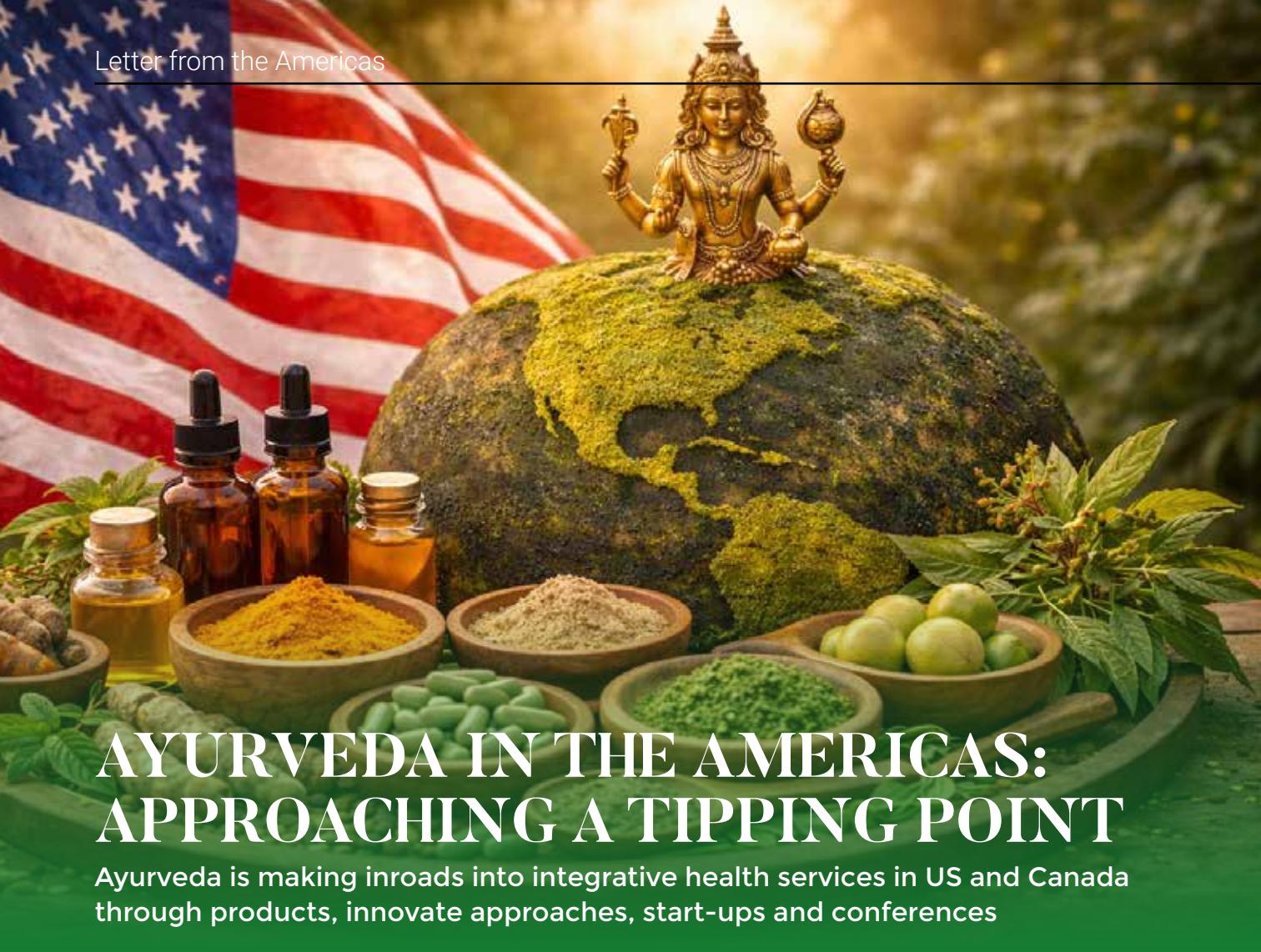


7. Four-Way Isometric Holds:

"Isometric" resistance - your muscles work but your head doesn't move.

Front: Place your palms on your forehead. Press your head into your hand while your hand resists, so your head stays still. (Hold for 5-10 seconds)

Method: Inhale deeply and shrug your shoulders as high as possible, trying to touch your ears. Hold this "tight" position for 3 seconds. On a forceful exhale through the mouth, let the shoulders "drop" completely.



AYURVEDA IN THE AMERICAS: APPROACHING A TIPPING POINT

Ayurveda is making inroads into integrative health services in US and Canada through products, innovative approaches, start-ups and conferences



Dr Bhaswati Bhattacharya

Executive Overview

Ayurveda in the Americas is entering a pre-tipping point phase marked by accelerating BAMS-trained physicians practising in the West—licensed medical doctors in India with 5.5–10 years of formal education—are increasingly active as educators, clinicians, and professional leaders. Their central concern is public safety and the preservation of Ayurveda as a complete medical system rather than a collection of wellness techniques. In countries lacking national licensure, clearly defined scopes of practice, or consistent educational standards, the

risks of misapplication, oversimplification, and dilution of Ayurveda remain significant.

North American Association Models

In contrast, several American-based Ayurvedic associations operate within market-driven frameworks shaped by consumer demand for holistic health education. These models often emphasise wellness, lifestyle, self-care, and preventive knowledge rather than comprehensive medical training. While this approach has expanded public access and visibility, it has also created tension between traditional

medical rigour and commercial sustainability, particularly regarding qualifications to teach, certify, and practice Ayurveda.

National Efforts Toward Regulation and Recognition

United States and Canada

In North America, professional organisations are working to formalise Ayurveda within existing healthcare and education systems. The National Ayurvedic Medical Association (NAMA) in the U.S., along with the Ayurveda & Allied Research Council (AARC) and the Canadian Association of Ayurvedic Practitioners (CAPA), are developing scopes of practice, certification examinations, and accreditation pathways for schools.

At the same time, BAMS-based associations—including NCAM, AAPNA, and NCCBAM—are pursuing affiliations with Indian academic and regulatory institutions to ensure international parity, medical legitimacy, and alignment with classical training standards.

Despite these efforts, regulatory environments remain fragmented. In the United States, 11 states have Health Freedom Acts that provide limited legal safe harbour for Ayurvedic practitioners. In Canada, the NOC 3232 classification allows broad scopes of practice under natural medicine. However, the absence of national licensure standards continues to generate confusion around legal boundaries, professional identity, and insurance reimbursement.

Latin America: A More Structured Integration

Latin America has advanced further toward institutional integration of Ayurveda. Brazil is the first South American country to officially recognise Ayurveda as a traditional Indian medical system and has now included it in its national classification of occupations. This recognition has enabled academic collaboration, hospital-based practice, and clearer regulatory and professional pathways.

In Argentina, nonprofit initiatives have partnered with universities and medical associations to deliver postgraduate Ayurvedic education, training thousands of physicians, pharmacists, and healthcare professionals. Colombia and Brazil continue

to strengthen bilateral cooperation with India and integrate Ayurveda into public health dialogue through organisations such as CABSIN, reflecting growing acceptance within conventional medical communities.

Regulation of Herbal Products

In the United States, Ayurvedic herbal formulations are regulated as dietary supplements rather than drugs. This classification allows broad access to classical formulations but raises safety concerns, particularly regarding occasional contamination with heavy metals. In parts of Latin America, regulatory and clinical oversight is more structured, especially within academic and hospital settings. These regional differences underscore the



need for harmonised safety and quality standards that protect public health while respecting traditional formulations.

Education, Research, and Institutional Uptake Education

Ayurvedic education continues to expand through universities and state-approved vocational programmes. Institutions such as UCSF now offer fellowships for healthcare professionals seeking to integrate Ayurvedic principles into clinical practice. Private colleges increasingly operate within regulated postsecondary frameworks, emphasising Indian Knowledge Systems alongside modern health science.

Research

Research activity is growing through institutions such as the U.S. National Cancer Institute and NIH-supported NCCIH. In Latin America, LILACS and BIREME—under PAHO/WHO—serve as major repositories for TCIM research and have informed the development of the WHO Traditional Medicine Global Library.

Social and Market Integration

Ayurveda has entered mainstream culture through wellness centres, spas, supplements, and skincare brands. Several North American Ayurvedic companies have achieved significant retail visibility, accelerated public acceptance, but they raise concerns about oversimplification, commercialisation, and cultural dilution.



Conferences, Policy, and Global Alignment

A robust calendar of Ayurvedic and TCIM conferences across the Americas in 2025 emphasised mental health, chronic disease, indigenous knowledge, and intercultural collaboration. Key milestones included the World Congress on TCIM in Brazil, the release of the WHO Traditional Medicine Strategy 2025–2034, and Brazil's formal recognition of Ayurveda after 40 years of practice are signs of growing institutional legitimacy and global policy alignment.

Conclusion: Approaching the Tipping Point

Ayurveda in the Americas stands at a critical threshold. Awareness, demand, and institutional engagement are rising rapidly, yet unresolved challenges related to regulation, education, safety, and cultural integrity persist. The coming decade will determine whether Ayurveda emerges as a fully integrated component of modern healthcare or remains divided between wellness, commerce, and tradition.

Dr. Bhaswati Bhattacharya, a MD physician trained in the USA, with a PhD in Ayurveda RS/BK from BHU. Her national bestseller *Everyday Ayurveda* published by Penguin Books celebrates the science of dinacharya. She serves as Clinical Assistant Professor of Family Medicine at Weill Cornell Medical College and Medical Director of a start-up digital health venture codifying ayurveda.

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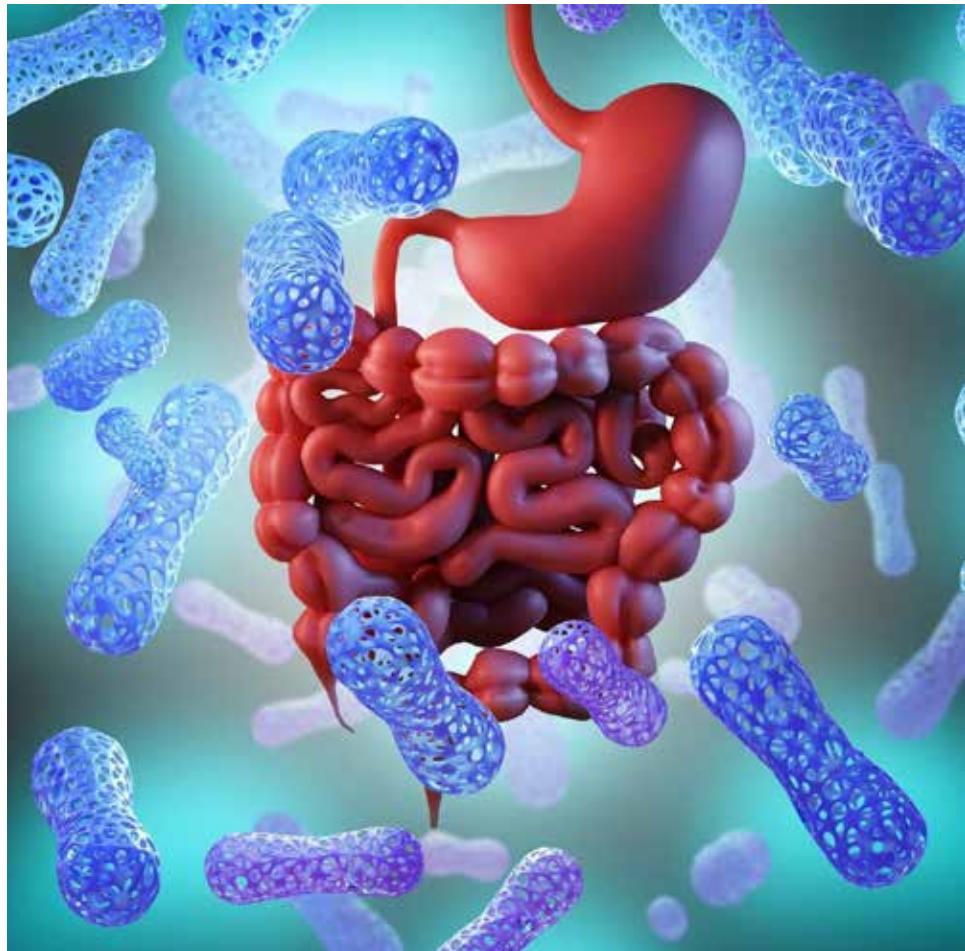
DECODING ROLE OF GUT MICROBIOME IN METABOLISM, IMMUNE REGULATION



Dr Madan Thangavelu

Gut microbes influence metabolism and immune regulation, with significant implications for obesity and related conditions such as type 2 diabetes, cardiovascular disease, musculoskeletal disorders, and certain cancers. While the effort to integrate food science, gut biology, and clinical practice is growing and the scale of global research activity immense, translating this knowledge into clinically meaningful and coherent strategies remains challenging.

The motto, “Health knows no boundaries, let us seek what unites us, it is time to start co-operating “reflected in the breadth and quality of presentations across Traditional, Complementary and Integrative Medicine (TCIM) and conventional biomedical disciplines at the 4th World Health Congress 2025 Prague held from 3 to 5 October 2025 under the auspices of the City of Prague and members of the Czech Parliament.



Among the many themes discussed, the human gut microbiome and the gut-brain axis featured prominently. Although the microbiome, particularly in its current genomic and systems-based understanding, is a relatively young field, advances in sequencing technologies continue to reveal its complexity and far-reaching influence on human health and diseases.

Organised by the Institute for TCIM, Prague, led by Tomas

Pfeiffer, the congress brought together participants from over 50 countries. The ceremonial opening was honoured by the presence of His Excellency Raveesh Kumar, Ambassador of India to the Czech Republic.

Gut microbes—including bacteria, fungi, and viruses—colonise the human body before or shortly after birth. This symbiotic ecosystem is shaped during early childhood and continues to evolve throughout life, influenced

by age, diet, physical activity, and environment. Microbiota-derived metabolites, neurotransmitters, hormones, and signalling molecules modulate the enteric nervous system, influencing gastrointestinal sensation, motility, and immune balance. The gut virome adds yet another layer of complexity. Despite the vast research effort, findings often remain mixed or inconclusive, reflecting the challenges of studying such a dynamic and individualised system.

Emerging research highlights the intimate links between immunity, metabolism, and the microbiome. Dr Li Wen of Yale School of Medicine and her collaborators are investigating how B cells and their Toll-like receptor (TLR) signalling influence gut bacteria associated with obesity. These studies underscore the growing recognition of immune-metabolic regulation as a critical area of inquiry. Similarly, the work of Vincenzo Di Marzo, Canada Research Excellence Chair in the Microbiome-Endocannabinoidome Mediators Axis in Metabolic Health (CERC-MEND) at Université Laval, explores interactions between the gut microbiome, the endocannabinoidome, nutrition, and metabolic syndrome. Recent findings on seasonal variation in the intestinal microbiome resonate strongly with wisdom traditions such as Ayurveda, which have long emphasised seasonal influences on human physiology—suggesting that seasonality deserves consideration in clinical trials of complex biological systems.

Alongside academic research, commercial ventures are seeking to translate microbiome science into precision medicine. Companies such as Biomesense and Pendulum Therapeutics are exploring continuous microbiome monitoring and the therapeutic potential of *Akkermansia muciniphila*, a bacterium associated with gut barrier integrity and metabolic health. Sun Genomics, in collaboration with dsm-firmenich and Solvuu, is developing customised probiotic approaches for mental wellness and inflammatory bowel disease.

In India, the SKAN Research Trust in Bengaluru is conducting microbiome studies related to Parkinson's disease and healthy ageing, including projects that examine lifestyle interventions drawing on allopathy, Ayurveda, and the gut-brain axis. Collaborations with the University of Cambridge and the Quadram Institute in Norwich reflect the growing international effort to integrate food science, gut biology, and clinical practice. While the scale of global research activity is immense, translating this knowledge into clinically meaningful and coherent strategies remains challenging.

At the World Health Organization's Second Traditional Medicine Summit (December 2025, New Delhi), the recently adopted Global Traditional Medicine Strategy 2025-2034 reflected a growing global consensus on integrating evidence-based traditional, complementary, and integrative medicine into health systems worldwide.

Despite rapid advances, fundamental questions remain. How does microbiome science align with the One Health framework? How does it resonate with ancient wisdom systems? Can it meaningfully inform the management of lifestyle-related chronic diseases? While the microbiome may offer a potential common language linking different systems of medicine, its immense complexity and individual variability pose continuing challenges. Modern biology tends to analyse by separation, while traditional systems such as Ayurveda emphasise integration and wholeness. Bridging these perspectives will not be easy, but cooperation across disciplines and traditions—echoing the Prague congress motto—may be the only way forward in understanding the role of the gut microbiome in health and wellbeing.

Dr Madan Thangavelu is a noted Genome Biologist. Following a Ph.D. in Molecular Genetics from the University of Cambridge, his recent academic affiliations include Research Fellowships at the Department of Oncology, University of Cambridge, Medical Research Council Cancer Cell Unit, Cambridge, and Leverhulme Research Fellow, Medical Research Council Laboratory of Molecular Biology, Cambridge. He is a Member of the Mind-Matter Unification Project of the Theory of Condensed Matter Group at the Cavendish Laboratory, Cambridge, headed by Professor Brian Josephson

THE SENSUAL RESET-BALANCING BODY, MIND, AND DESIRE

How often do we forget that the deepest pleasures begin long before any touch—within the calm sanctuary of our own minds?



Dr. Nikhila Hiremath



Dr. Gunjan Sabarwal



Dr. Sadhna Kumar

Sexuality isn't merely a physical act. It's the soft pulse of connection, the quiet electricity between two people, the emotional rhythm that brings bodies and hearts into harmony. In Ayurveda, sexual wellness is honoured as essential as food and sleep - a pillar that nourishes vitality, deepens intimacy, and sustains your aliveness.

Ayurveda honours sexuality as one of three essential pillars that sustain life, alongside food and sleep. The ayurvedic view of holistic and balanced yet intimate sexual experiences is in the concept of brahmacharya (charya, move toward; brahma, oneness) -- regulated and balanced conduct, particularly control over sexual energy, to preserve vitality (ojas), strength, and overall health. These three together uphold our vitality, health, and longevity. This intimate force is treated with reverence.

So, what strengthens a sexual connection? If you desire a deeper, more awakened intimacy here's where it truly begins:

Preparing the body and mind - Holistic Rituals for deeper connection

■ **Warm oil massage:** A soothing self-massage (abhyangam) calms the nervous system, enhances circulation, and heightens sensitivity. It grounds restless energies and invites a deeper sense of embodiment. Fragrant oil stirs up arousal and sets the mood. Sharing the act of abhyanga in a sensual massage with a partner can work magic as foreplay. As your skin becomes more receptive, more attuned, even the slightest touch feels richer.





■ **Fragrant herbal body packs:**

Sweet-smelling, tantalising fragrances of herbal powders made into a paste can be applied on the body and massaged. This is Utsadana - which lifts lethargy and mood, clears stagnation, and invigorates the skin, perfect for those feeling heavy or sluggish. Plus, it makes you smell great!

■ **Invigorating herbal scrubs:**

A dry herbal scrub (Udvartana) stimulates lymph flow and tones the skin, helping dissolve excess sluggishness that can dull energy and slow momentum.

■ **Sensual baths:** Immersing

in warm, herb-infused waters relaxes muscles and awakens the senses, laying the groundwork for tender closeness.

This ritual is like having a slow, personal conversation with your senses. You not only smell lovely, but they also directly affect your limbic system, which is the emotional centre of your brain where pleasure, memory, and desire are all intertwined. This combination naturally increases desire and makes intimacy feel deeper, more satisfying, and more connected.

■ **Yoni Pichu:** (Medicated Oil Tampon Therapy for Women)

Some women, especially post-delivery or during or after menopause may experience vaginal dryness affecting their sexual experiences.

Yoni pichu may be used when dryness creates discomfort.

This practice nourishes vaginal tissues, balances Vata and Pitta doshas, and enhances both comfort and lubrication. This therapy must be guided by a trained Ayurvedic physician.

■ **Creating a sacred space:** lighting candles, burning subtle incense, or using natural scents like jasmine and sandalwood calms the mind and stirs sensuality. Did you know? Jasmine flowers (Jati) linked to the God of Love (Kamadeva) revered in Ayurveda as a fragrant flower with potent aphrodisiac (Vajikarana) properties, enhancing sexual desire by stimulating hormones and vital energies.

These rituals serve as acts of self-love, helping us slip out of hurried rhythms and inviting a tender awakening of desire that flows naturally and deeply.

Creating Deeper Connection

Feeling safe in desire

Unsaid feelings tighten, limit, and dim your inner spark, much like knots in the flow of Prana. Cortisol, the hormone that suppresses desire and detaches you from your own sensuality, floods your body as it enters fight-or-flight mode.

Sincere and compassionate conversation is the remedy. Talk honestly with your spouse about your desires, what doesn't work, and what feels fantastic. Real desire flourishes on the emotional safety that is created by this shared vulnerability.

Set the scene

A softly lit space, the soothing glow of candles, and the lingering aroma of warm oils are signals, not luxury. You're safe, you can soften, and you can pay attention, they tell your body.

Ayurveda says your outside environment reflects your inner state. Your mind follows naturally when your





environment is serene. Your breath becomes more profound. Your senses come to life. It gets simpler to be present.

The invitation to discover

This is an opening ... a call to step into a space of embodied confidence and sensual grace. To explore not with haste or shame but with curiosity and kindness.

Sensuality and sex can have different forms — heady and wild or tantalizing and calm. Let this be the moment to meet yourself anew, to awaken fully to the pleasure that is yours, in every breath, every touch, every heartbeat shared.

Ayurveda offers a personalized, holistic approach to sexual wellness and sexual health; from Dinacharya (daily rituals) to Vajikarana (sexual therapy, aphrodisiacs) to Rasayana (rejuvenation) therapies, and more.

An Ayurvedic physician customises a plan that works with your needs based on your constitution (prakruti), imbalances (vikruti), and lifestyle factors to restore harmony.

This is the Ayurvedic approach—gentle, lasting, and incredibly sensitive to your individual rhythms.

So, which of these practices will you begin with?

*The authors **Dr Gunjan Sabarwal**, **Dr Sadhna Kumar** are BAMS licensed ayurvedic physicians and lifestyle research experts at the Live Your Best Life-LYBL Healthcare Technology group, led by **Dr. Nikhila Hiremath**, Director of the entire LYBL Lifestyle and Wellness team.*

NURTURE YOUR HEALTH WITH A RELAXING BATH



Bathing is self-care. It involves cleansing, massaging and exercise, a kind of therapy. The bathing experience can be enhanced by applying medicated oil and infusing the water with herbs or flowers

Dr K Govardhan

The human body undergoes constant physical and mental stress every day. To recover and restore its energy, the body needs proper rest and care. A refreshing bath followed by sound sleep is one of the simplest and most effective ways to rejuvenate oneself. A good bath prepares the body and mind to face the day with renewed vitality.

Ayurveda, the holistic science of well-being, places great importance on *dinacharya* (daily regimen) and *ritucharya* (seasonal regimen). Classical texts state that following these routines helps one live a long, disease-free life. Bathing is an essential component of *dinacharya*.

Sage Sushruta described bathing as a practice that relieves heat, fatigue, sweat, itching, and thirst. It strengthens the heart, cleanses the sense organs, improves blood circulation, removes drowsiness, and enhances overall vitality. Despite these benefits, many people neglect proper bathing practices as they may not be aware of it.

According to Ayurveda, the skin is governed by three sub-doshas: *Vyana Vata*, which controls circulation; *Brajaka Pitta*, which manages metabolic and biochemical functions; and *Shleshaka Kapha*, which maintains moisture balance. Bathing materials and soaps should be mild and should not

aggravate these doshas. Care should also be taken to protect the *avabhasini* layer of the skin, which is responsible for skin colour and lustre.

Ayurveda prescribes different bathing methods based on body constitution, age, and health condition. In general, *abhyanga* (oil massage followed by bath) is considered ideal. Warm water helps open skin pores and eliminate toxins. Adding herbs to bath water enhances its cleansing and therapeutic effects and protects against bacteria and fungi. Herbs should be selected according to individual needs—for example, aromatic spices for excessive sweating or medicinal herbs for skin diseases.

For healthy individuals, therapeutic baths using rose petals, milk, honey, sandalwood, turmeric, or gram flour are recommended. Those with health issues may benefit from bathing with herbs such as *Vitex negundo* (nirgundi), *Azadirachta indica* (neem), or *Ricinus communis* (eranda).

Women have traditionally used turmeric during bathing for centuries. Raw turmeric mixed with water improves skin glow and is believed to reduce body hair growth over time. In South India, the Friday oil bath with turmeric was considered sacred. Fragrant herbal baths are also advised before intimacy, as fragrance plays an important role in wellbeing.

Elderly people should bathe daily if weather permits. During winter, bathing may be reduced. Bathing in water boiled with nirgundi leaves helps prevent premature ageing and provides relief from joint pain, arthritis, spondylosis, sciatica, and muscle stiffness.

After Panchakarma therapies, a lukewarm bath is recommended to aid oil absorption and strengthen the body. Applying a paste made from shikakai, hibiscus, ritha, and amalaki on the head has a calming effect and promotes mental clarity.



Certain rules must be followed while bathing. Bathing should begin with the head. Hot water poured below the neck is strengthening, but hot water on the head weakens hair and eyesight. Bathing should not be done with extremely cold water, very little water, or without wetting the head. One should bathe only as long as it feels comfortable.

Bathing methods vary by body constitution. *Vata* types benefit from warm oil massage and hot water boiled with nirgundi or eranda leaves. *Pitta* types should use cooling herbs like neem, sandalwood, vetiver, manjishta, and rose petals. *Kapha* types benefit more from dry powder massage (*udwarhana*) rather than oil, which helps remove excess fat and toxins.

Bathing should be avoided during indigestion, diarrhoea, fever, facial paralysis, eye and ear diseases, severe cold, abdominal distension, or immediately after meals.

A properly planned bath, as guided by Ayurveda, is not merely a cleansing routine but a powerful daily therapy for maintaining health and balance.

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POST WINTER SKIN AND HAIRCARE TIPS

As the seasons change, your skin and hair care needs also evolve, making it essential to adapt your self-care routine to the weather. Adopting a holistic Ayurveda-based approach supports overall wellness by nurturing the body with natural products



Shahnaz Husain



Tips for Post Winter Skincare

Harsh cold winters have dehydrated your skin, leaving it dull and in need of rehydration and rejuvenation. Therefore, it becomes essential to indulge in preparing Ayurveda-based skincare solutions or opt for a complete skincare range such as Shahnaz Husain. With these simple-to-apply tips, the natural beauty of your skin can be restored and nurtured back to health, maintaining its natural oil balance; however, these practices should be incorporated into your daily routine, as continuous care is what truly keeps the skin healthy.

Ayurveda Scrub

Exfoliate your skin with gentle ayurvedic scrubs. For instance, you can prepare a scrub using one tablespoon of granulated brown sugar mixed with a teaspoon of honey. This not only gently exfoliates but also ensures that your skin is hydrated and well nourished. Rinse off your skin with lukewarm water.

Skin Hydration

Often after winter, your skin may still be affected by extreme weather conditions, leading to dryness caused by fluctuating temperatures.

For this reason, you need to hydrate your skin with essential oil mix. For instance, prepare a skin serum using few drops of lavender essential oil mixed with a tablespoon of almond oil. Massage it onto your skin till it is absorbed and then leave it on overnight.

Ayurveda Body Lotion

Your body also needs nourishment and rehydration; therefore, it is essential to prepare a DIY lightweight body lotion infused with natural ingredients. Three easily available ingredients you can use at home are coconut oil, almond oil, and beeswax. Melt these together, and once the mixture cools, add a few drops of lavender essential oil, a tablespoon of aloe vera gel, and a few drops of Vitamin E oil. Transfer the lotion to

an airtight container and use it daily after bathing for naturally soft and nourished skin.

Herbal Bath

Preparing an herbal bath helps relax your muscles and soothes a nervous system that may have been overactive during winter. Post-winter is the ideal time to rejuvenate and unwind. Use lukewarm water and add dried chamomile and lavender along with bath bombs; you may also add a few drops of rose essential oil to enhance the soothing experience as you soak after a long day.

Natural Body Mask

Rejuvenate the skin on your face and body with an Ayurveda-based body mask made from one tablespoon of honey, half a teaspoon of turmeric, a few strands of saffron, and one tablespoon of dried rose petal powder. Leave it on for 15 minutes, then rinse with lukewarm water. Use once a week for healthy, glowing skin.

Hydration from Within

Your body also needs internal hydration to support healthy skin. Indulge in herbal teas such as rose, mint, and green tea infused with tulsi. Drink green tea daily and keep sipping water infused with cucumber and lemon slices.

Natural Body Cleanser

Instead of using harsh chemical-based cleansers, opt for natural body cleansers containing tulsi, neem, and sandalwood, along with other essential oils, to gently cleanse and nourish the skin.

Ayurvedic Body Oils

Almond oil, sesame oil, and organic coconut oil help improve blood circulation and detoxify the skin. Regular body massage with these oils rejuvenates the body, nourishes the skin, and relaxes the nervous system.

Exfoliate Your Feet

Do not neglect your feet, as they require extra care post-winter due to dryness and flakiness. Using a peppermint- and aloe vera-infused foot scrub, followed by nourishing with warm olive oil, helps restore softness.

Tips for Post Winter Hair Care

These easy-to-follow hair care tips help restore your hair's health, making it bouncy, shiny, and well nourished:

■ Get a new hair cut if you can or else get your hair trimmed for healthy hair growth. Ensure to weed out the split ends when you reach the salon and communicate the same to your stylist.

■ Use a light weight shampoo that clarifies your scalp and provides volume like Shahnaz Husain Arnica Shampoo Plus.

■ Deep condition your hair with a leave-in conditioner. Prepare a DIY with two tablespoons of aloe vera gel mixed with one tablespoon of coconut oil. Apply it on damp hair, leave it on for half-an-hour and then rinse with a mild shampoo.

■ Prepare an Ayurveda hair mask using two tablespoons of amla powder mixed with rose water and leave it on until dry before washing. Or you can prepare a hydrating hair mask with two tablespoons of aloe vera gel, one tablespoon of coconut oil and one tablespoon of curd; then leave it on for 20 minutes and wash off. This can be done twice a week to achieve healthy and shiny hair.

■ Avoid heat styling unless it is required, as it leads to hair breakage and weakens the hair follicles.

■ Use silk pillowcase to reduce hair damage and frizz.

■ Never tie your hair tightly. Use silk hair ties or scrunchies and go for loose ponytails and waves to avoid hair breakage.

Post-winter is the time to rejuvenate and restore skin and hair health by undoing the damage caused by cold weather. Nourishing your skin and hair with Ayurveda-based ingredients helps restore balance while nurturing and revitalizing naturally, without side effects.

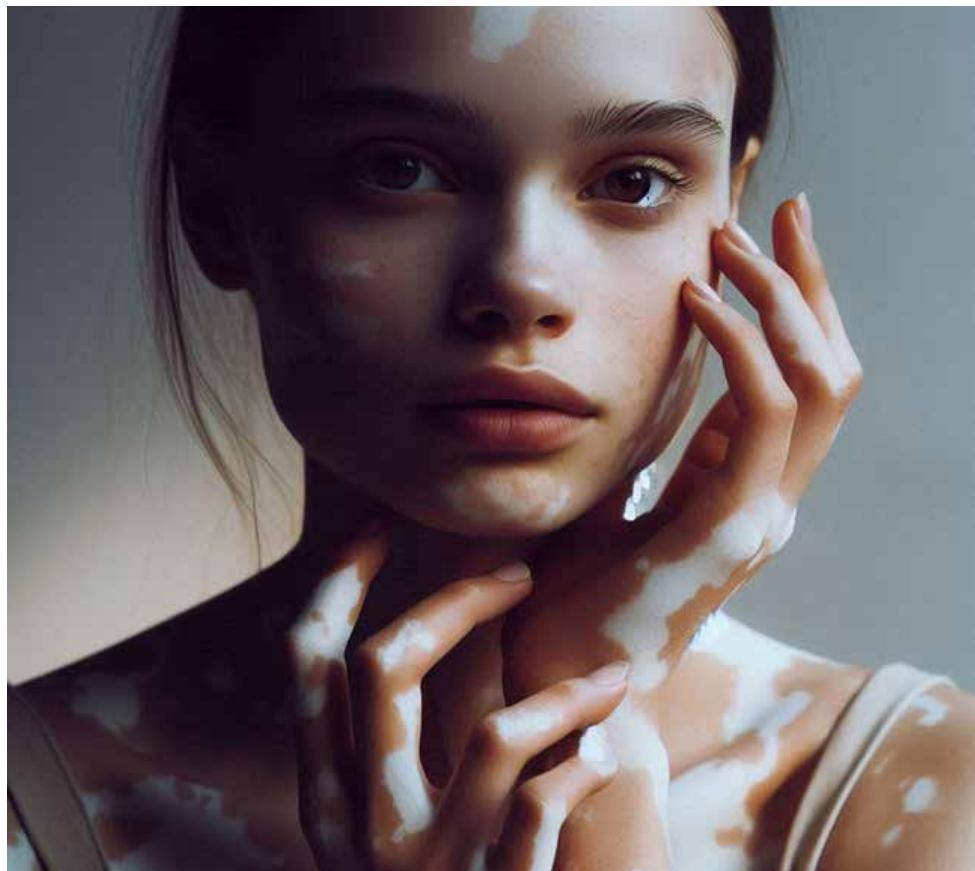
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VITILIGO: UNDERSTANDING, HEALING, AND RECLAIMING CONFIDENCE THROUGH AYURVEDA

"Vitiligo whispers a story of imbalance, but Ayurveda teaches us to listen deeply. In that listening, we don't just seek to restore colour, but to reclaim the vibrant harmony within - for true confidence blossoms from holistic healing"

Dr. Anagha M S,
PhD Scholar, AIIA



Skin Whispers — Are We Listening?

What if you looked in the mirror and saw parts of your skin subtly, painlessly, yet undeniably changing as they lost their colour? This is the silent story of vitiligo, a condition that touches not just the skin, but the mind and identity of over 1–2% of the global population. Though not contagious or life-threatening, vitiligo often carries an emotional weight far greater than its physical symptoms. Vitiligo is a chronic skin condition marked by the loss of pigmentation in patches of skin, caused by the destruction or malfunction of melanocytes—the pigment-producing cells. This condition transcends ethnic, gender, and geographic boundaries, and the cosmetic visibility of its symptoms can lead to profound psychosocial effects.

Modern medicine describes vitiligo as an autoimmune disorder, often associated with other conditions such as thyroid dysfunction, type 1 diabetes, or alopecia areata. However, the exact cause remains elusive. Contributing factors are thought to include genetic predisposition, oxidative stress, neural factors, and immune dysregulation.

The Gaps in Modern Vitiligo Treatments

Contemporary medical treatments for vitiligo offer possibilities—ranging from immune suppressants and light-based therapies to procedures that fade remaining colour for a more uniform skin tone. However, for many individuals, these solutions present considerable challenges like inconsistent outcomes, potential side effects, expensive advanced techniques. These limitations prompt an important question: Can we manage vitiligo in a way that supports both skin health and overall well-being without relying solely on steroids or inaccessible procedures? This

is where Ayurveda, the ancient science of life and balance, offers a powerful, time-tested alternative. By working with the body's natural rhythms through herbal therapies, mindful living, and detoxification, Ayurveda addresses not only the skin but also the internal imbalances contributing to vitiligo.

Ayurvedic Insight: A Holistic Perspective

In Ayurveda, vitiligo is referred to as Shvitra and is categorized under Kushta Roga (skin diseases). It is considered a Tridoshaja condition, primarily involving the vitiation of the Pitta and Kapha Doshas, alongside Dhātu Dushti (impairment of body tissues).

According to Ayurvedic philosophy, improper food combinations (Viruddha Ahara), unresolved emotional trauma, compromised digestion (Mandagni), and accumulated toxins (Ama) contribute to Dosha vitiation. These imbalances, in turn, affect the skin's pigmentation process. Consequently, Ayurvedic treatment involves cleansing

the body, restoring digestive fire, balancing doshas, and nourishing the skin tissues. From this perspective, treating vitiligo is not merely about suppressing spots but about restoring the body's intrinsic harmony.

Core Principles of Ayurvedic Vitiligo Treatment

Ayurveda approaches vitiligo with a comprehensive set of principles aimed at addressing the root causes, cleansing the body, restoring balance, and preventing recurrence.

1. Nidāna Parivarjana

(Avoidance of Etiological Factors): This principle emphasizes prevention by avoiding specific dietary and lifestyle habits believed to contribute to skin disorders.

2. Deepana and Pāchana

(Digestants & Appetizer Therapy): These therapies are vital for correcting Mandāgni (hypo-functioning of metabolic fire) and eliminating Ama (metabolic toxins). These treatments primarily target correcting the digestive fire and removing toxins. Common preparations used include Trikatu Churna and Triphalā Churna.

3. Shodhana (Bio-purification Therapy):

Shodhana involves detoxification procedures explicitly recommended for Shvitra. Virechana (therapeutic purgation) is a primary treatment. Other procedures that can be given include Raktamokshana (blood-letting), Virukshana (drying therapies), and Upavāsa (therapeutic fasting). These procedures





are believed to induce endogenous changes that alleviate the pathological process of vitiligo. For optimal results, intermittent Shodhana followed by Shamana therapy is advised, carried out under expert guidance.

4. Shamana (Palliative Therapy): This therapy involves internal medicines and external applications.

■ **Internal Medicines:** Drugs with properties such as Kushtaghna (anti-dermatosis), Rakta Shodhana (blood purifying), Āmapāchana (toxin digesting), and Tridoshaghna (balancing all three doshas) are considered beneficial. They aim to break the disease's pathogenesis and arrest its progress by preventing the self-destruction of melanocytes.

■ **External Application** (Lepa): These are local treatment methods involving the application of a paste on the affected area. Exposing the lesion to early morning sunrays for a few minutes can also help bring out melanin in depigmented lesions, but caution is advised. These classical Lepas help remove harmful substances hampering melanogenesis and stimulate it.

5. Rasāyana (Rejuvenative Therapy): Since skin diseases often have a chronic course and high

recurrence rates, Rasāyana drugs are used to enhance the cure rate and prevent recurrence. Many drugs prescribed for skin conditions in Ayurveda possess Rasāyana properties, such as Ashwagandha, Guduchi, and Haridrā. These herbs exhibit significant anti-inflammatory and immunomodulating effects.

6. Yogic Therapy: Vitiligo is often associated with autoimmunity, where pigment cells (melanocytes) may become dormant or even die. Yoga is highly effective in detoxifying the body and mind, helping individuals cope with autoimmune conditions. Regular yoga practice can prevent vitiligo progression, improve immunity, and help maintain healthy melanocytes. Specific practices include Prānāyāma (breathing exercises), Kapālabhātikriyā, various Āsanas, and Dhyāna (Meditation).

7. Pathyāpathya (Do's and Don'ts): Adhering to specific dietary and lifestyle guidelines (Pathyāpathya) is essential for effective treatment outcomes. Pathya refers to beneficial foods and regimens, while Apathya denotes unsuitable ones.

Dietary Recommendations:

Pathya (Beneficial): Old grains, light foods, barley (Yava), green gram (Mudga), Amalaki, bitter leafy vegetables, ghee, and copper-infused water.

Apathya (Avoid): Heavy foods, excessively sour-pungent-salty tastes, fish, meat from marshy animals/birds, curd, milk, honey, and incompatible food combinations (Viruddhāhāra).

Lifestyle Recommendations:

Pathya (Beneficial): Oil massage (Abhyangam), external applications (Lepa), bathing (Snānam), and exercises.

Apathya (Avoid): Day sleep, suppression of urges, staying awake at night, and mental factors like frequent anger, sadness, and long-term stress.

Therapeutic Approaches from Nature's Pharmacy
A number of herbs and Ayurvedic formulations have shown promise in supporting repigmentation and balancing systemic imbalances.

■ **Bakuchi** (*Cullen corylifolium*): Considered the cornerstone herb in Shvitra management, it contains furanocoumarins like psoralen. When applied topically or taken orally and then exposed

to UV light, psoralens are activated. They interact with DNA in melanocytes, promoting their proliferation and activity. Traditionally, Bakuchi oil or a paste from its seeds is applied to the affected areas, followed by cautious exposure to sunlight.

■ **Guduchi** (*Tinospora cordifolia*): Highly valued as an immunomodulator and detoxifier. Its immune-modulating properties are particularly relevant in the context of vitiligo as an autoimmune condition. Guduchi supports the immune system and aids in eliminating toxins from the body.

■ **Neem** (*Azadirachta indica*): A versatile herb widely recognized for its purifying and healing properties. Neem contains active compounds that have been shown to suppress the Th1 immune response and reduce autoantibody levels. It also possesses potent anti-inflammatory and antioxidant qualities that help reduce skin irritation and protect the skin from oxidative damage.

■ **Manjistha** (*Rubia cordifolia*): A renowned blood purifier used extensively for various skin conditions. Manjistha works by cleansing the blood and lymphatic system, which helps remove toxins that may contribute to skin imbalances.

■ **Khadir** (*Acacia catechu*): Highly regarded for its anti-inflammatory, astringent, and cooling properties, it is often used in skin diseases. It contains catechins and other flavonoids known for their strong anti-inflammatory and antioxidant activities.

■ **Turmeric** (*Curcuma longa*): A well-known anti-inflammatory, antioxidant, and immune-modulating herb. Curcumin, the active compound, is a powerful antioxidant and anti-inflammatory agent. Research suggests that *Curcuma longa* possesses anti-inflammatory and antioxidant properties, which help protect melanocytes from oxidative damage.

■ **Amalaki** (*Emblica officinalis*): Considered a potent rejuvenator (Rasayana) and highly valued as a rich source of Vitamin C. Amalaki is rich in Vitamin C and tannins, which are powerful antioxidants that scavenge free radicals and help restore the body's antioxidant defenses. It protects cells, including melanocytes, from oxidative damage.

The Mind-Skin Connection and Emotional Wellness

Vitiligo deeply affects self-image and mental health. Stress, in particular, is a recognized trigger and exacerbating factor for vitiligo flares. Ayurveda promotes Satvajaya Chikitsa, which includes meditation, yoga, pranayama, and mindfulness practices. These support emotional balance, reduce oxidative stress, and harmonize hormonal pathways—all crucial in managing autoimmune responses and promoting skin healing.

Empowering Healing Through an Integrative Approach

Vitiligo requires patience, perseverance, and personalization; no single approach fits all. Integrating Ayurveda, which focuses on internal purification, Dosha balance, mental well-being, and safe topical therapies, offers a comprehensive roadmap for healing. Empowering individuals with vitiligo to understand their body, make conscious lifestyle changes, and embrace self-care practices can restore not only skin tone but also confidence, emotional resilience, and overall vitality.

Disclaimer: The content provided is for educational purposes. Always consult a qualified Ayurvedic physician before starting any treatment protocol.

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THE WAY TO GOOD HEALTH IS IN THE KITCHEN

Ayurveda is gaining renewed global attention for its natural, preventive, and holistic approach to wellness. When we live in tune with nature and understand our own bodies, health follows naturally



Dr Nitin Ujjaliya

What if good health did not begin in a hospital or pharmacy, but in your kitchen, your daily routine, and the rhythm of the seasons? Long before modern medicine, Ayurveda—the ancient healing system of India—offered a simple yet powerful idea: health is not merely the absence of disease, but a state of balance between body, mind, and nature.

Practiced for over 5,000 years, Ayurveda is gaining renewed global attention for its natural, preventive, and holistic approach to wellness. Rather than focusing only on symptoms, Ayurveda looks for the root cause of illness and emphasizes maintaining harmony between the body, mind, senses, and spirit. Its guiding principle is clear—when we live in tune with nature and understand our own bodies, health follows naturally.

Unlike conventional medicine's one-size-fits-all approach, Ayurveda recognises that everyone is unique. This individuality is explained through Prakriti, or body constitution, shaped by three biological forces known as Doshas—Vata, Pitta, and Kapha. When these forces are balanced, we

experience vitality and clarity; when they are disturbed, illness can develop.

Modern scientific research is increasingly validating many Ayurvedic principles, particularly in areas such as digestion, stress management, immunity, and lifestyle regulation. Below are some common everyday health concerns explained through Ayurveda, along with research-backed natural solutions.

Digestive Problems: Indigestion and Bloating

In Ayurveda, strong digestion is the cornerstone of good health. Poor digestion leads to toxin buildup, causing gas, bloating, and discomfort.

Simple remedies such as fresh ginger help stimulate digestion and reduce nausea. Traditional herbal blends like Triphala support gut health and regular bowel movements. Common kitchen spices—cumin, fennel, asafoetida, and black pepper—aid digestion and reduce



bloating, benefits now confirmed by scientific studies.

Stress, Anxiety, and Poor Sleep

Fast-paced lifestyles and mental overload disturb the nervous system, leading to stress and sleep problems.

Herbs like Ashwagandha help the body cope with stress and improve sleep quality, while Brahmi supports brain function and mental calmness. Practices such as oil massage (Abhyanga) activate the body's relaxation response, improving sleep and emotional balance—effects supported by modern research.

Colds, Coughs, and Respiratory Infections

Seasonal changes often weaken immunity. Ayurveda focuses on strengthening the body's natural defences.

Tulsi (holy basil) supports immunity and fights infections. Turmeric, especially with honey or warm milk, reduces inflammation and aids recovery. Steam inhalation helps clear nasal congestion; a practice widely accepted in modern healthcare.

Low Energy and Fatigue

Ongoing fatigue often signals depleted vitality and poor nutrient absorption.

Chyawanprash is a rejuvenating herbal preparation that supports immunity and stamina. Shilajit helps improve energy production at the cellular level. Regular daily routines—sleeping, eating, and waking on time—are essential, aligning with modern circadian rhythm research.

Skin Problems and Acne

According to Ayurveda, skin health reflects internal balance. Poor diet and incompatible food choices often contribute to acne and other skin issues.

Neem helps cleanse the blood and combat bacteria, while turmeric reduces inflammation and supports natural detoxification. Both herbs are widely supported by modern studies.

Personalized Health: Ayurveda's Strength

Ayurveda's greatest strength lies in personalisation. By understanding individual body types, it tailors diet, lifestyle, and remedies. Emerging research suggests links between Ayurvedic body types and genetic markers, reinforcing its relevance today.

Recognized by the World Health Organization, Ayurveda offers a practical and time-tested approach to everyday wellness. By following daily routines, seasonal habits, and mindful living, it reminds us that true health is not something we chase—but something we cultivate, every day.

(The author is Associate Professor & HoD, Department of Dravyaguna, All India Institute of Ayurveda, Goa)



THE ALCHEMY OF RESILIENCE: MASTERING EDIBLE IMMUNITY THROUGH AYURVEDA

Immunity is the end-product of optimal digestion (Agni), vital essence (Ojas), and lifestyle alignment (Dinacharya). Health is defined not by what we ingest, but by what we successfully digest, absorb, and assimilate



Dr.Simi Ravindran

In the evolving landscape of global health, we are witnessing a paradigm shift from reactive symptom management to proactive immunological resilience. While the Western medical model has historically been dominated by "Germ Theory"—focusing on the external pathogen—the ancient wisdom of Ayurveda offers a profound alternative that mirrors "Terrain Theory." It posits a simple yet revolutionary truth: if the biological environment is balanced, disease cannot find a foothold.

Beyond the Pill: Immunity as a Metabolic Achievement

In the Ayurvedic paradigm, immunity is not found in a supplement bottle; it is the end-product of optimal digestion (Agni), vital essence (Ojas), and lifestyle alignment (Dinacharya).

The foundation of this resilience is Agni, the biological fire. This systemic fire governs every aspect of metabolism, ensuring that health is defined not by what we ingest, but by what we successfully digest, absorb, and assimilate. When our central fire (*Jatharagni*) is balanced, it converts food into *Ahara Rasa*, a nutrient-rich plasma. When it flickers, it creates *Ama*—a cold, toxic "metabolic sludge" that correlates to modern pro-inflammatory markers and endotoxins.

Ojas: The Vital Essence of the Seven Tissues

Ayurveda views immunity as a refined metabolic achievement, the result of a 30-day "Alchemy of Tissues." Food travels through seven layers (Dhatus), becoming increasingly subtle:

1. **Rasa (Plasma):** Primary nourishment.
2. **Rakta (Blood):** The spark of life and oxygenation.
3. **Mamsa (Muscle):** Physical strength and covering.
4. **Meda (Fat):** Lubrication and emotional insulation.
5. **Asthi (Bone):** The structural framework.
6. **Majja (Marrow/Nerve):** The nervous system and bone vitality.
7. **Shukra (Reproductive):** The most refined physical tissue.

The superlative substance that emerges at the end of this cycle is *Ojas*. If the tissues are the fuel, *Ojas* is the light produced by the flame. It grants the body *Bala* (resilience) and the mind *Prasannata* (clarity).

The Pharmacopeia of Rasayanas: The Trinity of Immunity

In Ayurvedic pharmacology, Rasayanas are the pinnacle of preventative medicine. These are not mere "boosters" but immunomodulators that coach the immune system to be more intelligent and agile.

| Herb | Sanskrit Quality | Modern Compound | Systemic Benefit |
|--------------------|---------------------|---------------------|------------------------------------|
| Amla | <i>Vayasthapana</i> | Vitamin C / Tannins | Cellular Repair & DNA Protection |
| Ashwagandha | <i>Bhalya</i> | Withanolides | Stress Resilience & T-Cell Support |
| Turmeric | <i>Vishagna</i> | Curcumin | Inflammation Control & Detox |

■ **Amla:** The "Nurse Herb," containing heat-stable Vitamin C that survives cooking (essential for formulations like Chyawanprash).

■ **Ashwagandha:** The "Indian Ginseng," which regulates the HPA axis to prevent stress induced immune suppression.

■ **Turmeric:** The "Golden Shield," which, when paired with black pepper and fats, acts as a master anti-inflammatory agent.

The Microbiome: The Inner Ecosystem

Modern science's discovery of the gut microbiome mirrors the Ayurvedic focus on Koshtha (the gut environment). With 80% of the immune system residing in the gut (GALT), the Ayurvedic dictum Rogah Sarvepi Mandagni (all disease begins with weak digestion) has never been more relevant.

Takra (Traditional Buttermilk):
The Nectar of the Gut

Unlike heavy yogurts that can clog channels, Takra is a sophisticated therapeutic tool. It is Laghu (light), Agni-Deepana (kindles digestive fire), and serves as a living probiotic that seeds the microbiome while "scraping" away stagnant toxins (*Ama*).





The Rhythms of Resilience: Dinacharya & Ritucharya

Immunity is not a static shield; it is a rhythmic negotiation with time and season.

The Daily Clock (Dinacharya)

- **6 AM – 10 AM (Kapha):** Time for movement and lymph drainage.
- **10 AM – 2 PM (Pitta):** Peak metabolic fire; the largest meal should be consumed here to maximize Ojas production.
- **2 PM – 6 PM (Vata):** Focus on hydration and calming the nervous system.

The Seasonal Shift (Ritucharya)

Ayurveda teaches us that our "terrain" must recalibrate with the environment. In Winter, we build the reservoir with warming fats and Ghee. During the Monsoon, we guard the flickering fire with bitters and warming spices like Ginger to prevent the damp environment from breeding disease.

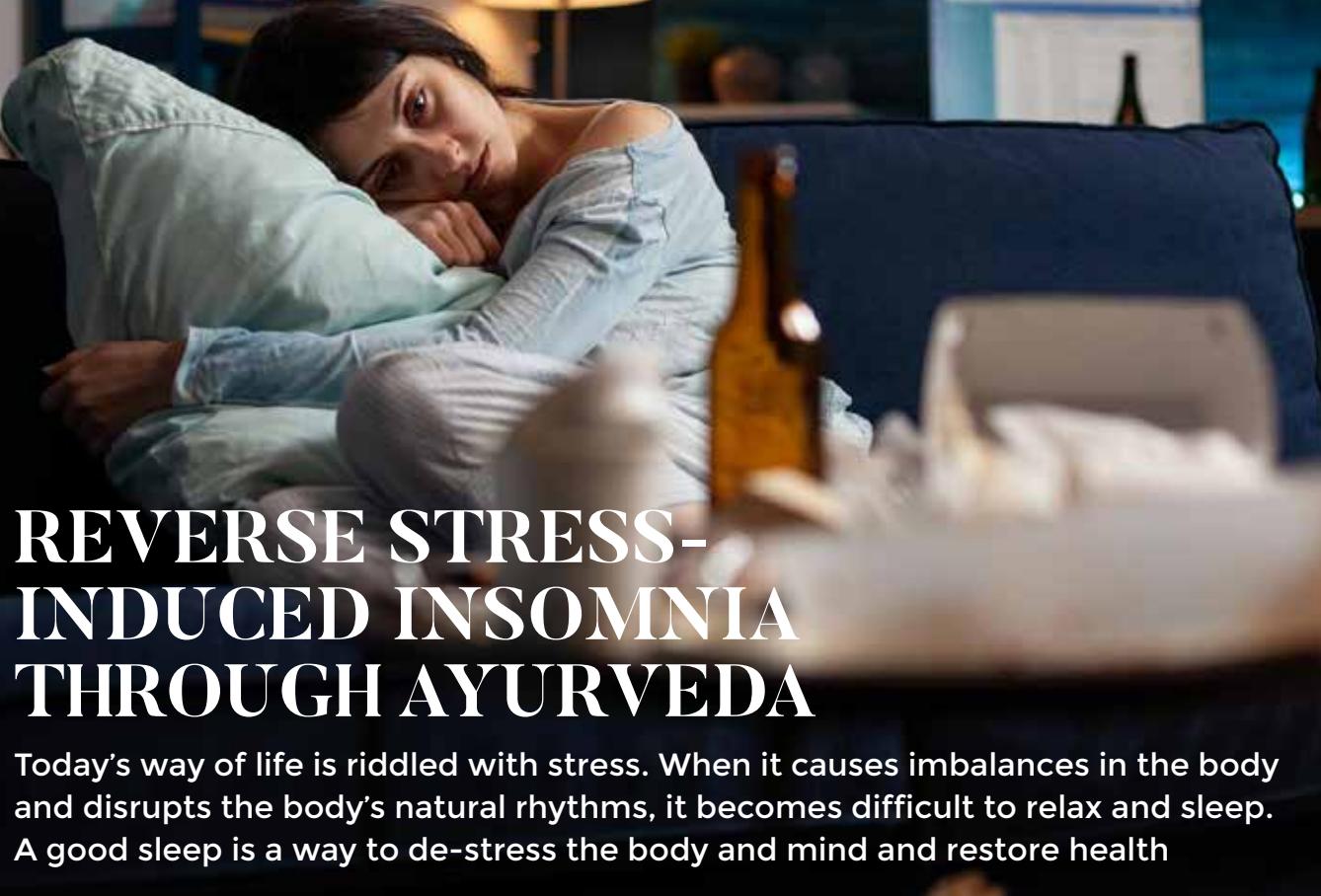
The Kitchen Pharmacy: Daily Rituals for the Modern Traveler

To integrate this wisdom, one needs only to look to the kitchen.

- **CCF Tea (Cumin, Coriander, Fennel):** Flushes the lymphatic system and primes enzymes.
- **The Ginger-Lime Shot:** Awakens metabolism and clears respiratory pathways.
- **Golden Ojas Milk:** A restorative tonic using Ghee as a "carrier" (Anupana) to deliver Ashwagandha and Turmeric deep into the tissues during the nighttime repair cycle.

The synthesis of ancient wisdom and modern pharmacology suggests that "edible immunity" is both preventive and regenerative. By moving away from a "pill for an ill" mentality toward a "Whole Systems" approach, we empower ourselves to build long-term immunological wealth. This is the bridge where the microscopic precision of science meets the macroscopic intelligence of the soul.

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REVERSE STRESS-INDUCED INSOMNIA THROUGH AYURVEDA

Today's way of life is riddled with stress. When it causes imbalances in the body and disrupts the body's natural rhythms, it becomes difficult to relax and sleep. A good sleep is a way to de-stress the body and mind and restore health

Stress has become part and parcel life. While it is required in low degrees for motivation, high levels of stress lead to health issues. Deadlines, financial worries, emotional pressure, and constant screen exposure keep the mind alert long after the body is tired. Over time, this leads to stress-induced insomnia, a condition where sleep feels impossible even when exhaustion is overwhelming.

The good news is that stress-related sleep problems are reversible through Ayurveda with a range of natural concoctions and slight changes in way of life.

What Is Stress-Induced Insomnia?

Stress-induced insomnia occurs when mental or emotional stress disrupts the body's natural sleep cycle. Instead of winding down at night, the brain stays in 'alert mode.' Common symptoms include racing thoughts at bedtime; difficulty in falling asleep; waking up frequently at night; early morning waking; feeling tired even after sleep. If left untreated, stress-induced insomnia can lead to anxiety, poor concentration, weakened immunity, and long-term health issues.

How Stress Affects Sleep

Stress triggers the release of cortisol and adrenaline—hormones designed for short-term survival, not rest. When these hormones remain elevated, the nervous system is overstimulated; melatonin (sleep hormone) decreases and the mind struggles to relax.

This creates a vicious cycle: stress causes poor sleep, and poor sleep increases stress.

Holistic approach for stress-Induced

Effective treatment focuses on calming the nervous system, reducing stress hormones, and restoring the body's natural rhythm—rather than forcing sleep.

1. Ayurvedic approach to Stress-Induced Insomnia

Ayurveda looks at insomnia as a mind-body imbalance, mainly involving Vata and Pitta doshas. Healing processes include

- Herbal remedies to calm the mind
- Oil therapies to relax the nervous system
- Lifestyle correction to reset the sleep cycle

Ayurveda focuses on long-term healing, not temporary relief.

2. Adaptogenic Herbs for Stress and Sleep

Besides, it advocated adaptogenic herbs that help the body adapt to stress and promote restful sleep naturally. The commonly used herbs are Ashwagandha to reduce cortisol and anxiety; Brahmi to calm racing thoughts; Jatamansi to support deep, uninterrupted sleep; shankhapushpa to nourish the nervous system and Tagara to induce natural sleep. They help boost sleep quality without causing dependency.

3. Relaxing rituals before bedtime

Adhering to a regimen before bedtime can help induce and improve sleep significantly.



Ayurveda recommends:

- Avoid screen at least an hour before sleep
- Meditate or do slow breathing exercises
- Massage foot with warm sesame oil
- Drink a cup of warm milk with a pinch of nutmeg.

4. Panchakarma Therapies for Severe Cases

For chronic stress-induced insomnia, Ayurvedic therapies can be very effective.

- **Shirodhara:** A continuous stream of warm herbal oil on the forehead deeply relaxes the mind
- **Abhyanga:** Full-body oil massage to calm the nervous system
- **Nasya:** Herbal oil drops through the nose to relieve mental tension

These therapies help reset the stress response.

5. Diet for Stress-Related Sleep Problems

What you eat affects the way you sleep.

Ayurveda recommends:

Warm, freshly cooked food

Early and light dinner

Avoiding caffeine, spicy, and fried foods at night

Using calming spices like fennel and cardamom

A calm digestive system supports a calm mind.

Modern Lifestyle Tips That Support Treatment

Along with natural treatments:

Maintain a fixed sleep schedule

Get sunlight exposure in the morning

Reduce multitasking

Practice gratitude or journaling before bed

These habits are relaxing for the brain.

Is Stress-Induced Insomnia Reversible?

Yes. Stress-induced insomnia is reversible when addressed early. Natural treatments work best when stress is managed at both mental and physical levels.

Holistic remedies do not suppress symptoms. They restore the body's natural rhythms and help sleep peacefully.

EAT AND DRINK YOUR WAY TO GLOWING HEALTH

At a time when the way of life forces you to opt for ready-to-eat, processed or junk food, here are some recipes that help detox and make you feel lighter



The age-old wisdom of Ayurveda has answers to your problems. It places importance to the gut and what goes into it. A balanced food made from local ingredients the right way, helps boost immunity and prevent ailments. In Ayurveda, different diets have been formulated for balancing doshas, the Kapha, Vata, and Pitta and the diet also changes according to the seasons. It is important to eat freshly cooked, warm and light food and dishes easy on the gut.

Here are some recipes that help reduce weight, boost health and promote relaxation and sleep.



Moong dal and rice or moong dal khichdi

Rice and moong dal is an ideal detox food according to Ayurveda, as this nutrition packed food helps reset your gut health. While khichdi is popular in north India, rice and moong dal are commonly eaten in the south.

Moong dal and rice

Boil rice of your preference and strain. Have it with moong dal curry. Roast moong dal (optional) and cook it well. Add a paste of some ground coconut with cumin, garlic pods and turmeric

in proportion to moong dal quantity into the cooked dal and heat till it boils. Add a dash of ghee and serve it hot with the rice. Any vegetable side dish and salad can go with it

Moong dal Khichdi

Khichdi is considered a life force, categorised as a satvik food which instils Prana or life force. Cook one cup of rice, around half cup of moong dal, half teaspoon turmeric and a dash of spices such as clove, cinnamon, fennel until done. Top it with a dash of ghee and have it hot with curd or salad

Sesame seed burfi or ladoo



Sesame seeds are sweet, bitter, astringent, pungent and nutritious and are rich in vitamins and minerals, including B vitamins, phosphorus, magnesium and zinc. Sesame ladoos are easy to make. Mix roasted sesame seeds in jaggery syrup till it reaches a thick and right consistency. Pour it into moulds and cut into

shapes of choice or roll small portions into balls when warm.

Moon Drink



Warm a cup of milk with a teaspoon of ashwagandha powder, half a teaspoon each cinnamon and cardamom powder. Stir and drink for a good night's sleep.

Haldi Doodh or Golden Drink



Heat a cup of milk. Spice it with a teaspoon of turmeric, a clove and a pinch of pepper, nutmeg, cinnamon and saffron.

Buttermilk with ginger, chilli, curry leaf and cumin

Buttermilk is the diluted solution left when curd is churned and butter extracted. Having buttermilk every day helps boost immunity, strengthen gut health and heal diseases.



Flavour the buttermilk with chopped ginger, chilli, curry leaves, a pinch of cumin powder and salt. Having this quenches thirst and does wonders to your body. If the buttermilk is too thick, dilute it with cooled boiled water. You can add mint and coriander leaves according to preference.

Liquorice Drink



Powder a clean piece of liquorice available in the market as dried roots. Mix a teaspoon of this powder in a cup of cold milk and have it on an empty stomach.

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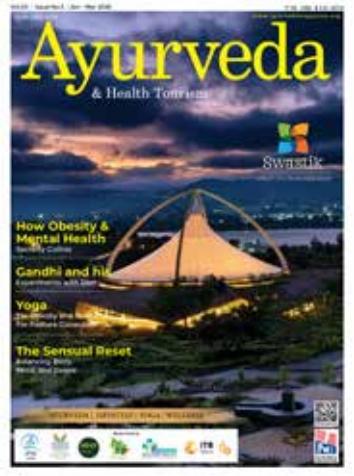
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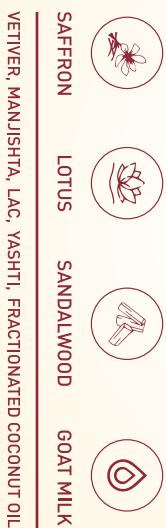
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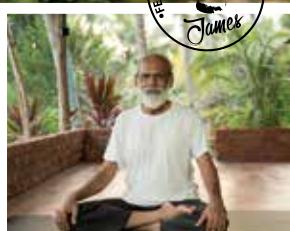


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