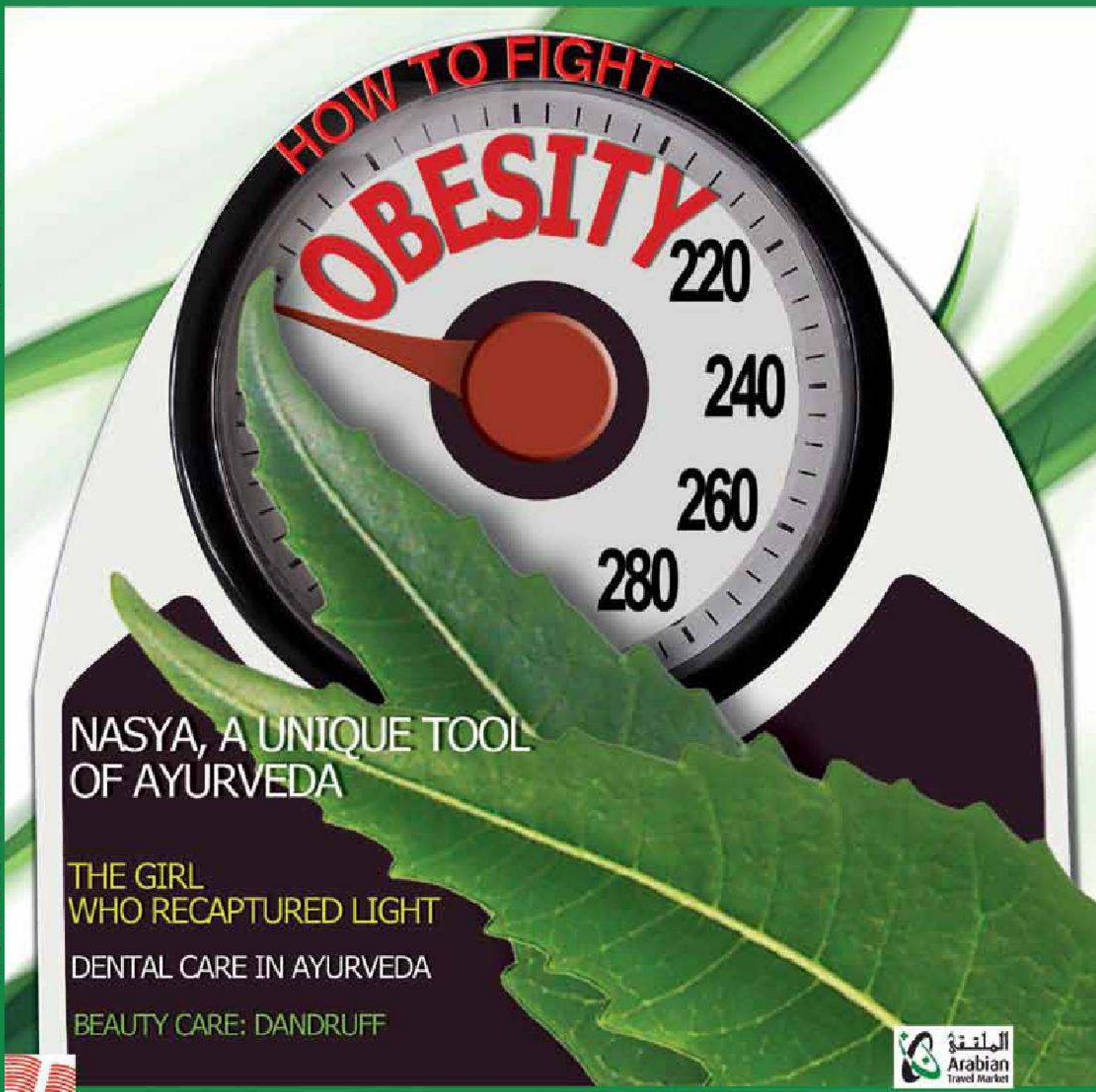
Vol.5 Issue 2 June 2010

Rs 50 $5

Ayurveda
& HEALTH TOURISM



NASYA, A UNIQUE TOOL OF AYURVEDA

THE GIRL WHO RECAPTURED LIGHT

DENTAL CARE IN AYURVEDA

BEAUTY CARE: DANDRUFF

الملتقى
Arabian Travel Market

AN FM MEDIA PUBLICATION IN ASSOCIATION WITH DEPARTMENT OF AYUSH, GOVT OF INDIA

Luxury in the lap of Nature



***Lake Palace Resort**, Thirumala Ward, Chungam, Alleppey, Kerala, India. 682 001 Tel: +91 477 2239701 (02/03/04)*

Make your cherished Kerala experience complete. With a difference.

Come to Lake Palace Resort.

An engineering marvel, the last word in luxury,
in the lap of Nature.

Feel the serene backwaters of Kerala. Breathe its energising breeze. Indulge yourself in its unique offerings.

Swimming pool: Floating on a pool of water, the swimming pool at Lake Palace is a wonder in itself.

Convention Centre: Make your mark among your peers. Work out new business deals, celebrate corporate success or hold business meets, conventions at the spacious conference halls.

Houseboat rides: Board Lake Palace Maharani and Rajadhani, the floating hotels. Go on an exotic cruise in the lavishly furnished house boats in the golden waters of the Vembanadu Lake.

Enjoy fishing, bird watching, cultural programmes

Indulge in authentic Ayurveda.

At Lake Palace, Ayurveda is practiced true to its spirit and substance by a team of well experienced doctor and masseurs. Built in the traditional "nalukettu" style, the centre ensures 100% hygenic and dust free conditions. A host of Ayurvedic treatments and packages are offered at the Ayurvedic center attached to the resort in a tranquil and rejuvenating ambience conducive for rejuvenation and healing.











Fax: +91 477 2239705 Email: info@lakepalaceresort.com www.lakepalaceresort.com

Ayurveda & Health Tourism

RNI No. KERENG/2006/20510

India: Rs 50
USA:$5
UK: £ 3.8
Singapore: S$9
Canada: C$7
UAE: Dirham 17
Korea: Won 7500

Editor & Publisher
Benny Thomas

Editorial Consultants
Independent Media, Kochi
K J Jacob
S Sreekumar
K Govindan Nampoothiry

Design & lay-out
Renu Arun

Panel of Experts
Dr G S Lavekar (Director General, CCRAS)
Dr K Rajagopalan
Prof. (Dr) K Muraleedharan Pillai
Dr P K Mohanlal (formerly Director, Ayurvedic Medical Education , Kerala)
Prof. (Dr) K.G Paulose (Vice-Chancellor, Kerala Kalamandalam Deemed University, Cheruthuruthy, Thrissur
Dr M E Sarma (Professor, Ayurveda College, Kottakkal)

BUSINESS ASSOCIATES Overseas
USA: CHICAGO Vincent Joseph Ph: 847 299 9954
USA: NEW YORK Vincent Sebastian Mobile:1 917 992 9629
USA: CALIFORNIA Wilson Nechikat Ph: 408 903 8997
CANADA Jose Sebastian Ph: 416 - 509 – 6265
UNITED KINGDOM Philip Abraham Ph: 020 85021281
SWITZERLAND Dr George Sebastian Ph: 527204780
IRELAND Thomas Mathew Mobile: 00353 87 123 6584
UAE M/s Malik News Agency Llc Ph: 04 2659165.
SINGAPORE Stephen Anathas Ph +65 622 63069
GERMANY Thomas Vallomtharayil Ph- 02305 4455 100
AUSTRIA Thomas Kalapurackal Ph: 0043 6991 9249829
KOREA Dr A Thomas Ph: 0082 1043 751470

BUSINESS ASSOCIATES India
NEW DELHI S Unni, Mob. +91 99107 27307 Mob: 09868885599
KOLKATA: Samir Guha Ph: +91 33 2465 6681
MUMBAI: Mohan Iyer Ph: +91 22 6450 5111
AHMEDABAD Madanan MA Ph: 27477629 Mob. +91 98980 02522
HYDERABAD Vinod Menon, Ph: 09246828120
BANGALORE Kaustuv Das Ph: 0 9900513189
THIRUVANANTHAPURAM Kurian K Raju Ph: +91 471 232 5565, Mob. +91 94461 06644
CHENNAI Satheesh C Anand Ph: + 91 98410 23010

Corporate Office
FM Media Technologies PVT Ltd, 2B, Relcon Retreat, Prasanthi Nagar, Edappally, Kochi -682024, Kerala, India.
Tel/Fax: +91 484 2341715
Email: ayurvedamagazine@gmail.com
www. ayurvedamagazine.org
www. ayurvedicproducts-services.com

Printed, published and owned by Benny Thomas, FM Media Technologies PVt Ltd, 2B, Relcon Retreat, Prasanthi Nagar, Edappally, Kochi - 682024, Kerala, India.
Editor: Benny Thomas

Printed at Sterling Print House (P) Ltd, Door No : 49/1849, Penakkara-Chamanellor Road, AIMS Penakkara PO, Cochin- 682 041, Ph: +91 484 2800404, for M/s S T Reddiar & Sons, PB No. 3427, Vaikkattusseri Road, Kochi-35

Disclaimer: The statements in this magazine have not been evaluated by the Food and Drug Administration of USA or any other country. Information provided in this magazine are not intended to diagnose, treat, cure or prevent any disease. If you have a medical condition, consult your physician. All information is provided for research and education purposes only.

Healthy growth

Lifestyle diseases are like an epidemic. Caused mostly by new unhealthy patterns of life and food, they take a heavy toll on people. They almost wreck lives. Obesity is one such disease.

The cover story in this issue inquires into Ayurvedic remedies for obesity. There is no magic wand, off course. However, there are ways to manage this disease. Proper medication and appropriate changes in the life and food patterns can help people live a normal life.

Diseases such as obesity and diabetes do harm in more than one way. They themselves make the lives miserable, and trigger many others. This makes it all the more important for society to address this issue from a social point of view also.

In this issue, you will find a detailed report on nasya, a unique Ayurveda tool to treat diseases that mostly affect body parts above the neck. One of the Panchakarmas, it is a simple but very effective treatment method used for ages by trained Ayurvedic practitioners. We feel that research institutions and the government should encourage more research into the theory and practice of nasya. Such research will help Ayurveda assert its authenticity as a branch of medicine.

Our efforts have always been to highlight the rich traditions of Ayurveda so that more people across the world are benefited from this unique product of India. Ayurveda and Health Tourism started as an English quarterly in 2003. We launched a German edition *Ayurveda Die Wissenschaft des Lebens* in 2005. We are extremely happy to inform you that along with this issue, we are launching an Arabic edition of the magazine *Ayurveda International* too. It will seek to make authentic information accessible to the people of the West Asian nations who, of late, have been showing great interest in Ayurveda.

We believe that Ayurveda is a global product. Any effort for its growth should be targeted at a global audience. We hope that with the Arabic edition, we would be able to play a more meaningful role in that effort.

CONTENTS

COVER STORY



31 Cut down to size

Obesity is almost like an epidemic today, attacking people of all strata across the globe. Ayurveda has effective ways to fight and control it.

35 Udwartana
37 Treating obese patients
38 Eat right, do exercises
41 Yoga

10 NASYA



Nasal administration of specially prepared medicines is a unique tool to control several diseases

22 PHYSICIAN'S DIARY
How the determined efforts of an Ayurveda physician helped a girl who almost lost her sight return to the world of light

44 FOOD COURT
Mango, the king of fruits
An ideal diet

48 THE HERBAL GARDEN
Ginger is a traditional food ingredient which helps digestion

52 BEAUTY ZONE



Enhance your skin tone and improve complexion with Manjista

26 MONSOON REJUVENATION



A primer on the treatments that one may undergo during a rejuvenation programme

Letters to the Editor

Geriatric care

It is indeed gratifying to know that Ayurveda has comprehensive treatments for ailments that visit us in old age. Like most of Ayurveda's core areas, geriatric care too was hidden from most people. I congratulate you on educating me on the subject. Ayurveda's holistic approach makes it meaningful when it advises moderation in everything that we do in our younger age so that we can live a healthy and peaceful old age.

V M Nair
Thiruvanathapuram

Hats off to Dr Anvar

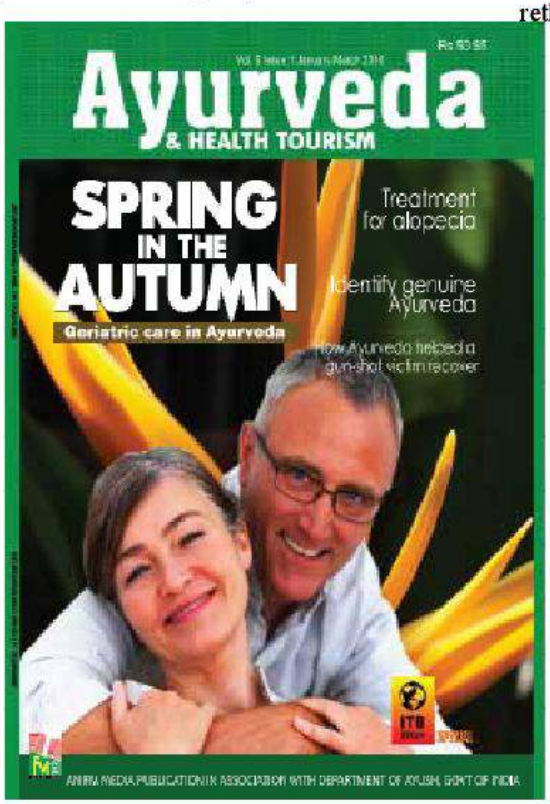
I am a keen follower of Ayurveda for the last 12 years. Usually I buy books, magazines related to this science. I was elated to read the story of Sanveer Rajkumar from South Africa. From the bottom of my heart I use this platform to congratulate Dr Anvar for his endeavor. Really, it is testimonial for authentic Ayurveda practice. This kind of efforts should be appreciated and promoted. Like Sanveer many people are awaiting for new life in foreign countries. I request Ayurveda institutions and Kerala Government to take the intiative to boost up Ayurveda practice in abroad. Without praising the efforts of the content team, my mail will be awkward. They are doing excellent work to promote real Ayurveda.

John Paul
Germany

Remarkable story

I chanced upon a copy of Ayurveda and Health Tourism (Vol 4, Issue 4) on my way to the US. Let me congratulate the content team for bringing out the experience of Reji Mathew in such readable and informative style.

I myself prefer allopathy to Ayurveda and have been depending on it for a long time. I have read about Dr K G Raveendran of Arya Vaidya Pharmacy, Coimbatore, who has admirably treated many of my friends and cured them of their chronic diseases. The story of Reji Mathew was heart-warming. Dr KGR has given Reji, whose case was turning hopeless, a new life.



Simply amazing!

I suggest that the content team dig up these kinds of stories and physicians, as many people like me, staying abroad, don't know where to go and whom to meet for Ayurveda treatment.

I would like to subscribe to Ayurveda and Health Tourism as this is the first time I'm seeing an authentic journal on Ayurveda.

Alexander John
New York

Delicious

Your January-March issue was really delectable. Varying and various contents with good photographs.

Food court and cover story tasted best. The article on food intake was really appetising. Thanks to Dr Ananth Ram Sharma for explaining every aspect clearly. Earlier, I had the habit of skipping breakfast, as I have to reach office by 8 am. After reading this article, I am making a rethink about my habit. I now have a better idea on what to eat and when to eat.

If you can include some more articles related to food, i.e. incompatible food, it would be good.

R Rajagopalan
Chennai

Wonderful

The cover story of the December issue was wonderful. Being a software engineer, I usually develop spondylosis. In fact, my whole concept on Ayurveda changed when I read the last issue on Youth and Ayurveda. Kudos to the magazine team for their unparalleled work.

I plan to undergo rejuvenation treatment this year.

I am eagerly waiting for the next issue.

Giridas Bose,
Bangalore

Readers may send/email their comments, opinions and suggestions to The Editor, Ayurveda and Health Tourism, 2B, Relcon Retreat, Prasanthi Nagar Road 2, Edappally, Kochi-682 024 or letters@ayurvedamagazine.org. The letters/e-mails must contain the full postal address of the senders.



FEEL THE BLISS OF INDIAN MEDICINE

CENTRAL COUNCIL FOR RESEARCH IN AYURVEDA AND SIDDHA

An Autonomous Organisation under Department of AYUSH, Ministry of Health & Family Welfare, Govt. of India, for the formulation, co-ordination, development and promotion of research in Ayurveda and Siddha.

Publications

- Several original and rare Ayurveda/Siddha books after retrieving them from palm leaf manuscripts.
- Guidelines on Basic Training and Safety in Panchakarma.
- Approximately 100 books/monographs along with 5 volumes of database on medicinal plants used in Ayurveda & Siddha.
- Journals namely Journal of Research in Ayurveda and Siddha (JRAS), Journal of Drug Research in Ayurveda & Siddha (JDRAS) and Journal of Indian Institute of History of Medicine (JIIHM) along with a news letter.

DRUGS AND PROCEDURES

Ayush-QOL-2A & C: HIV/AIDS and in cancer as an adjuvant therapy.
Ayush-Osto: For osteoporosis.
Ayush-64: Anti-malarial drug.
777 oil: An effective Siddha drug for Psoriasis.
Guggulu: An anti-hyperlipidemic drug.
Ayush Face Pack: Herbal face pack for Melasma (Hyperpigmentation).
Ayush Ghutti & Bal Rasayana: For general health and immunity in children.
Antarctica Herbal Food Supplement and Antarctica Tea (Herbal tea): To combat stress and to improve the mental & physical endurance in adverse climatic conditions.

In pipeline

30 new coded formulations for the diseases of priority

Projects of National Importance

- ICMR–CCRAS collaboration: Feasibility of Introducing Indian Systems of Medicine (Ayurveda & Siddha) in the National Reproductive and Child Health (RCH) Programme at the Primary Health Care (PHC) Level.
- Execution of Reproductive and Child Health (RCH) Programme initiated in Himachal Pradesh
- Validation of clinical safety of Ayurvedic and Siddha herbo-mineral Drugs.
- Multi-centric clinical trials of Ayush-QOL-2C in cancer patients is initiated in four cancer research centres—All-India Institute of Medical Sciences, New Delhi; St. John's Cancer Hospital, Banglore; Bhagwan Mahavir Cancer Hospital, Jaipur; and the Advanced Centre for Treatment, Research and Education in Cancer, Kharghar, Navi Mumbai.
- Reverse pharmacology of selected classical Ayurveda and Siddha drugs for anaemia.
- Golden Triangle Partnership (GTP) Project.
- Ayurvedic Pharmacopoeia Committee (APC) & Siddha Pharmacopoeia Committee (SPC).
- Extra Mural Research (EMR) Projects on Ayurveda/Siddha and related topics.

For consultation and joint drug development contact:
The Director-General,
Central Council for Research in Ayurveda & Siddha
No.61-65, Institutional Area, Opp. 'D' Block, Janakpuri,
New Delhi – 110058. India
Tel: +91 11 28524457
Fax: +91 11 28520748
E-mail:ccras_dir1@nic.in
www.ccras.nic.in

AROGYA-2010 in Sikkim



Sikkim Chief Minister Pawan Kumar Chamling inaugurates the four-day AROGYA fest, organized by the Department of AYUSH on March 12, 2010. The Chief Minister said Sikkim has always been a hub of traditional medicine. The State's bio-diversity and the exclusive and extensive availability of numerous medicinal plants have attracted people from all over the world, he said. The department organised AROGYA fest in Kohima from March 18 to 21.

Ayurveda eyes US market

The Department of AYUSH has launched an effort to facilitate Ayurveda's entry into the mainstream US healthcare by holding an interactive meeting with a delegation of academics from the US healthcare sector. At the meet, held from January 29 to February 3, 2010, the Department sought introduction of evidence-based Ayurveda education under the Department of Complementary and Alternative Medicine (CAM) in the US medical schools.

The meeting explored the feasibility to conduct joint Indo-US Ayurveda research under National Institute of Health (NIH) US, funding, in the areas of common interest and broadening the avenues for collaboration of AYUSH Institutions in India with the US medical Institutions.

The session was attended by a US delegation of seven members of Consortium of Integrative Medicine with representatives from Harvard Medical School, Johns Hopkins University, George Town University, Washington, University of Arizona, etc and was led by Dr. Navin Shah, Medical Education Director of Metropolitan Urologic Institute and co-founder and past president of the American Association physicians of Indian Origin (AAPI).

Siddha to have research council

The Government of India has approved the establishment of a separate Central Council of Research in Siddha by bifurcating the Central Council for Research in Ayurveda & Siddha (CCRAS). This will help in undertaking a focused research on Siddha in a systematic and thorough manner.

Ayurveda fest in Budapest

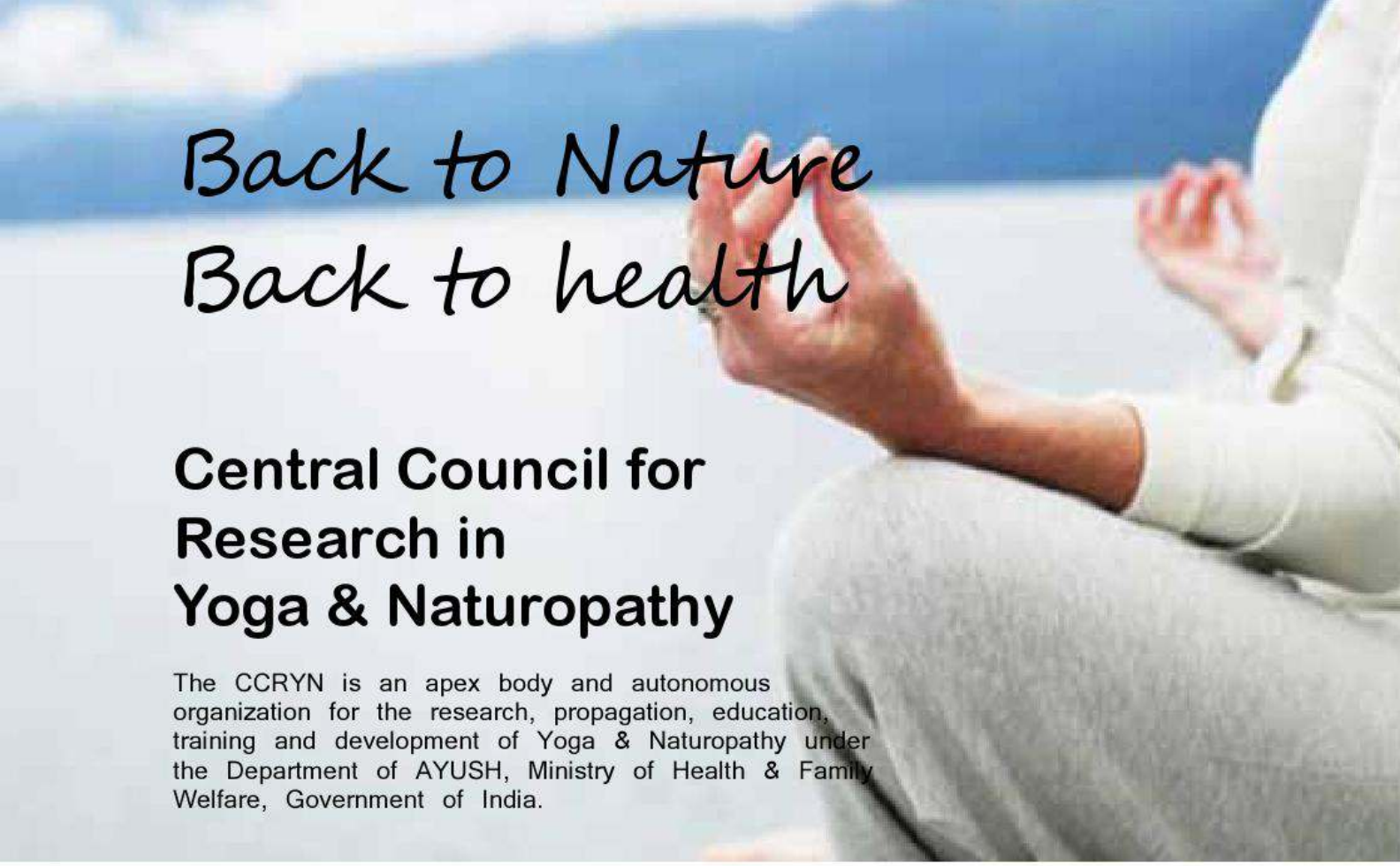
European Ayurveda Association (EUAA) organized the Exhibition-cum-Workshop on Ayurveda on 19-20th March, 2010 in Budapest, Hungry in collaboration with the Embassy of India. The various strategies to tackle the fall out of the Traditional Herbal Medicines Product Directives (THMPD) imposed by the European Union Countries, according to which herbal medicinal products including Ayurveda can be exported to EU only if 30 years continuous usage of the medicines in India including 15 years usage in EU has to be proved, were discussed in the above workshop. The Secretary(AYUSH) and Adviser (Ayurveda) participated in the Workshop.

AYUSH Cell

An AYUSH Information Cell has been set up at the Indian Cultural Centre in the Indian High Commission, Malaysia to disseminate information on Indian System of Medicine and help in their propagation.

Unani camps

The Central Council for Research in Unani Medicine has organised 14 health camps at New Delhi, Hyderabad, Patna, Aligarh, Bhadrak, Allalhabad, Chennai, Mumbai and Silchar (Assam) wherein 8150 patients were treated.



Back to Nature
Back to health

Central Council for Research in Yoga & Naturopathy

The CCRYN is an apex body and autonomous organization for the research, propagation, education, training and development of Yoga & Naturopathy under the Department of AYUSH, Ministry of Health & Family Welfare, Government of India.

The Council activities

Academic

- Clinical Research: So far 33 Clinical Research Projects have been completed.
- Literary Research/Publication/ Translation.
- Workshops/Seminars/ Conferences.
- Scholarship of Rs 5000/- p.m. for studying BNYS (Bachelor in Naturopathy & Yogic Sciences) degree course for 5 or 5½ years duration for 110 students from the States where no BNYS colleges are existing.
- Establishing Six Central Research Institutes at Karnataka, Haryana, Tamil Nadu, Manipur etc.
- National Awards - 3 per year since 2003.
- Fellowship for Ph.D. scholars at Rs.6000/- p.m. for 3 years.

Courses

- Diploma in Naturopathy & Yoga Therapy (DNYT): A two-and-a-half year course in about 50 Naturopathy & Yoga Hospitals in India.
- Conducting 6 Yoga Classes at Council's Headquarters and 2 at Udyog Bhawan and 4 at AIIMS.

Patient care

- Grant in Aid to Treatment-cum-Propagation Center for 30-bedded Naturopathy & Yoga Hospitals.
- Grant in Aid to Patient Care Centre for 10 or 20-bed Naturopathy & Yoga Hospitals.
- Managing out-patient departments (Y&N) at government hospitals and medical colleges in Delhi such as Dr. RML Hospital, Safdarjung Hospital, Lady Hardinge Medical College, University College of Medical Sciences, B.D.Sharma P.G. Medical Institute, Rohtak, Haryana, and the Council's Headquarters.

Publications

- 12 books in Hindi & English.
- CDs on Naturopathy & Yoga Therapy in Hindi, English and Tamil.
- 10 Research Monographs Released.
- More than 30 brochures, leaflets and booklets in Hindi and English for free distribution.
- Yogic Prakritik Jeevan, quarterly Magazine, in English and Hindi.

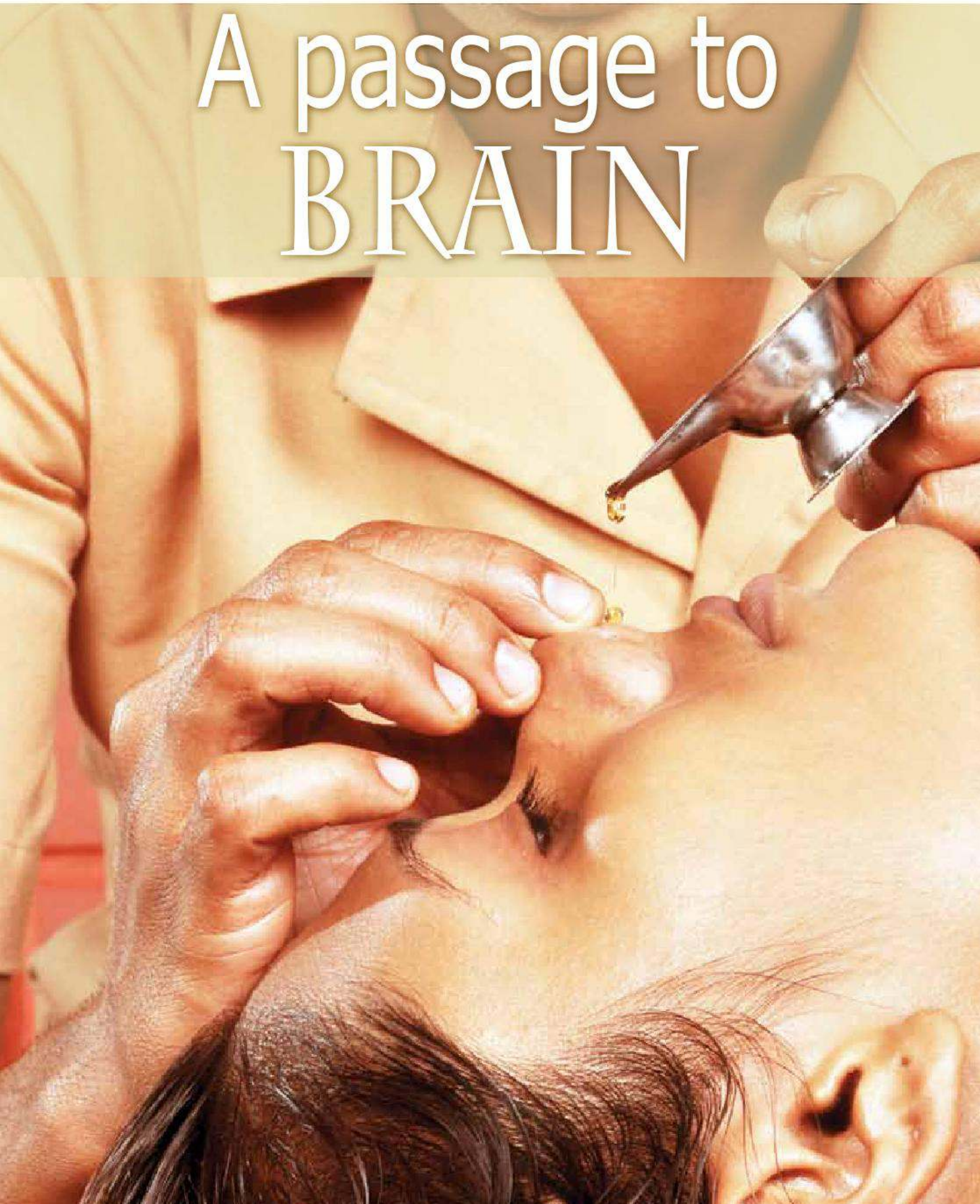
Participation

In various AROGYA Health Fairs and other Health Expos Seminars, Workshops & Conferences

Director

Prof. Dr. B. T. Chidananda Murthy, Central Council for Research in Yoga & Naturopathy , 61-65, Institutional Area, Janakpuri, New Delhi -110 058
Tel: +91 11 28520430/31/32 Fax: +91 11 28520435, E-mail : ccryn.goi@gmail.com, btcmurthy@gmail.com Website: www.ccryn.org

A passage to BRAIN





Dr PKS Nair

Ayurveda, the holistic science of life, emphasises on the periodical bio-cleancing of the body to eliminate vitiated doshas. It is the basic method of therapeutics in Ayurveda to maintain health and cure diseases. The techniques of biocleancing are called Panchakarma that comprises five procedures: emesis (vamana), purgation (virechana), oil enema (anuvasana), decoction enema (asthapana) and nasal application of medicine (nasya).

Acharya Susrutha, the father of surgery in Ayurveda, designated the term sodhana (purification) for this bio purification and included bloodletting (rakthamoksha) in the procedure. He considered oil enema and decoction enema as a single procedure, vasthi.

All the ancient Ayurvedic scholars have postulated the importance of nasya as the unique therapeutic modality among these procedures for the diseases of head (urdhwajathru vikaras).

The definition

Nasayam Bhavet nasyam: 'Administration of medicaments through nasal route is called nasya'.

Nasa hi siraso dwaram tat vyapya thena hanthi tan: 'Nose is the gateway to the organs of the head and the effect of the medicine will spread to the vital organs and cure the diseases'.

Ayurveda suggests that the medications administered via the nose reach the Sringataka marma. (Marmas are the physiologically vital points in the body). It is a marma in the head (siramarma) formed by the union of blood vessels supplying blood to the nose, ear, eye and the tongue. Thus, the drug administered through nasya may enter the above blood vessels and purifies them (Su. Sha6/27). Hence the term sirovirechana (cleansing of the head) is also used to denote the process.

According to the anatomical description, nasal passage is the part where the cranial nerves, especially the olfactory receptors, are more exposed to the cribriform plate of the ethmoid bone. Besides, the nasal passage leads to paranasal sinuses and its mucosal epithelium is very sensitive to various stimuli. The absorption of the drug effect through the nasal mucosa will be very rapid and the quantity of drug required to produce the desired effect will be very less. Moreover, the enzymatic inactivation that usually affects during the oral route administration can be avoided in this method of drug delivery system.

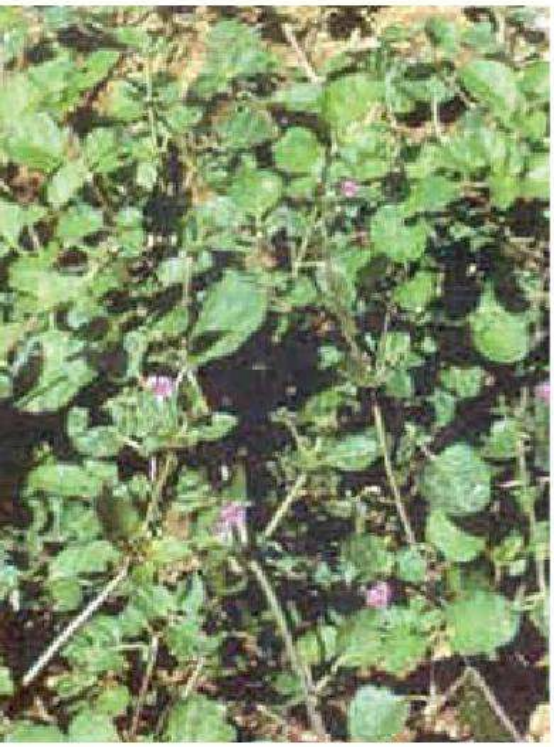
Since the nerves located at the nose have connection with hypothalamic-pituitary-pineal glands, the medication through the nasal route will have its impact on the brain, too.

Nasya classification

Nasya is classified differently by various Acharyas. Charaka mentions about Navana, Avapidana, Dhoomapana, and Pratimarsa while Vagbhata classified it into Samana, Brumhana and Virechana.

Samana Nasya: It is a palliative nasya that cures the disease without eliminating the vitiated doshas. This is good mainly in conditions such as skin discoloration, hair loss and eye diseases. Decoctions of medicinal herbs and milk can be used for this

Nasya can be done with meat, milk, decoction, oils and ghee, after they are medicated with extracts of medicinal herbs. Vitex, myrobalan, sida, nut grass tuber, guggul, cardamom, roots of bael, cinnamon, sarasaparilla, sesame oil, goat's milk and rainwater are also used for performing Nasya.



Several herbs, including guggulu (above) are used in the preparation of nasya dravya.

The diseases for which nasya is most useful, and the formulations are:

Facial palsy: karpasasthyadi, dhanwantharam and ksheerabala avarthi.

Headache: ksheerabala avarthi, Varanadi ksheera ghrutha, shadbindu thaila.

Nasal pathologies: Anuthaila, surasadi, thulasikalka.

Epilepsy: Dronapushpi swarasa

Snake-bite: Vilwadi gulika

Hair problems: Bhringa raja swarasa, nimba thaila

Black discoloration of face: kumkumadi thaila

Mental disorders: Lasuna swarasa, Vacha hingu, vachajatamansi kalka

Rejuvenative: Anuthaila (see box on page 16)

purpose.

Brumhana Nasya: It is a rejuvenative type of nasya and is indicated mainly to nourish and strengthen the organs in head, especially sense organs and intellectual functions. It is also indicated in Vata predominant diseases of the head like migraine, loss of voice, diseases of the mouth, difficulty in opening eyes, difficulty in lifting hand etc.

Virechana Nasya: It is eliminative type of nasya that expels the doshas from the head. Majority of Teekshana Nasya comes under this category.

Another classification of snehana nasya is marsa and prathimarsa based on the dose and strength of administration.

Marsa nasya is the method of application of sneha (medicated ghee/oil) in its full dose of six to10 drops. Its clinical implication is also very high.

Pratimarsa nasya can be performed on any person and is aimed at rejuvenating the sensory organs (see box).

Nasya is also classified based on the parts of the medicinal herb used in the form of extract/churna for nasya. They are the ones using phala (fruits), pushpa (flowers), kanda, niryasa, patra (leaf), moola (root) and twak (bark).

Another classification is based on the pharmaceutical preparation. They are churna (powder), kshra (ash), madya (essence), sneha (oil), kalka, kwatha, mamsa (meat) and dhuma (fomentation).

Tailamevacha nasyardhe nityabhyasena shasyate
sirasa; sleshmadhamatvat sneha: swasthasya netare

'Taila (medicated oil) is the best option for regular nasya practice in healthy individual, as head is the seat of Kapha'.

Mode of action

The medicinal properties of the drug used in the form of nasya stimulate the vital centres in the brain and related structures. The nourishing properties of the drug rejuvenate the tissues. The medicines eliminate the vitiated doshas, remove congestion in blood vessels and clear the channels (srotas). The overall effect of nasya is correcting the neurovascular anomalies, thereby cures the diseases.

Restrictions

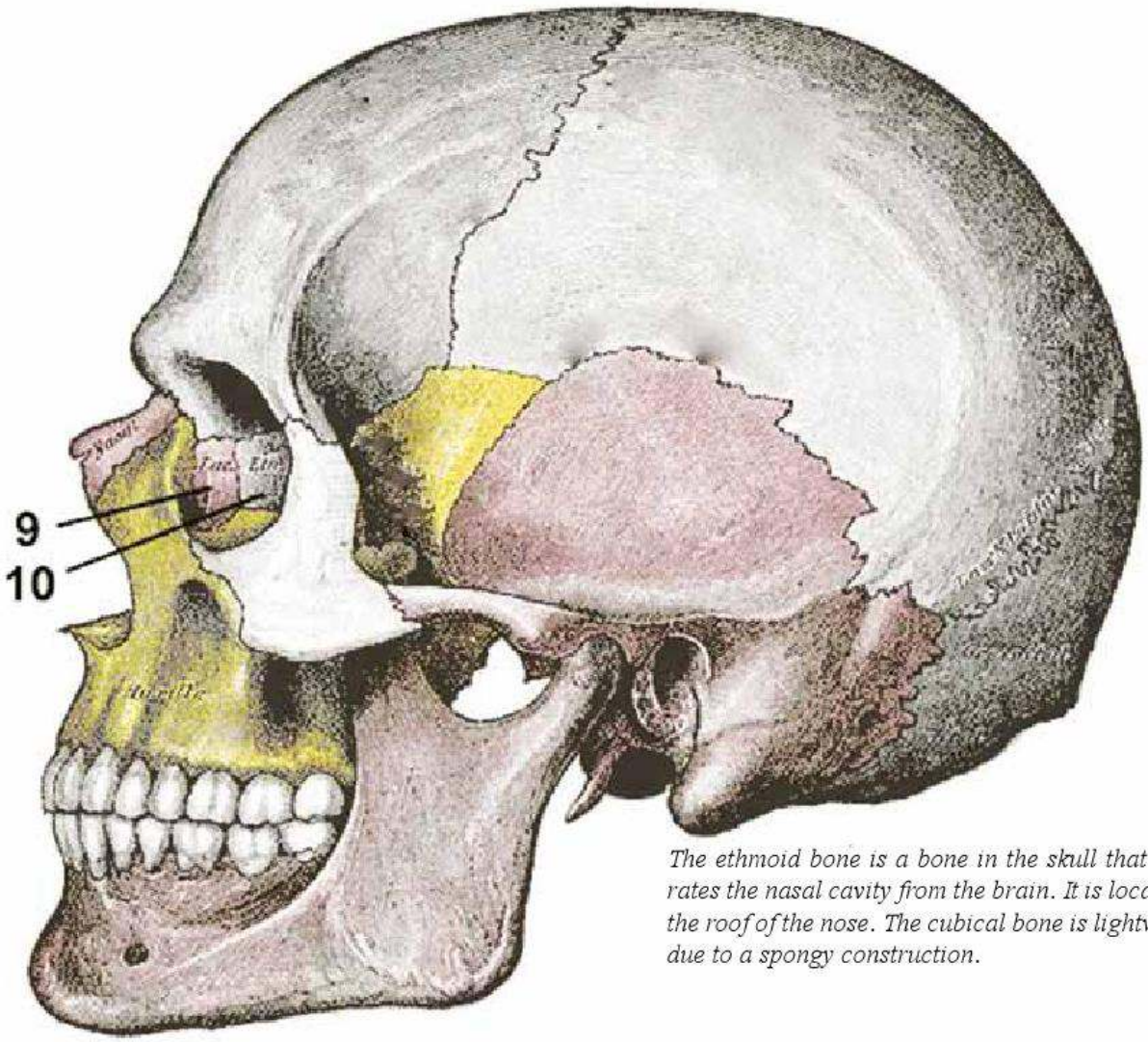
Nasya is not perfomed on people suffering from diseases such as chronic sinusitis, respiratory disorders, infective condition of the head, indigestion, coughs and acute fever.

Practical indication of nasya

The nasya with specific medicinal preparations are used mainly in clinical conditions like cervical spondysolsis, frozen shoulder, hemiplegia, facial palsy, seizure disorders, mental disorders, head ache and ENT conditions.

The writer is Asst. Director &Hospital superintendent, National Research Institute for Panchakarma, Cheruthuruthy,Thrissur, Kerala E-mail. nairsudarsan21@gmail.com

How Nasya works



The ethmoid bone is a bone in the skull that separates the nasal cavity from the brain. It is located at the roof of the nose. The cubical bone is lightweight due to a spongy construction.

Nasya cleanses the head region and stimulates the brain cells and the central nervous system. Mostly, it is done to eliminate kapha-related disorders. The uniqueness of nasya is its simple application, use of less medication and high efficacy.

The duration of nasya is 20 to 30 minutes. It is done, usually, for 7 to 14 days. The dosage, usually, is six to 10 drops, though ancient books suggest higher dosages.

Why nose?

Modern medicine says nasal

Dos and Don'ts

Marsa nasya should be administered only under the supervision of a physician.

Head bath, going out in sun, physical and mental strain should be strictly avoided.

Do not administer nasya if the patient has infections, fever,

Do administer if diseases of ear nose eye and throat are in an acute condition.

Do not drink cold water. Keep always warm, follow dietetics instructed.

Nasya is a very specific treatment procedure and is part of panchakarma. Except the pratimarsa nasya, others are not to be performed at rejuvenation centres.



Sesame oil is one of the most widely used medium for the preparation of nasya dravya

The overall effect of nasya is correcting the neuro-vascular anomalies, thereby cures the diseases.

passage is the gateway to the head. The cranial nerves are more exposed to the cribriform plate of the ethmoid bone. The ethmoid bone is a bone in the skull that separates the nasal cavity from the brain. It is located at the roof of the nose. The cubical bone is lightweight due to a spongy construction. It is one of the bones that makes up the orbit of the eye. Besides, it is the site of most paranasal sinuses and its mucosal epithelium is very sensitive.

Preparation of medicine

The preparation of medicine for nasya is a complex process. Several parts of the herbs such as fruits, flowers, leaves, roots and barks are used in their preparation. There are instances where herbs, which are toxic in nature, are purified through a series of processes and used for nasya.

When to do?

The box indicates the timings when a healthy individual can do Nasya with maximum results.

Month	Time for Nasya	Benefits
Sep-Nov March	Morning	Purification of channels
Nov-Jan Jan-March	Afternoon	Purification of channels
May-July	Evening	Sound sleep
July-September	Whenever sunlight is present	

The process of administering nasya consists of three stages: Poorvakarma, Pradhana Karma and Paschat Karma.

The poorvakarma prepares the patient for the process. The treatment commences with the preconditioning of the person's body. Initially, urinary bladder and bowels are emptied. It is followed by a short oil massage of the head, face, and neck, followed by brief steaming.

Pradhana Karma (Main process)

The procedure: The patient lies down on his back on a wooden cot placed in a room. The head should be placed slightly down and legs higher. The body, especially head, neck and chest, should be massaged with oil and fomentation is given.

The medicine is poured as drops into both the nostrils, one after the other, using gokarna, a specially-designed equipment. The patient is expected to inhale the medicine for full results. Once it is done, the patient is asked to spit.

The dosage of medications may vary according to the body constitution of the patient and severity of the disease. Ayurveda classics advise three types of dosage: Hrswamatra (8-16 drops), Madhyama matra (16-

Have a clear head

While most nasya procedures are aimed at curing a specific medical condition, pratimarsa nsaya is performed for rejuvenatinve purposes. It helps keep the nose clean, the senses sharp, the hair dark and thick and the skin fresh. And it can be done on a regular basis by oneself by putting two drops of the medicine in each nostrils.

Anuthaila or ksheerabala can be used as the medicine for pratimarsa nasya. Milk and parts of Sida rhombifolia are the main ingredients of ksheerabala while about 27 medicinal herbs are used in the preparation of anuthaila, including, cedar, sandal and Vetiveria zizanioides.

Pratimarsa nsaya is advised irrespective of age provided the physical condition of the person is favourable for it.



A word of caution

Vaidyabhushanam K Raghavan Thirumulpad

Samana and sodhana are the two primary treatment modalities of Ayurveda. Among these, samana has got more importance for many a reason. Only samana can achieve a complete reversal of the disease process. This is what I have learned from my own clinical experience.

Nasya, as sodhana to the head, does have its role in treatments. But this can work only with support of samana treatment. Many diseases like sirstoda (head ache) respond well to samana if it is appropriately chosen.

Actually many diseases affecting head are due to the samprapti (pathology) of the total body. So a local sodhana like nasya is not be effective as it is believed to be.

It important that while undergoing nasya, the specific regimen suggested by the Acharyas is to be followed for the therapeutic effect. Otherwise there are chances of many adverse effects.

Teekshna nasya

for coma patients

Ayurveda describes various neurological conditions that can lead to death such as coma (sanyasa roga: the failure of the functioning of the brain and irreversible damage to its vital centres).

According to Susrutha, a person 'falls like a log of wood' when the sensory motors gets vitiated. The condition indicates that the five sense organs do not function properly and the person does not receive sensory signals from the external environment. Ayurveda calls it sanyasa roga, equivalent to coma.

Treatment

The treatment aims at establishing senses to its normal functioning (sanjnana prabodhana). Various types of treatments like giving teekshana nasya and penetrating herbs such as vacha or satala, collyrium (anjanam), dhumam along with ingredients like manashila and haritala are used.

Teekshna nasya karma using the teekshna nasya medicines follow all the procedures of the regular nasya karma. The medicine is administered through the nose after the mandatory cleaning processes. It is performed usually in the morning.

Herbs such as brahmi, vacha, shanka pusphi and jatamamsi and aswagandha choornam are used in Teekshna nasya.

32 drops) and Uttama matra (32-64 drops). However, most practitioners today limit the number of drops between six and 10.

Paschat karma (post-operative)

The patient's palm, feet, shoulders and ears are given a massage. The patient is asked to spit.

Samyak yoga lakshanam (after-impact)

If Nasya is successful the patient will feel lightness of the body and the head. And he will get proper sleep.

Otherwise, he or she may feel heaviness in the head and develop vertigo.

The enzymatic inactivation that usually affects during the oral route administration can be avoided in this method of drug delivery system.

Challenging Golfing Rounds. Exciting Skiing Highs.

Kashmir

One season – Myriad Moods

Kashmir, a world unlike any other. Play a round of exhilarating golf at Royal Springs Golf Course, Srinagar. It is landscaped with imported Bent Grass which survives even the harshest of winters. RSGC has the scenic Dal Lake spread out in the front and Zabarwan Mountains form its backdrop. No wonder it has been voted as India's best Golf Course.

If you have snow on your mind, head for Gulmarg, with cerulean skies above and a thick white carpet of snow underfoot.

Gulmarg is one of the world's highest ski-lift served resorts with the Gondola Cable Car reaching to Mount Apharwat at a height of 13,400 ft.

Nothing gets the adrenalin pumping like the thrilling adventure bouquet of Kashmir. There are myriad adventure sports like water skiing, mountaineering, white water rafting, para-gliding and trekking to name a few.

Kashmir - Alluring | Adventurous | Affordable



Royal Springs Golf Course, Srinagar



Skiing in Gulmarg



Gondola Cable Car, Gulmarg

Come! Paradise awaits.

Kashmir

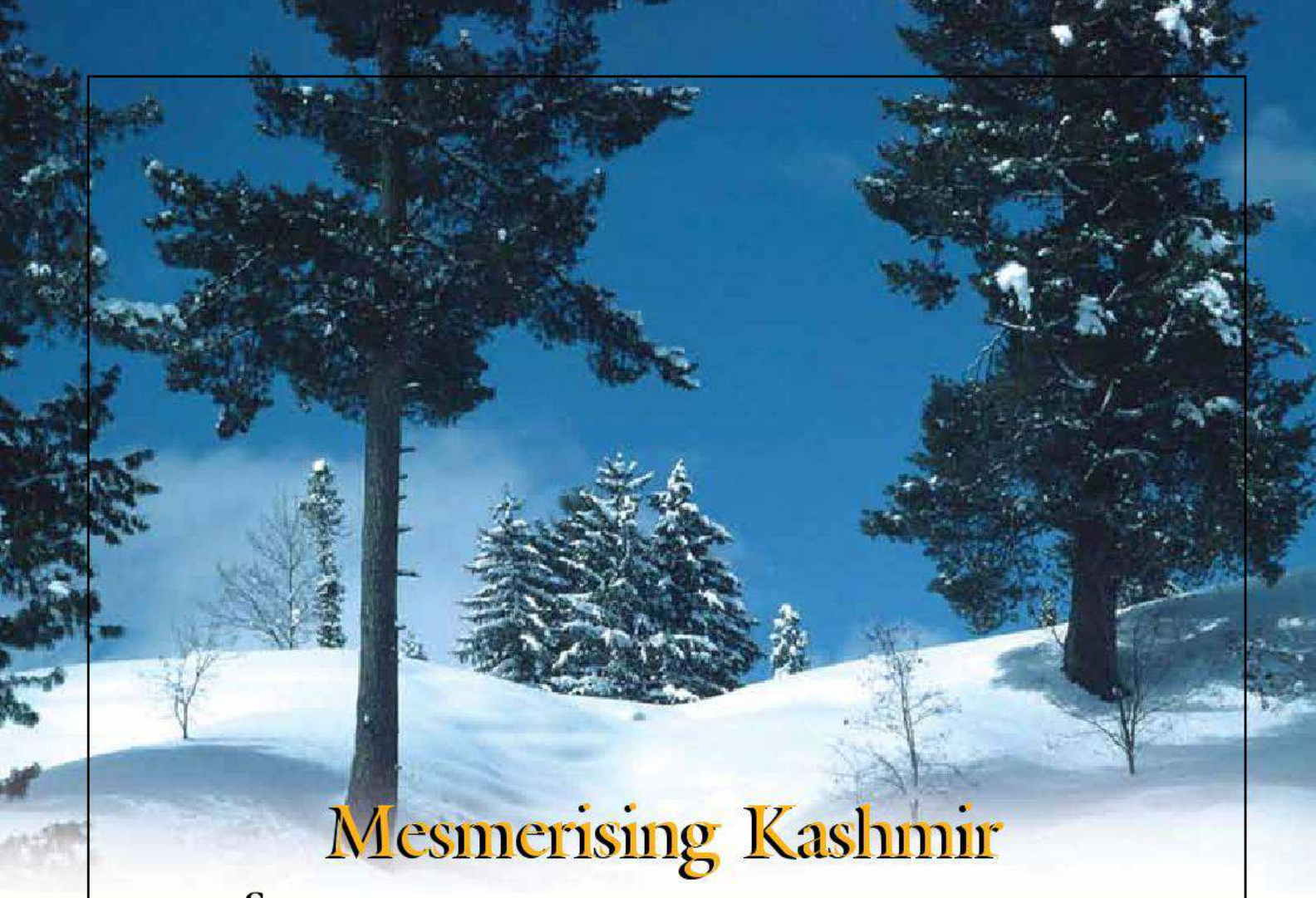
Can't have enough of it

Akshara-08

J&K TOURISM

For further information, contact : Director Tourism or J&K Tourism Offices at : **Srinagar** : Tel : 0194 2472449, 2452690-91, Fax : 2452361 • **Jammu** : Tel : 0191 2544527, Fax : 2544842 • **New Delhi** : Tel : 011 23744948, Fax : 23744947 • **Mumbai** : Tel : 022 22189040 • **Kolkata** : Tel./Fax: 033 22285791 • **Chennai** : Tel./Fax : 044 28340958 • **Ahmedabad** : Tel./Fax: 079 25503551 • **Hyderabad**: Tel./Fax: 040 24734806, E mail: dtk@jktourism.org, jkdtourism@yahoo.co.in

www.jktourism.org



Mesmerising Kashmir

Set like a jewelled crown on the map of India, Kashmir is a multi-faceted diamond. Two major Himalayan ranges, the ***Great Himalayan Range*** and the ***Pir Panjal***, surround the landscape from the north and south respectively. They are the source of great rivers, which flow down into the valleys, forested with orchards and decorated by lily-laden lakes.

The Mughals aptly called Kashmir 'Paradise on Earth' where they journeyed across the hot plains of India, to the valley's cool environs in summer. Here they laid, with great love and care, Srinagar's many formal, waterfront gardens, now collectively known as the *Mughal Gardens*. Anecdotes of four and five centuries ago describe their love for these gardens, and the rivalries that centred around their ownership. They also patronized the development of art & craft among the people of Kashmir, leaving behind a heritage of exquisite artisanship among thes people and making the handicrafts of the land prized gifts all over the world.

Kashmir is a land where myriad holiday ideas are realised. In winter, when snow carpets the mountains, there is skiing, tobogganing, sledge-riding, etc. along the gentle slopes. In spring and summer, the honey-dewed orchards, rippling lakes and blue skies beckon every soul to sample the many delights the mountains and valleys have to offer. Golfing at 2,700 m above the sea, water-skiing in the lakes and angling for prized rainbow trout, or simply drifting down the willow fringed alleys of lakes in shikaras and living in gorgeous houseboats are some of the most favoured ones.

Dal Lake- special attraction

Srinagar is located in the heart of the Kashmir valley at an altitude of 1,730 m above sea level, spread on both sides of the river Jhelum. The ***Dal*** and ***Nagin*** lakes enhance its picturesque setting, while the changing play of the seasons and the salubrious climate ensures that the city is equally attractive to visitors around the year.

Marketing Feature



For the health of Ayurveda

Kinfra, the Kerala government's arm for creating industrial infrastructure, sets up CARe-KERALAM for the renaissance of Ayurveda.

Kerala is finally waking up to the myriad possibilities of Ayurveda.

The State has long established itself as home to institutions offering reliable and authentic Ayurveda through centuries. But little did it do to make use of technology and research and development in its advancement. This was a weakness that held Ayurveda back from establishing its superiority over alternative systems of medicine across the globe.

This is in for a change. And leading the effort is Kerala Industrial Infrastructure Development Corporation (Kinfra). It has set up CARe-KERALAM (Confederation for Ayurvedic Renaissance-KERALAM,) a consortium with 53 Ayurvedic product manufactures with the help of the De partment of AYUSH, Government of India.

"The formation of CARe-KERALAM has its seeds in a study on Ayurvedic segment in 2003," said Mr S Ramnath, Managing Director, Kinfra. "The study revealed that of the total turnover of Rs 4000 crore by the Indian Ayurvedic industry as a whole, Kerala's contribution accounts to only Rs 200 crore." The State, known worldwide for its authentic practice of Ayurveda, has a lot of scope if it introduced modern management practices, and hence the project, Mr Ramnath said.

The main objectives of the project, being set up on a five-acre land at KINFRA Park, Koratty in Thrissur district, are:

- To upgrade the process technology of Ayurvedic drugs.
- To develop an R&D Centre.
- To promote exports.
- To develop a Centre for Excellence for Research.
- To establish a Kerala brand of Ayurvedic products.
- To train manufactures on the importance of safety, quality and efficacy in medicinal plants.
- To protect Ayurveda from adulteration and lowering of standards.
- To provide plantation facilities to farmers.

The first phase of the project, which includes facilities for raw material storage and quality control lab, is expected to go on stream by August this year, Dr K Anil Kumar, Chief Executive Officer, CARe-KERALAM, said.

CARe-KERALAM seeks to achieve these objectives with the help of a number of imaginatively conceived tools. They include:

Analytical lab: The analytical lab in CARe KERALAM

with all the state-of-the-art analytical testing, method development, and contract research will provide reliable, dependable, economical and timely analytical data for the companies. This will be a full-fledged laboratory, well equipped with some of the latest equipment.

Toxicology Study Centre: Lack of information on adverse drug reaction of the herbal preparations makes it difficult to compare their benefit-risk profile. It also comes in the way of integrating the traditional medicine with the modern medicine practices. This requires clinical validation by conducting controlled clinical trials. The Toxicity Study Centre will conduct studies on the side effects of herbal medicines considering the interaction with other herbs and modern drugs. The risk-benefit ratio of the herbal drugs will also be examined in the centre. For the purpose of conducting Toxicity studies, an 'Animal House' is also proposed in the park.

Process Validation Lab: Mainstream medical science has not yet accepted Ayurveda as a scientific method of treatment. The Process Validation Lab will provide laboratory facilities for R&D to small and medium enterprises, thus contributing to the growth of innovation and the continuous regeneration of the Ayurveda industry. These facilities would be oriented towards working in the areas of scaling up of activities of various processes developed through process validation in the proposed Analytical Lab.

Raw Material Store & Mini Lab: All the basic raw materials needed for the production of Ayurvedic drugs in the consortium will be procured and supplied by CARe Keralam so as to prevent the exploitation of small and medium scale manufactures by the middlemen. For this a raw material store with an area of 48420 sq.ft is being built in which around 500 items can be stored at a time. The Mini Lab will test quality of raw materials brought by the consortium.

IT & Marketing Infrastructure: The loss of many valuable documents, including manuscripts, have adversely affected the growth of Ayurveda. Plants used for long life and good health are eradicated. Many renowned families of specialised Vaidyas could not stand to run their traditions. The IT & Marketing Infrastructure will provide the database on the long and lively history of Ayurveda. It will introduce the origin, development, and application of traditional Indian Ayurveda and its role in the world history of medicine.

The Marketing infrastructure division will collect, preserve and exhibit the traditional medical heritage of India's Ayurveda in history and will introduce the origin, development, and application of traditional Indian Ayurveda and its role in the world history of medicine. The main objective behind setting up this IT & Marketing Infrastructure is to extend the public's knowledge of health by giving detailed information on herbs, formulas and ingredients of the total Ayurvedic health system.



Kinfra Managing Director S. Ramnath

Common Facility Center for Production & Packaging:

Currently India's share in the Ayurveda market is only 5 per cent and there exists immense scope for expanding its share in the world market from the present level of Rs 4000 crore. The Common Facility Centre will contain sophisticated equipment to carry out testing and certification, measurement, quality and safety certification and certain key processes, to produce high quality products to meet international standards for hygiene, product specification and quality.

"The project will be a milestone in the development of Ayurveda," says Mr Ramnath. "The project will bring scientific tools in every stage of medicine manufacturing: research and development, raw material collection, production, quality control, packaging, branding and marketing. This will help Ayurveda gain accessibility in more countries."

To grow medicinal herbs near Airport

CARe-KERALAM has an unusual partner in its efforts to ensure quality raw material for the Ayurveda industry: the Cochin International Airport Ltd (CIAL). The company which runs the country's first private airport will grow medicinal plants on the vacant land adjacent to the airport in association with CARe-KERALAM.

CIAL has already handed about 140 acres of land to CARe-KERALAM for the cultivation of medicinal plants which do not grow more than five feet in height. "The area will be cultivated in phases," said CARe-KERALAM CEO Dr K Anil Kumar. "About 45 acres will be taken up for cultivation in the first phase," he said.



The Kifra Film and Video Park at Thiruvanathapuram



Women at work at Apparel Park at Thiruvanathapuram



The Kinfra food processing park, Kakkanchery, Malappuram district.

Creating the base

Mandated to create infrastructure for Kerala's industrial development, Kinfra, for the last 17 years, has worked towards meeting its objective. The experiment was unique: to acquire land, mainly at relatively backward areas, create basic industrial infrastructure such as developed land/building, power, water, telecommunication and banking so that entrepreneurs would be spared of the initial bottlenecks. That Kinfra parks have single window clearance system for permits and licenses were an added attraction for investors.

Kinfra today run 20 parks with world class infrastructure facilities across Kerala. While some are theme parks such as the Film and Video Park at Thiruvanthapuram, textile in at Thiruvananthapuram and Kannur and food processing park at Kakkanchery, the others are multi-product parks. The parks host units operating in IT, manufacturing, services and healthcare. It has two ventures—the Seafood Park at Aroor in Alappuzha district and Rubber Park at Irapuram in Ernakulam district.

Kinfra has facilitated the entry of central Public sector units to Kerala in a big way. The manufacturing facility of BEML Limited, a PSU under the Defence Ministry, is fast coming up in the Palakkad park. The Railway wagon manufacturing unit is also coming on the Kinfra park in Palakkad.

"Kinfra seeks to build on the resources Kerala has on offer to entrepreneurs," said Mr Ramntah. "We have one of the best connectivity—be it air, sea, rail or road—among all Indian States. We have skilled manpower for any industry, which is unique to us. Our labour relations have so improved that the number of man-days lost is very less, and our record is better than most other States."

Kinfra is also the nodal agency of the Government of India for food processing industry in Kerala. It is also designated as the agency of the government of Kerala for the development of a green field airport in Kannur.

"With the commissioning of the Vallarpadam International Container Transshipment Terminal at Kochi this year, Kerala will be uniquely placed with respects to industries which have an import/export component," Mr Ramnath said. "We expect more entrepreneurs to make use of the unique facilities Kerala can offer. Kinfra is geared to welcome them and arrange infrastructure facilities so that Kerala realise its full potential."

kinfra
INSPIRING GROWTH

Kerala Industrial Infrastructure Development Corporation (Kinfra), TC 31/2312, Kinfra House, Sasthamangalam PO, Thiruvanathapuram 695 010, Kerala, India.
Tel: +91 471 2726585, Fax: +91 471 2724773, email: kinfra@vsnl.com www.kinfra.org

A Wealth of Wellness!





Participate in Arogya 2010

May 27 - 30, 2010

at Convention Centre
Chennai Trade Centre





DISPLAY PROFILE

• Siddha • Ayurveda • Homoeopathy • Yoga • Medicinal Plants • Naturopathy • Health Tourism • Unani • Health Fitness systems • Health and Medical Insurance • Herbal Medicines • Food supplements • Books & Periodicals • Medical Technology • Medical Electronics • Herbal Therapies • Hospital Equipment • Panchkarma

PARTICIPATION CHARGES

Shell Scheme	For Indian Participants	For Foreign Participants	Minimum Bookable Space
	Rs. 5,000/- per sq. mtr.	USD 170	09 sq. mtrs.

Service Tax @10.30% Extra

Book your space now

For further details, please contact :-

INDIA TRADE PROMOTION ORGANISATION
Pragati Bhawan, Pragati Maidan, New Delhi-110 001 (INDIA) **Tel.:** 91-11-2337 1326, 2337 1493
Fax : 91-11-2337 1869/1492 **Email :** ni@itpo-online.com **Website :** www.indiatradefair.com
Regional Manager, India Trade Promotion Organisation,
Raja Annamalai Building, II Floor, 72 Rukmani Lakshmipathi Salai, Egmore, Chennai - 600 008
Tel. : 28554655/28524655/9841082048 **Fax :** 28554740 **Email :** itpochn@md4.vsnl.net.in; itpochn@vsnl.net

INDIAN MEDICINE & HOMOEOPATHY DEPARTMENT
GOVERNMENT OF TAMILNADU

सत्यमेव जयते

DEPARTMENT OF AYUSH
MINISTRY OF HEALTH & FAMILY WELFARE
GOVERNMENT OF INDIA

Perfect10

Recapturing Light



Aswathy's life plunged into complete darkness when she met with an accident at the age of five. By following a strict six month-course of Ayurveda treatment at home, she regained the sight of her right eye. Thanks to Ayurveda and the physician who treated her, she goes to school now!

On March 20, 2005, five-year-old Aswathy was travelling with her parents, M Lenin and Rema, to their home at Kumbalam, Kochi, when a speeding lorry hit the auto rickshaw they were in. While others escaped with minor injuries, Aswathy was thrown out of the vehicle, and her skull was broken, forcing the brain out.

Aswathy was immediately admitted to a private hospital in Kochi. She was kept in ventilator for 26 days, and remained in the ICU for a month. After a two-month treatment, she was discharged in June 2005, but was not able to move her hands or legs. The parents later realised that the child had lost her sight of both the eyes too.

M Lenin, who works in a private firm in Kakkanad, used to visit our clinic occasionally. After the accident, he came to the clinic and told me about his daughter's painful life. "The treatment so far has been possible only because of the financial help from some relatives and friends. The option now is Ayurveda and we trust this science. I will be happy if my daughter could see... Please help us." The touching words of Lenin motivated me to take up the challenge.

Treatment

Bringing Aswathy to the clinic for treatment was next to impossible, so I went to her home. I observed her difficulty in moving hands and legs.

Aswathy's loss of vision was due to the damage to the optic

Aswathy was not able to move her hands or legs when she left the hospital. Her vision also was lost due to the damage to the optic nerves, which transmit visual information from the retina to the brain.

About the physician



Dr A Bhavadasan Nampoothiry graduated from Vaidyaratnam Ayurveda Oushadhasala, Thrissur. He has been practising in Vaidyaratnam's Kakkanad branch for the last 25 years.

As the patient was a child, rejuvenating medicines, which normally produce speedy responses in a child than adult, were prescribed. The doctor insisted that oil bath should be done every day, even if some medicines were missed.

What the parents said?

"We are elated in Aswathy's tremendous improvement. Even after the two-month treatment at a private hospital, she was not able to move her hands and legs. We tried to give her quality treatment even though we are poor. But, the result was depressing," recall Lenin and Rema.

"The hospital did not tell us about Aswathy's blindness while discharging her. When we reached home, I gave her a glass of water and she was searching for it. First I thought she was kidding. Then I gave her a biscuit. But she couldn't find that too. I was shocked..." says Lenin.

``Then we thought of trying Ayurveda. By God's grace, we got the guidance of Dr Bhavadasan Nampoothiry. We use this platform to express our gratitude to Dr Nampoothiry," the couple added.

The two remember that Dr Nampoothiry insisted on abhyangam (oil bath) every day, even if some medications were missed. ``We followed the doctor's instructions strictly and it paid off," they sum up.

Aswathy's parents followed the doctor's instructions strictly and it paid off.



From left ; Revathy, Rema, Lenin and Aswathy.

nerves, which transmit visual information from the retina to the brain. As the patient was a child, I decided to prescribe rejuvenating medicines, which normally produce speedy responses in a child than adult. Holding my faith in Ayurveda strongly that this science has the power to cure any ailment, I moved ahead.

Treatment at home was the only option before me in this condition and according to that I prescribed medications. Aimed at nourishing the optic nerves and rejuvenating the body, especially eyes, a combination of Aswagandharishtam, Saraswatharishtam and Dhanwantharam gulika was given in the first phase.

Then Sapthamritaloham, Triphala Choornam, Nasyam with Anuthailam, Tharpanam, Anjanam, Drakshadikashayam, Patoladi Ghritham and Mahakalyanka Ghritham, were given and the treatment continued for six months. Daily Abhyangam (oil bath) was also advised.



During the course of treatment I visited Aswathy's home only twice. Lenin and his wife gave medications at the right time, and she was making steady progress.

I was a little apprehensive about the treatment because the patient here was a child, and a small variation can cost a lot. By god's grace, however, all went well.

After six months, the result was amazing. Aswathy identified her parents with her right eye and was able to read letters slowly.

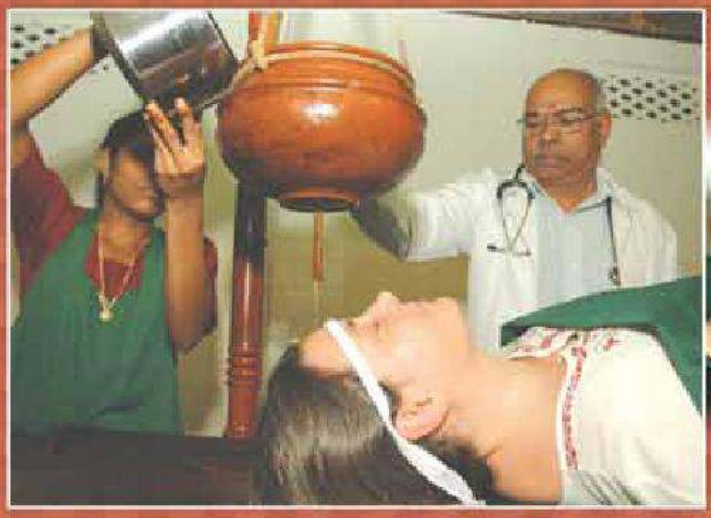
Aswathy has now regained 60% vision in her right eye. She is able to read newspaper, can write and walks slowly. She goes to school too.

Hearing about Aswathy, Ashtavaidyan E T Narayanan Mooss offered free treatment for her at Vaidyaratnam Nursing Home, Thrissur. And detailed treatment was done for the eyes.

Aswathy has now regained 60 per cent vision in her right eye. She is able to read newspaper, can write and walk slowly. She goes to school too.

However, physical disabilities still prevail in Aswathy. But she and her family are happy, as light is back in her eyes.

The writer is physician in Vaidyaratnam Kakkanad branch, Kochi, Kerala.





Shin Shiva Ayurvedic Resort

for effective treatment for chronic diseases

Shin Shiva is an Ayurvedic resort that embodies the very best of what the Indian system of medicine has to offer. Located at Chowara, close to the famed Kovalam beach and about 30 kilometers from Thiruvananthapuram airport, Shin Shiva is the epitome of peace and tranquility. The resort has all the facilities to make your stay relaxed, comfortable and rejuvenating. With every room overlooking the shimmering waters of the Arabian Sea, and nestled among lush green palms, Shin Shiva offers you a chance to unwind and have a holiday of a life-time, while simultaneously rejuvenating your body and mind through effective, efficient Ayurvedic treatments.

Shin Shiva is unique for its wooden bungalows and special Kerala-type independent bungalows with thatched roofs. All bungalows have wooden walls and marvelous wooden furniture to add to the deluxe facilities. While even the deluxe rooms have affordable rates, the resort also has economy class room.

Ayurveda

Shin Shiva concentrates on genuine, authentic and high standard Ayurveda and Panchakarma treatments under the guidance of Dr V Franklin, the pioneer in combining Ayurveda and health tourism in Kerala. The resort offers all types of Ayurveda and Panchakarma therapies. It has readied specialised treatment rooms that match international standards in quality and hygiene.

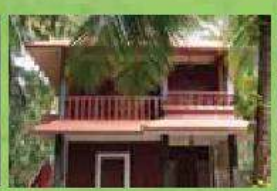
Treatments

Guided by Dr V Franklin, a veteran Ayurvedic practitioner, and assisted by qualified doctors and masseurs, Shin Shiva offers effective treatments for a whole host of ailments including arthritis, osteoarthritis, paralysis, rheumatism, joint stiffness, spondylosis, sports injuries, muscular atrophy, degeneration of bones, bronchial asthma, eosnophilia, nervous disorders, stress related ailments, mental tension, loss of appetite, sluggishness, insomnia, headaches, migraine, mental disorders, obesity, psoriasis, gastric complaints, uro-genital diseases, infertility, immune deficiency, hemiplegia, brain diseases, spleen problems, toxicity and skin diseases.

Apart from disease-specific treatments, Shin Siva also provides therapeutic packages for general rejuvenation, longevity, beauty care and slimming, and conducts yoga and meditation sessions as well.









Shinshiva Ayurvedic Resort, Chowara P.O, Thiruvananthapuram - 695 501, Kerala, India.
Tel: +91-0471-2267332 , 2266423, 2266331 Fax: +91-0471-2268164
Email: ayurveda@shinshivaresort.com, shinshiva@gmail.com www.shinshiva.org www.shinshivaresort.com

shinshiva
AYURVEDASHRAM

Authentic Ayurveda in awe-inspiring environs

Monsoon rejuvenation

Indulge your body

Monsoon is fast approaching. If you ever wanted to take to Ayurvedic rejuvenation, this is the time to plan it. Find here a primer to the experience that awaits you at your destination.

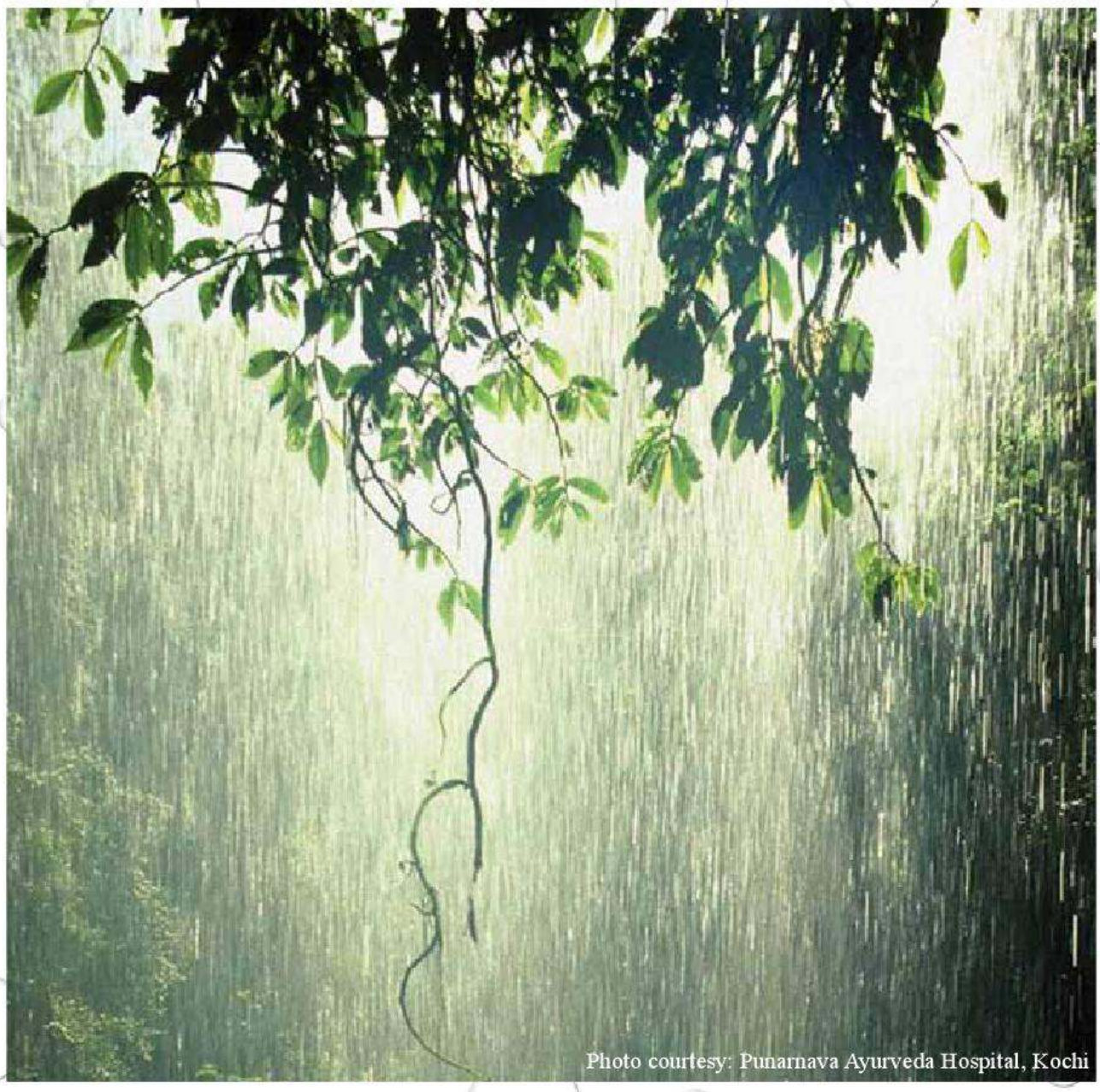


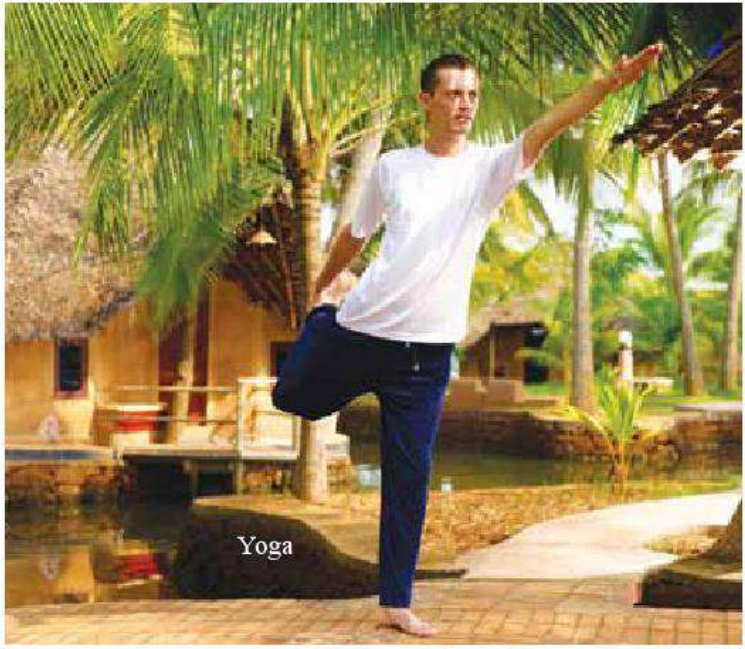
Photo courtesy: Punarnava Ayurveda Hospital, Kochi

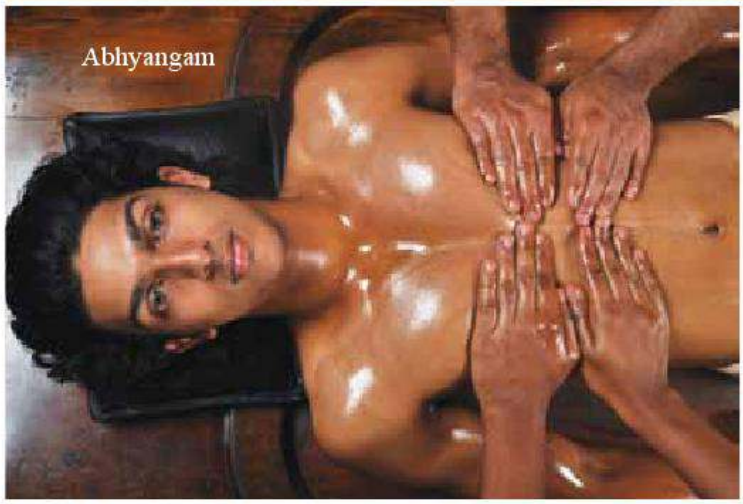
Human body resembles a machine in its functioning. Most of its parts function without a break to ensure that we go about doing our duties and live our life to the full. It is only prudent that we take care of our bodies well, ensuring that it is not fatigued due to wear and tear. And if there is any, the repair is done in time.

Ayurveda suggests that perfect health is a result of a balance among the tridoshas: Vata, Pitha and Kapha. When any of the three is vitiated, the balance gets upset. During monsoon, Vata, the most important of the thridoshas, is vitiated the most, and moves around disturbing the body metabolism. The other two also leave their own functional areas in this season. Hence monsoon is considered the best time to pacify them and restore the balance by eliminating impurities. In the process, the body enhances its immunity also.

Ayurveda, despite its unquestionable efficacy as a curative regimen, also advocates preservation of good health (Swasthya samrakshanam). It has stipulated daily regimen and seasonal regimen so that one retails health, improves immunity and diminish susceptibility to disease.

Monsoon is the time when one can take a break and attend to the body. Follow the healthy practices Ayurveda prescribes. Allow the age-old system to take care of


Yoga


Abhyangam


Kesa Dhoomam



you. It has scientific means to do a perfect job of it.

So how does life look life if you choose to submit yourself to Ayurveda during monsoon? How does a day's life go? It would definitely vary from person to person. However, there are certain general processes one undergoes.

The day could begin with brushing teeth with herbal powders (Dandadhavana) scraping the tongue (gihwa nirlekhana), instilling nasal drops of specific formulations (pratimarsa nasya), Kavalam and Gardoosam (gargling) followed by fumigation therapy for nose and throat (Dhoomapanam), fumigation therapy for ear (Karna dhoopanam) and instilling eye drops (Aschothanam).

Yoga comes next. It helps energise the body and to stabilise the mind. The art of breathing/pranayama brings in positive energy and reduces oxidative stress to the body. Oil bath, or abhyangam, which



involves massage after application of oil over the entire body and head for about 45 minutes, comes next. It is followed by a steam bath for 10-15 minutes. If there is no contra-indication, one is given a foot massage for 30 minutes to relieve the muscular aches and stress.

Bathing is a ritual from ancient times to guard personal hygiene. Water sanctified by cleansing herbs, powders of pulses instead of soap, and natural base organic shampoo, gets one back to perfect cleanliness.

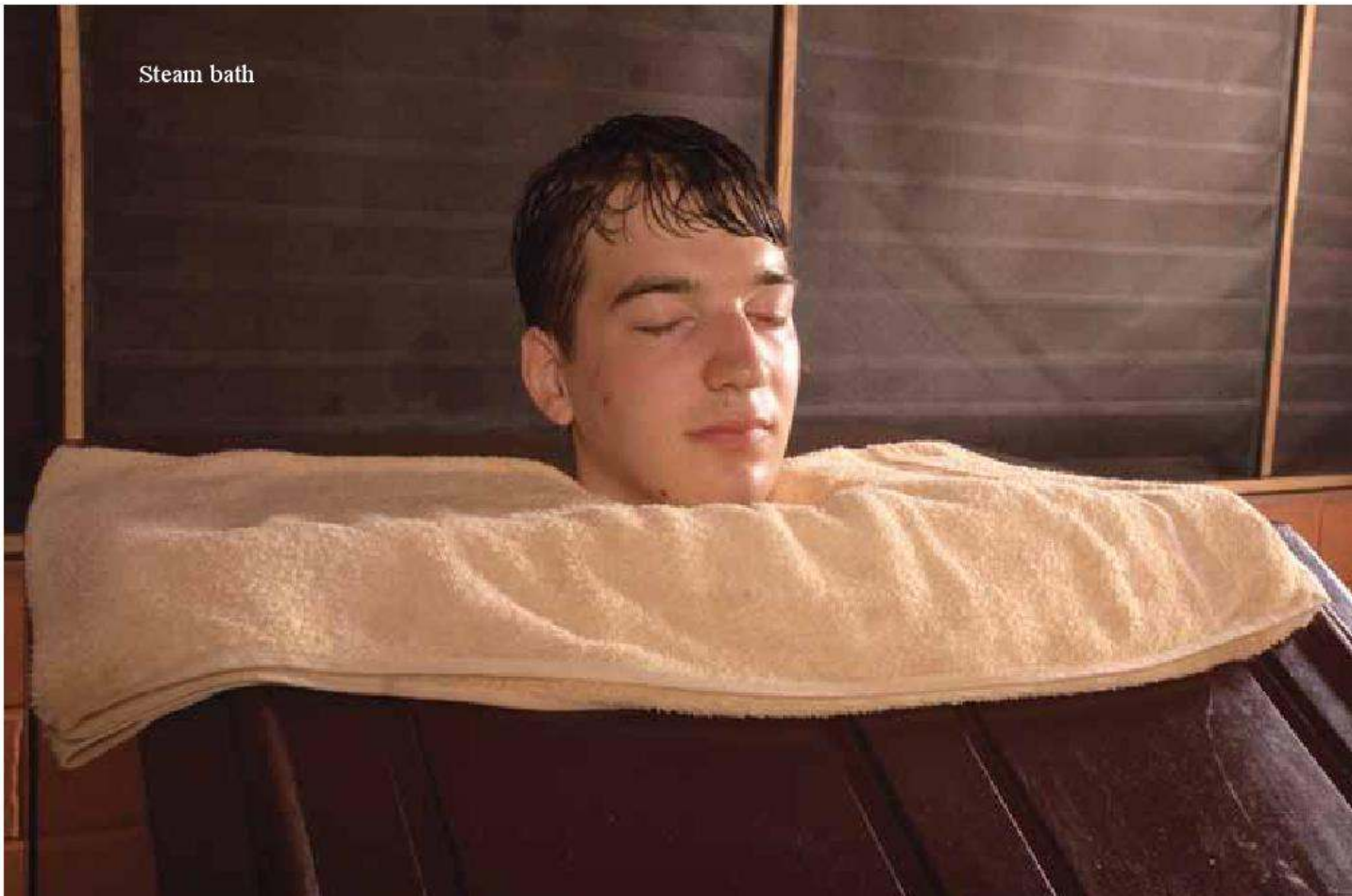
Fumigating of hair, or Kesha dhoopanam, not only gives fragrance to hair but relieves headache, sinusitis and infestations if any.

Diet or Ayurvedic "pathya ahara" as per classics is recommended according to the natural constitution and age of the person. Nutrient-rich food, which includes seasonal fruits, nuts and soups are advised.

The other usual procedures include: Fomentation or Elakizhi , using a bundle made of a piece of linen filled with finely chopped medicinal leaves warmed in medicated oil, is performed over the entire body by two therapists in different postures. Elakizhi helps


Khizi


Kativsthi

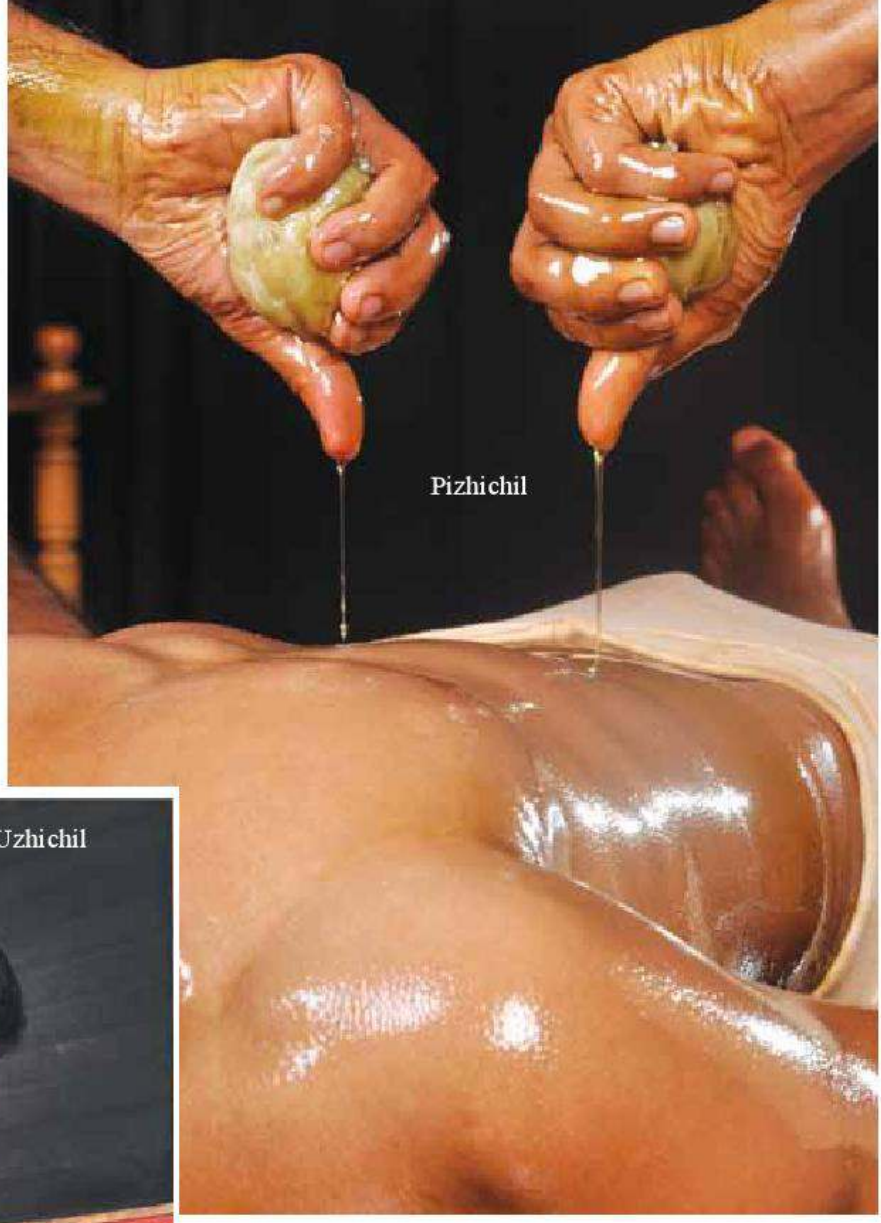

Steam bath

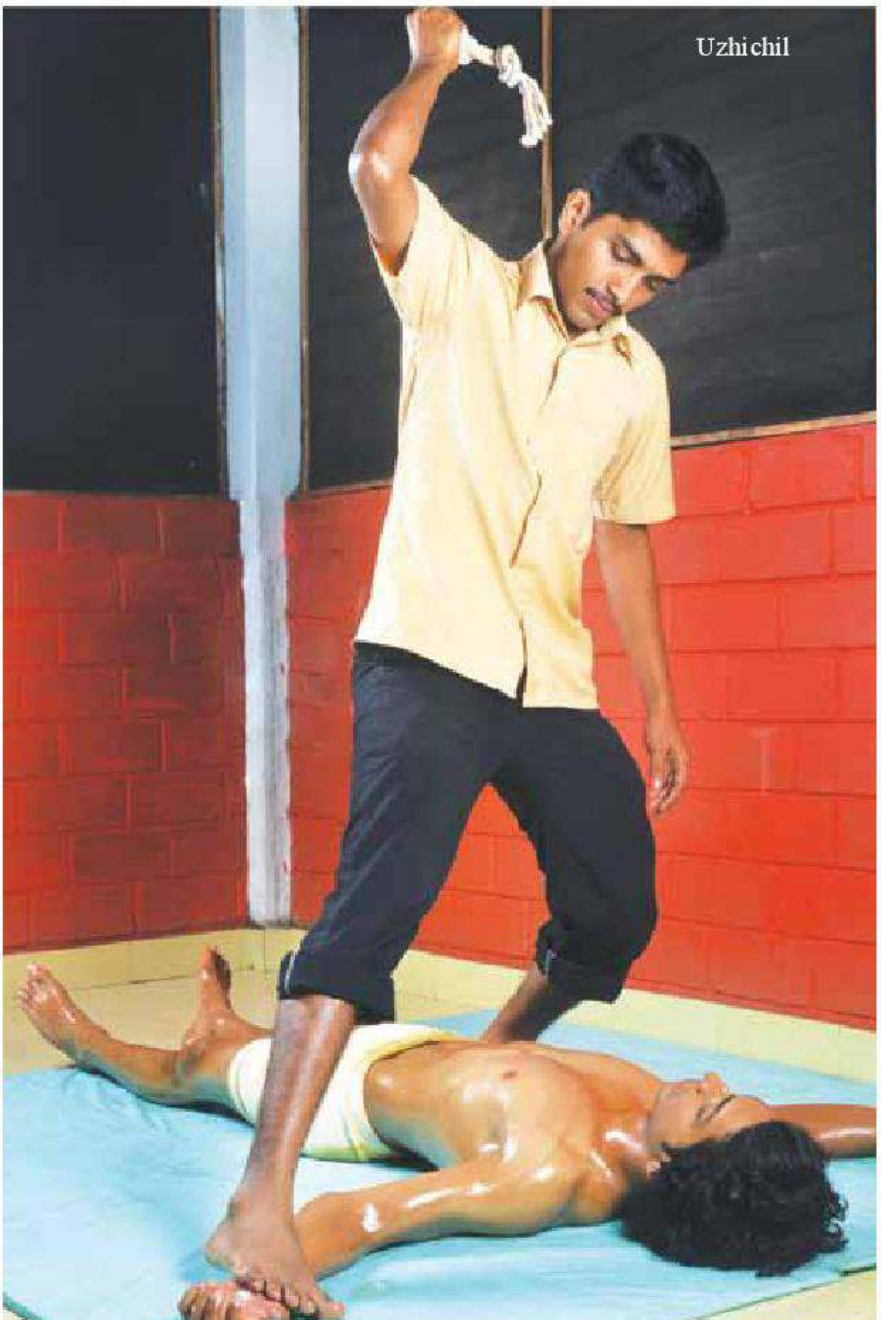
relieve muscle tension and wear and tear. It overhauls the musculo-skeletal system in order to perform efficiently.

Body scrub or Udwarthana, with dry herbal powders enhances exfoliation of the dead skin cells and improves peripheral blood circulation. It also assists in mobilisation and elimination of fat and keeps the body supple.

Sirodhara, in which medicated milk or butter milk is poured over the forehead, promotes rejuvenation and revitalisation and even works to diminish the effect of ageing. It also helps relieve stress.

Vasti, one important part of panchakama, cleanses the alimentary/digestive tract. It is


Pizhichil


Uzhichil

performed strictly after assessing the body constitution.

Most of these procedures are performed strictly under the supervision of a qualifies Ayurvedic physician. Every procedure has been designed after a careful study of the human body in its entirety, and hence their right administration can be done only by a qualified physician. Fly-by-night operators who offer massage in the name of Ayurveda will do only harm to the body.

So next monsoon, you could choose to indulge yourself by taking to a rejuvenation treatment. All that you have to ensure is that you go to an authentic centre.

Cut down to size



Dr S Unnikrishnan

For the first time in human history, more people on earth are suffering from too much food rather than lack of it. The resultant pitiable situation can be best explained by this formula: Delicious, dense calorie food+deskbound lifestyle=obesity.

Ayurvedic literature has given enormous importance to this condition by giving obesity the name Sthaulya or Medoroga. This condition has more to it than meets the eye in that it can result in many serious, and potentially deadly, health problems. Sthaulya represents a multifaceted association stuck between genetic, psychological, metabolic lifestyle and socio-economic and cultural factors.

It is one of the most distressing medical situations in present times, which has acquired the status of an epidemic, a widespread menace, cutting across borders and socio-economic strata. The risk of obesity in India is highest in the 20 per cent bracket of the populace that consumes 80 per cent of visible dietary fat. School surveys in Indian cities show that 30 per cent of adolescents from India's higher economic groups are overweight and a Sri Lankan study has shown that 14 per cent of urban schoolchildren are overweight, two thirds of whom are from families with high income. Obesity in American adult population has increased from 14.5 per cent (between 1976 and 1980) to 30.5 per cent (between 1999 and 2000). As many as 64 per cent of U.S adults above 20 years of age were overweight between the years 1999 and 2000. There is also statistics on the increasing occurrence of overweights in rural areas in the last 10 years.

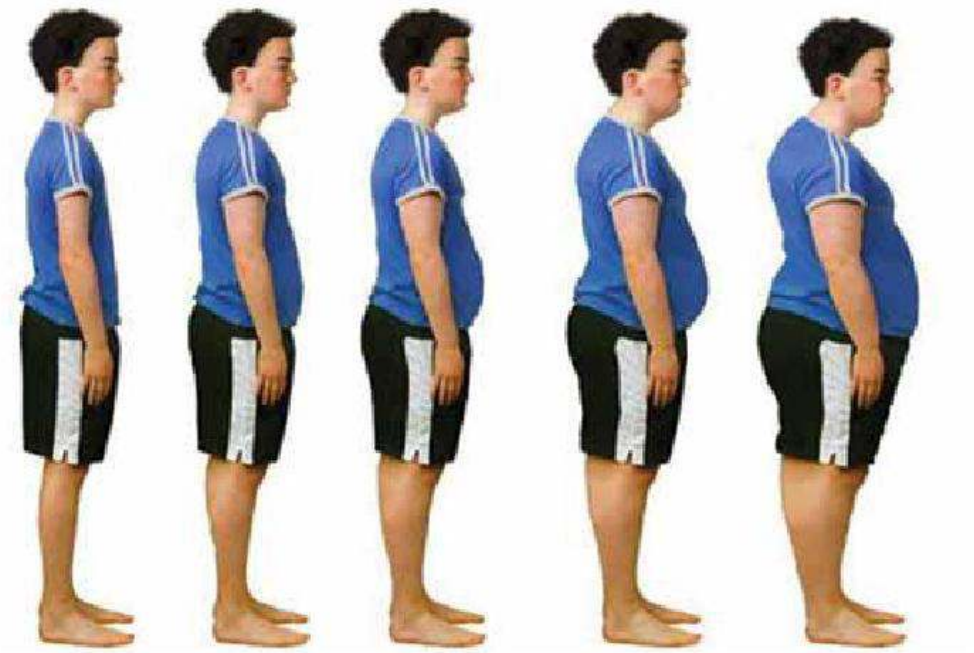
Obesity (sthaulya) is defined as the unusual and excessive accumulation of fat (medas) in the body. An obese individual characteristically presents himself/herself with protuberant tummy, bulky, shaking, buttocks and breasts. Obesity is basically a Santarpana janya vyadhi; meaning, it is a malady caused by excess ingestion of food stuff and less utilisation. Mainly, factors which increase Kapha dosha and Medo dhatu (fat) are accountable for the causation of illness. Intake of more and more sweet substances, junk food, heavy and oily items and physical inactivity lead to the morbidity of Kapha dosha and Medo dhatu.

According to Acharya Charaka, a person is called obese (ati sthoola) if that person has pendulous buttocks, belly and breasts due to excessive and abnormal increase of medas (fat) and mamsa (muscle).

As the properties of ingested food and Medo dhatu are akin, the ahara rasa (essence of food) in a straight line gets converted to Medo dhatu, leading to impaired biotransformation at the tissue level. Due to this, other bodily tissues will not be receiving adequate nourishment and the medas (fat) exhibits a precise affinity to get deposited in certain specific sites in the body like abdomen, buttocks and breasts. This type of formation of medas is not considered as a physiological process, as meda is abadha (not compact) in nature and excess in quantity. Presence of family history may hasten this pathological condition.

Ayurveda marshals the clinical indications of obesity meticulously: plumpy face, protuberant belly, bulky breasts, profound buttocks and large thighs. The patient will have augmented hunger and thirst. Exertional dyspnea and excess sweating with malodour are the usual signs. Generalised debility, laziness, reduced physical activity and less immunity may also be there. They will fall easy prey to infectious diseases, have trouble in sexual performance and fertility, and be more susceptible to vata vikara like cerebro-vascular and cardio-vascular disorders, arthritis and diabetes mellitus. Finally, impaired anabolic process and decreased life expectancy are the consequences of untreated Sthaulya roga. All this clinical picture is mainly attributed to the morbid medas (fat), which is involved in the pathogenesis of Sthaulya.

In modern medicine, obesity is defined as an abnormal growth of the adipose tissue due to either an enlargement of fat cell size (hypertrophic obesity), or an increase in the number of fat cells, (hyperplastic obesity), or a combination of both. "Overweight" is usually due to obesity. But it can arise from



other causes also such as abnormal muscle development or fluid retention.

According to the fat distribution pattern in the body, obesity is classified into android obesity and gynoid obesity. In android type, there is more fat distribution in the abdominal region. As there is more visceral fat in this type, it is potentially more dangerous. People with this type of obesity are more prone to develop problems like altered fat metabolism, fatty liver, cardio-vascular diseases, etc. In gynoid type of obesity fat is evenly distributed around the periphery of the body and it is less dangerous compared to android obesity.

Genetic factors and faulty eating habits, along with sedentary lifestyle are the major causative factors for obesity. Emotional disturbances like anxiety, depression, frustration, etc, also predispose people to obesity as they may eat more, more frequently.

Causes

Obesity may occur at any age. Nowadays, childhood obesity is more prevalent due to change in lifestyle. But, generally, the chances of getting obese increase with age. Obesity is more common in women and the state known as 'overweight' more prevalent among men.

Sedentary lifestyle, inactive or less active recreations like watching TV, video games, etc may act as contributory factors, along with genetic factors. Faulty eating habits play an important role in causing obesity. They include eating between meals, untimely food, improper selection/combination/composition and intake of food before the complete digestion of the food already taken.

Emotional disturbances like anxiety, depression, frustration, etc, predispose people to obesity as they may eat more, more frequently. Hormonal imbalances and alcoholism are also considered major etiological factors.

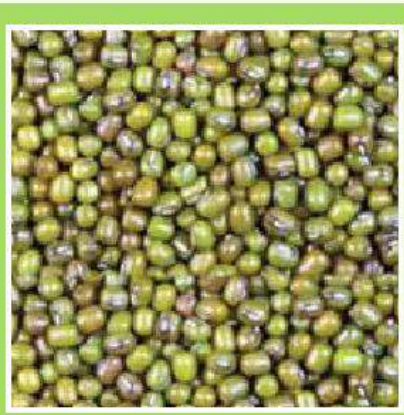
Management

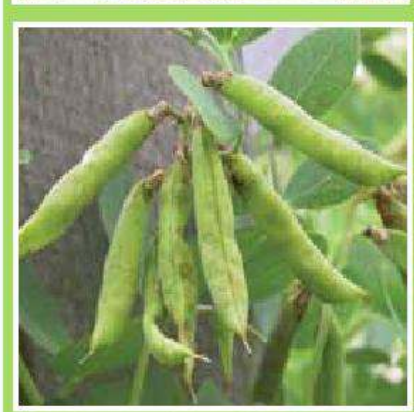
Ayurveda gives more importance to pathya (suitable diet & activities) than drug therapy. It is said that most of the diseases can be controlled or cured by observing pathya. A drug therapy without pathya has got minimum curative effect. In lifestyle diseases like obesity, following the prescribed pathya has got more importance than drug therapy. The general approach in the management of obesity should be kapha samana (pacifying kapha) vata samana (pacifying vata), medosamana (reducing fat), athyagni samana (alleviating the excessive digestive fire) and apatharpana (restricting nourishment). That these therapies are more or less contradictory to one or the other makes the treatment very difficult and complicated.

Generally, anything used in obesity should have the following actions viz. kapha samana, medohara,aama paachana (neutrilising toxic metabolites), athyagni samana, srothoshodhana (purifying the channels/clearing transport), virookshana (increasing rooksha guna) and chedana (removing fat from tissues/srotases). The diet should be predominant in katu, thikta and kashaya rasas. It is mentioned that the food substances used in obesity must be heavy to digest, but not nourishing in nature.

Grain such as barley, green gram, pigeon pea, horse gram









Grain such as barley, green gram, pigeon pea, horse gram and old bamboo rice are indicated against obesity. Intake of small quantity of sesame oil in empty stomach early in the morning also helps.

Ayurveda gives more importance to pathya (suitable diet & activities) than drug therapy. It is said that most of the diseases can be controlled or cured by observing pathya.

and old bamboo rice are indicated against obesity. Poppy of paddy, Trikatu, brinjal (fried without oil), cardamom, chingata fish (a small, less fatty fish variety), leafy greens and oils such as mustard oil and safflower oil are also indicated. Intake of small quantity of sesame oil in empty stomach early in the morning is also beneficial against obesity. Food prepared of barley and Shyaamaaka (a type of medicinal grass) or barley and broken wheat is recommended as the main diet.

Beverages such as honey, honey water, arista, khadira saara jala, asana saara jala, hot water, butter milk (rooksha takram-with fat removed), masthu (whey) and mandam (drained water after cooking rice) are highly useful. Taking water/beverages before meals and eating only after the food already taken has been digested completely also help.

Moderate exercise is better than heavy rigorous exercise to get rid of medas. Half an hour to one hour of walking per day and moderate physical activity, coupled with yoga practices, will be sufficient to burn excess fat.

Different types of fasting can be practised according to need. Better to observe fast for a day in a week.

Udvartana (powder massage done opposite to the direction of hair roots) is a very commonly done therapy in obesity. (sse story).

Sunbath is indicated for obese persons as it eliminates metabolic toxins, normalises agni (digestion & metabolism) and digests aama (toxic metabolites).

Ayurvedic purificatory therapies like vamana (medically-induced vomiting) and virechana (medically-induced purgation) can be performed periodically (it depends on suitability) if there is a tendency to become obese.

Engaging in activities increasing satwa guna and reducing tamoguna of mind helpsm obese persons as they give mental control and, thereby, reduce the tendency to indulge in worldly pleasures. Engaging in spiritual activities and practising satwik (less spicy, vegetarian) food also helps bring down excess fat.

Increased mental activities (positive and creative) will reduce the tendency to become obese. Sleeping in less comfortable bed (to reduce excess sleep), frequent sexual intercourse and keeping awake at night are the other useful practices helpful in controlling obesity.

Foods such as milk and milk products, maasha (black gram), fish, meat, sugars and jaggery are to be reduced. Avoid full stomach food and intake of a lot of water after food.

Internal drug therapy is supplementary to diet and activities. Drugs like Varanadi kwatha, Varadi kwatha, various preparations of Silajit and Guggulu are the commonly used drugs in the treatment of obesity.

The writer is Professor & Head, Dept. of Swasthavritta, Amrita School of Ayurveda, Kollam, Kerala

Moderate exercise is better than heavy rigorous exercise. Half an hour to one hour of walking per day and moderate physical activity, coupled with yoga practices, will be sufficient to burn excess fat.

Proper and judicious administration of medicines, various treatment modalities, diet and exercise form the line of management in Medoroga. Bringing back the digestive power to normalcy, reducing the excessively accumulated Kapha and Medas, clearing the obstruction of the channels, etc are some of the major aims of management. Ruksha udwarthana is one among the most important treatment modalities elaborated by all the classics of Ayurveda in managing Sthaulya.

Udwarthana, according to Ayurveda, is a *bahi parimarjana chikitsa,* meaning, a procedure done externally over the body. The line of treatment for any diseased provision will be basically acting in such a way that it will be able to break the pathogenesis involved in that particular situation. As far as obesity (sthaulya) is concerned, the anchor sheet of management definitely rests on mitigating the morbid Kapha and Medas (fat), which got deposited in the specific regions of the body like abdomen and buttocks. The constitution and properties of Kapha dosha and Medas are said to be the same. So the same line of management can be employed to negate the action of both the morbid factors.

Rukshana is the sole line of treatment, which can bring about all the desired and expected results in ailments caused by Kapha and Medas. Rukshana therapy brings out dryness and roughness in the body. It is able to manage the diseases causing morbid secretions in the body channels (abhishyandana). In obesity there is abnormal secretions and obstruction in various channels of the body.

Since this accumulation of abnormal medas is mainly taking place in between twak (skin) and mamsa (muscle), the treatment procedures which act as medo karshana (fat reducing) through skin will be highly beneficial.

Udwartana

The ayurveda way to cut down flab

Dr Shyam Prasad
Dr Anju P Ramachandran



Photo courtesy: Punarnava Ayurveda Hospital, Kochi

Touch is the basic human instinct. It can relax the body, calm the mind and encourage healing and wellbeing. This process of manipulation of skin and muscle is highly recommended by Ayurveda for routine practice and also to manage so many pathological conditions.

Basically, udwarthana is not a treatment procedure. It is described as a daily routine practice which has to be performed by every individual to maintain normal healthy living like Abhyangam (oil massage). The core meaning of the word udwarthana is "rubbing". It is a trouble-free course of action or treatment in which medicated powders of herbs are rubbed all over the body below the neck in a precise fashion. Here the direction of massage is opposite to the orientation of hair in the body

Udwartana is performed by rubbing powders of herbs all over the body below the neck in the direction opposite to the orientation of hair in the body (pratiloma).

Touch is the basic human instinct. It can relax the body, calm the mind and encourage healing and well-being. Ayurveda makes use of this process of manipulation of skin and muscle to manage so many pathological conditions, including obesity.

(pratiloma), ie, the track of manipulation is quite opposite to that of abhyanga (oil massage). Though Udvarthana is explained in the context of dinacharya (daily regimen), its therapeutic indications may also be found in various disorders like that of obesity.

Based on the drugs used for the procedure and final therapeutic effect, two types of udwarthana are elaborated in Ayurvedic literature, namely, Snigdha udwarthana and Ruksha udwarthana. In the Snigdha variety, unctuous substances like oils are used. If paste of herbs along with oils is used then the same procedure is known by the name Utsadana. Utsadana is employed mainly in the management of skin ailments. It is also used to enhance skin texture and lustre. In Ruksha type of udwarthana dry powders of herbs are used. It is known by the name Udgharshana also. The aim of this procedure is to reduce Kapha and Medas. As per classics, Udvarthana normalises morbid Kapha and liquefies Medas. It provides firmness to the body, improves blood circulation, facilitates removal of toxins from tissues, relieves physical and mental fatigue and improves the functioning of all systems of the body. Udvarthana helps open the obstructed pores in the skin, thereby facilitating the functioning of sweat glands (sweda vaha srotas), Sweda is considered as the mala of medo dhatu. The function of sweda (sweat) is to remove excess kleda (moisture) from the body. So when sweda vaha srotas (channel of sweat) functions normally, excess kleda produced by the accumulation of abnormal Medas will be removed. It opens circulatory channels and facilitates metabolic activity. Udwartana helps in the development of a healthy body, improves body figure, recuperates the body tissues and reduces body weight as well as fat.

Procedure

The drugs selected for the purpose depends on prakriti (constitution) and avastha (condition) of the patient, and illness. In general, kashaya rasa pradhana dravyas (astringent) are helpful for karshana (fat removing) purpose. Kulatha choorna, Kolakulathadi choorna and Yava chorna are some of the herbal combinations which have proved effective in reducing subcutaneous fat.

The patient is asked to come after having light diet and minimum, comfortable, clothes and is made to lie down on the massage table. Rubbing with powder is done all over the body below neck in the direction opposite to that of hair follicles. The procedure can be performed in supine, left lateral, prone and right lateral positions. The total duration of udwarthana varies from 30 minutes to 1 hour, for 7 days. After completion of the procedure, the patient is advised to take rest for about 15 minutes followed by hot water bath.

Therapeutic effects

- Eases morbid Kapha dosha
- Trims down the overload of Medas
- Advances compactness of the body
- Augments the complexion and lustre of skin
- Bring lightness to the body and enthusiasm to mind
- Reduces excessive sweating and resultant malodour.

Udwarthana consists of a range of massage techniques including deep tissue massage, effleurage, fanning, continuous circle strokes, kneading, friction and pressure strokes percussion. Practice and research have provided evidence that deep tissue massage can restore structural alignment. It works mainly on the body connective tissue, fascia, which wraps, binds and supports all internal structures. Deep tissue massage and strokes can influence fascia. Friction and stretching ease blocks that hamper the flow of energy and life force throughout the body. Effleurage improves circulation and recovers the condition of cardiovascular and lymphatic systems. In fanning there is a sequence of shorter movements, which is soothing.

Obesity is a complex pathological provision, which is always challenging for both the patient and the physician. Texts clearly specify that it is not easy to cure this situation. Still Ayurveda provides a lot of therapeutic measures like Udvarthana to minimize the overweight and obesity. With judicial organization of appropriate diet and lifestyle and strict followups with a Kayachikitsa, the physician will surely help the patient overcome the discomforts of obesity.

The writers are PhD scholars, Dept of Kaya Chikista, Institute of Post Graduate Teaching & Researching Ayurveda, Gujarat Ayurved University, Jam Nagar.

Udvarthana consists of a range of massage techniques including deep tissue massage, effleurage, fanning, continuous circle strokes, kneading, friction and pressure strokes percussion.



Kizhi, Ellakizhi (above) and Podikizhi are done to enhance the division and elimination of fatty cells accumulated in the body.

Treating obese patients

In case of obesity triggered due to hormonal imbalances and diseases occurred due to obesity, controlling the prime cause i.e. obesity is the key.

"Proper digestion is the ideal way to counter the menace of obesity, according to Ayurveda," says Dr Sajikumar, Managing Director, Dhathri Ayurveda Hospital, Kochi. "Digestion becomes normal when we perform physical actions such as exercises. Modern lifestyle has little space for such actions and hence the accumulation of fat in the body. And it is a serious trap."

Day-time sleep adds to the contributing factors of obesity as it vitiates Kapha. "Vitiated Kapha slows down the digestion process. Women, who are homemakers, are more prone to obesity as their physical activities are less," he said.

Treatment

Treating obesity patients is tough. "When we give medications to pacify pitha which governs digestive fire (agni), the patient will feel more hungry resulting in more intake of food. An extreme care is necessary for this type conditions," says Dr Sajikumar.

Ayurveda emphasizes that sweating and Udwarthana are the better options to control obesity as they are aimed at boosting blood circulation and divide fatty cells. Apart from maintaining the weight according to the height, drinking plenty of water is also important.

Sweating

Here Kizhi, Ellakizhi and Podikizhi etc are done to enhance the division and elimination of fatty cells accumulated in the body.

Diuretic medications such as Punarnavadi Kashayam and Punarnavasam, which have Boerhavia diffusa as the main ingredient, and Tribulus terrestris are given if the patient whose frequency of urine and stool is less.

After udwarthana, Podikizhi will be done to strengthen the skin of the patient.

Watch your food

Dr Darshna Pandya

Nowadays, obesity has become the most common disorder not only in affluent society but even in middle class also. Changes in the dietary habits, behavioral pattern and sedentary life are the most probable cause for this condition. Excess abdominal fat is another independent risk for disease. Being obese puts a person under greater risk for diabetes, heart disease, stroke, arthritis and some cancers.

Various survey studies have indicated towards the increased prevalence of obesity in middle and lower socioeconomic classes too. Bulk of the cheap meals and fatty foods with alcohol causes obesity in all kind of socioeconomic classes.

Dietary factors for Obesity:

- Over eating
- Excessive consumption of sweet or cold food
- Excessive consumption of unctuous, oily or sticky food
- All kind of food which increase Kapha in the body
- Usage of fresh grains –According to fresh grains increases watery contents in the body
- Usage of fresh alcoholic preparation
- Usage of domestic or Aquatic animal's meat
- Excessive use of meat.
- Excessive usage of milk and its preparations – especially cheese, punier, Ghee, curd etc. here buffalo milk is more harmful than cow / goat or camel milk.
- Excessive use of fresh Rice, wheat or black gram.
- Use of finest floor instead of coarse one.
- Excess water intake immediate before or after food.
- Having food before previous taken food is digested.
- Frequently having food frequently which is heavy to digest.

Activities – as causative factors of obesity

- Lack of physical exercise.
- Lack of sexual acts.
- Day sleep.
- To have sedentary life style in any respects.
- To have bath immediate after meal.
- To have sleep immediate after meal



Avoid day sleep as it slows down digestion process.



Limit usage of milk and its preparations – especially cheese, punier, Ghee, curd etc.

Psychological factors – as causes of obesity

- Uninterrupted cheerfulness
- Lack of anxiety
- Relaxation from tension

Miscellaneous:

- Administration of unctuous & Sweet contents' enema
- Oil Massage
- Heredity

Role of Alcohol:

Fresh alcohol has been described as causative factor of sthaulya . Different types of alcohol are described as etiological factors of sthaulya . Excess alcohol may cause extreme harm to the body.

Alcohol contains carbohydrate and provides some extra energy with each unit of drink. Apart from that wrong notion that nutritionally rich food is necessary to prevent side effects of alcohol inspires alcoholics to take high caloric diet, which promotes overeating and subsequently results obesity.

Diet for obese person:

Practicing appropriate diet, activities and code of conducts given in that particular condition along with the treatment of disease is one of the unique characteristics of Ayurveda science. Classical texts emphasize that success or failure of the treatment depends to a large extent on the practice of Do and Don'ts. The food articles, drugs and regiment which do not affect the body and mind adversely are regarded as Pathya and in the same way which adversely affects the body are considered as Apathya for that condition.

To follow Pathya is must to over come from the diseased condition. It is strongly told that "What is the need of the medicine, if the person is following the Pathya - Apathya rules and there is no effect of medicine for the one who is not following the Pathya Apathya rules. Keeping view the Pathological factors, the ancient Acharyas have listed numerous Pathya, Apathya for obesity. With that base one can plan does and don't in recent life style too. For better understanding, the Pathya- Apathya described by various Acharyas is given below

PATHYA

One year old grain is always better than newer one.

Grains and beans
Vegetables and fruits
Activities
Unpolished old rice.
Brinjal
Barley
Leafy vagitables
Green Bamboo
Roasted Great Millet
Cucumber
Green gram
Radish
Carrot
Pumpkin
Drum stick
Flour of roasted Millet
Honey
Honey and water
Black berry
Warm water
Mustard oil
Betel leaf
Sesame oil
Butter milk
Black pepper

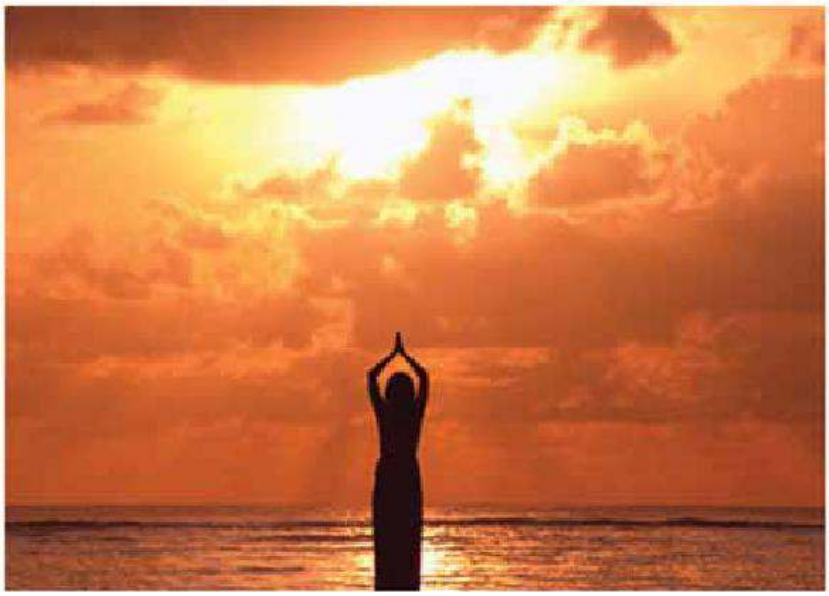
Acharyas have widely enumerated the simple food (laghu anna) and physical activity for obesity patients. They require more physical activity so that accumulated fat can be burnt. However while planning the treatment, it should be kept in mind that less calorie consumption and more calorie expenditure are Vata-provocative factors. Hence, diet and exercises are to be so designed that it should provoke Kapha along with Vata.

Exercises

The most common method for promoting caloric expenditure in obese is to practise regular exercise. Exercise in the morning is suggested for keeping metabolism higher all the day. Studies show that an exercise induced metabolic boost can last 24 hours or longer.

Ayurveda approach to exercises: According to Ayurveda regular exercises brings lightness in the body, enthusiasm to perform physical and mental work, improves digestive power, reduces fat, makes body constitution well musculature, and increases strength of the body.

One important thing is to notify here that in Ayurveda exercises



Do sun salutation, an ideal option to control Obesity. It increases strength, improves muscle tone and coordination.

means Yoga. Various kinds of exercises like walking, jogging, aerobic exercises, swimming, etc. increase blood circulation in periphery. While yoga is the exercises where extremities are not much used but tighten in some specific position and kept as such for as much as possible period of time; so blood flow goes towards internal organs and so vital organs capacity is also improved.

An important yoga which is beneficial for obese person is given under:

Sun salute:

Sun salute means worships to Lord Sun. it is having twelve postures, which has to be performed with breathing exercises. This is the Yoga by performing it, all joints and organs of the body is utilized and internal organs gets good massage through improved blood flow towards their.

According to Ayurveda texts, exercises should be actually performed up to consumption of half of the body energy. For individual the level may vary. The sign of the energy consumption is sweating on fore head and axilla and feeling of breathlessness.

The writer is Assistant Professor, I.P.G.T.&R.A, Gujarat Ayurved University, Jamnagar.

Dhāthri

Result Oriented Slimming Programmes at Dhathri abs

- Anti-dandruff & hair fall treatment
- Neck & back pain treatment
- Face, arm & breast firming
- Quick inch loss
- Weight loss
- Total figure correction
- Tummy trimming

abs specialities: Treatment programmes that combine innovative techniques and Ayurveda. Guidance of expert doctors. Customized programmes for both men and women.

Vacuum Therapy to cure obesity forever, only at Dhathri abs Clinic.

Dhāthri® abs CLINIC Ayurveda, Beauty & Slimming
An ISO 9001:2008 certified Clinic

For special offers and details, call:

Kochi: Near Ernakulam Medical Centre. Call: 94463 23072, 0484-4016655.
Kottayam: 1st Floor, Karimattom Plaza, Railway Station Road, Nagampadom. Call: 94460 46086, 0481-2560111.
Trivandrum: 4th Floor, Trans Tower, Vazhuthacaud. Call: 94479 29999, 0471-4016655.

Let the fire burn

If practiced with conscious breathing, yoga postures balance the sympathetic and parasympathetic nervous systems which govern the digestive system.

A P Jayadevan



The absolute unity of life in all its different forms of expression is the basis of the holistic view of health, disease and healing. And the ultimate aim of life is nothing but realising this state of oneness. According to those ancient seers of this holistic wisdom, our bodies, indeed our whole lives, are nothing other than a reflection of our spiritual situation. Each symptom or suffering, whether mental or physical, is an exact indication of the point we have reached in our life's journey. Sufferings teach us what we are lacking to become whole. Health means having the physical, intellectual, emotional and spiritual aspects of one's personality integrated into a seamless whole.

Food is the main source of energy for the human body and regulation of food intake forms the first practical step in creating health. One can eat to live or live to eat. Every one talks about eating the right food, but another important aspect that is generally ignored is the amount and quality of food that needs to be eaten. 'Let your food be your medicine; let your medicine be your food,' said Hippocrates, the

father of Greek medicine. Taittireeya Upanishad (2.2.1) says, 'food was verily born before all creatures; therefore it is called the medicine for all'. For those ancient sages, food was really a divine thing. This age old holistic approach towards food is almost lost in today's fast-food world.

Food provides happiness. When a mother feeds her baby, food is an expression of love and care. Sharing of food is of much importance in all social or religious functions. Recent studies proved that persons lacking love resort to eating as a substitute for love. Up to an extend food gives temporary relief from emotional problems. All these facts point towards the necessity of developing a proper attitude towards food. Rather than for its taste, food should be loved for the nourishment it provides. Bhagavad Geeta classifies food into satvika, rajasa and tamasa among which satvika food is the best.

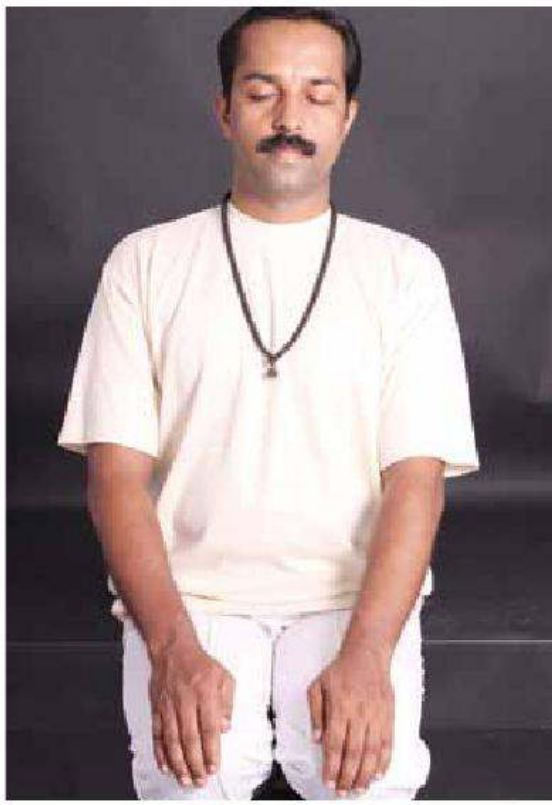
Obesity, which is the result of improper food habits, is becoming the single most cause for all ailments in modern times. It is simply defined as an excess of fat in body. Lack of exercise, fast food and stress altogether increase the number of obese people in society. Though we can hear many excuses from obese people like gland's problem, metabolism or inheritance, in most cases, the only problem is with the salivary glands, which work too well! Obese people are slower, more lethargic and inactive. Obesity leads to a number of problems like hypertension, diabetes, cardiovascular problems, arthritis etc.

The key to lose extra weight depends upon two factors- eating behavior and proper exercise. These two factors can be corrected with regular Yoga practice including Pranayama and Meditation. The postures which really enhance our vitality, stamina and beauty of the body are but the least part of yoga. When rightly understood, it is a process which elevates oneself into something nobler and more wholesome. Yoga is a way of life to develop a deeper awareness of one's own self, by virtue of which one can master the forces internal and external. It helps us to live a 'full' life.

The pressures in day to day life agitates mind and that disturbs the flow of prana through nadis which results in improper digestion and that is the starting point of diseases. So, with postures, breathing and meditation, one can fix all these problems. There are a wide variety of asanas, each one dictated with distinct stretches, counter stretches and resistance. Each pose results in an alignment of the skin, flesh and muscular structure of the body with the skeleton. If practiced with conscious breathing, the postures balance the sympathetic and parasympathetic nervous systems which are governing the automatic functioning of the internal organs, heart rate, blood pressure, respiration and digestive system.

Among various asanas, Vajrasana is having a special influence upon digestion. If you sit in this Asana for fifteen minutes immediately after food, the food will be digested well. Flatulence is removed. For doing this, sit on your knees on a blanket, placing your heels under your hips. Let the heels be opened but the toes should be joined and the feet are on the ground. Keep the spine straight, place palms on your knees while keeping arms straight. Have normal, full breathing. This pose will give relief to your tired legs. This is meditative posture and can be done at any time and is very good for improving digestion.

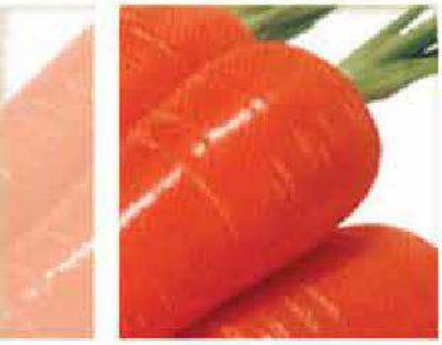
Another pose which improves digestive fire is Bhujangasana. For doing this lie on the floor face downwards. Stretch the legs with feet together, knees tight and the toes pointing. Place palms by the side of shoulders. With inhalation lift the body up from the trunk, look upwards. Tighten the thighs and

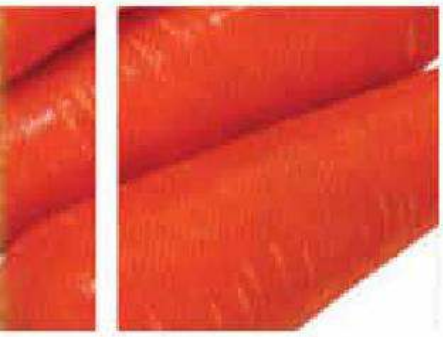


with normal breathing stay for 20 seconds. Exhale, bend elbows and come to rest. Repeat this for three times and relax. This pose improves agni and digestion, decreases gastric difficulties, gynecological problems, back pain; strengthens respiratory muscles; stimulates liver and spleen.

There are a number of asanas which can wonderfully help obese people. Forward bending, twisting and backward bending asanas help reduce the fat near abdomen, hips and other areas. Sun salutations are highly beneficial in fighting obesity. With that kriyas like shamkha-prakshalana and agnisara and bandhas like uddiyana and moolabandha are helpful. Pranayamas like kapala bhati and bhastrika can be practiced. The most important thing regarding this is that, all these practices should be done only with the help of an expert.

The writer is a Yoga trainer and research scholar at the Sree Sankaracharya Sanskrit University, Kalady, Kerala.







Food Court

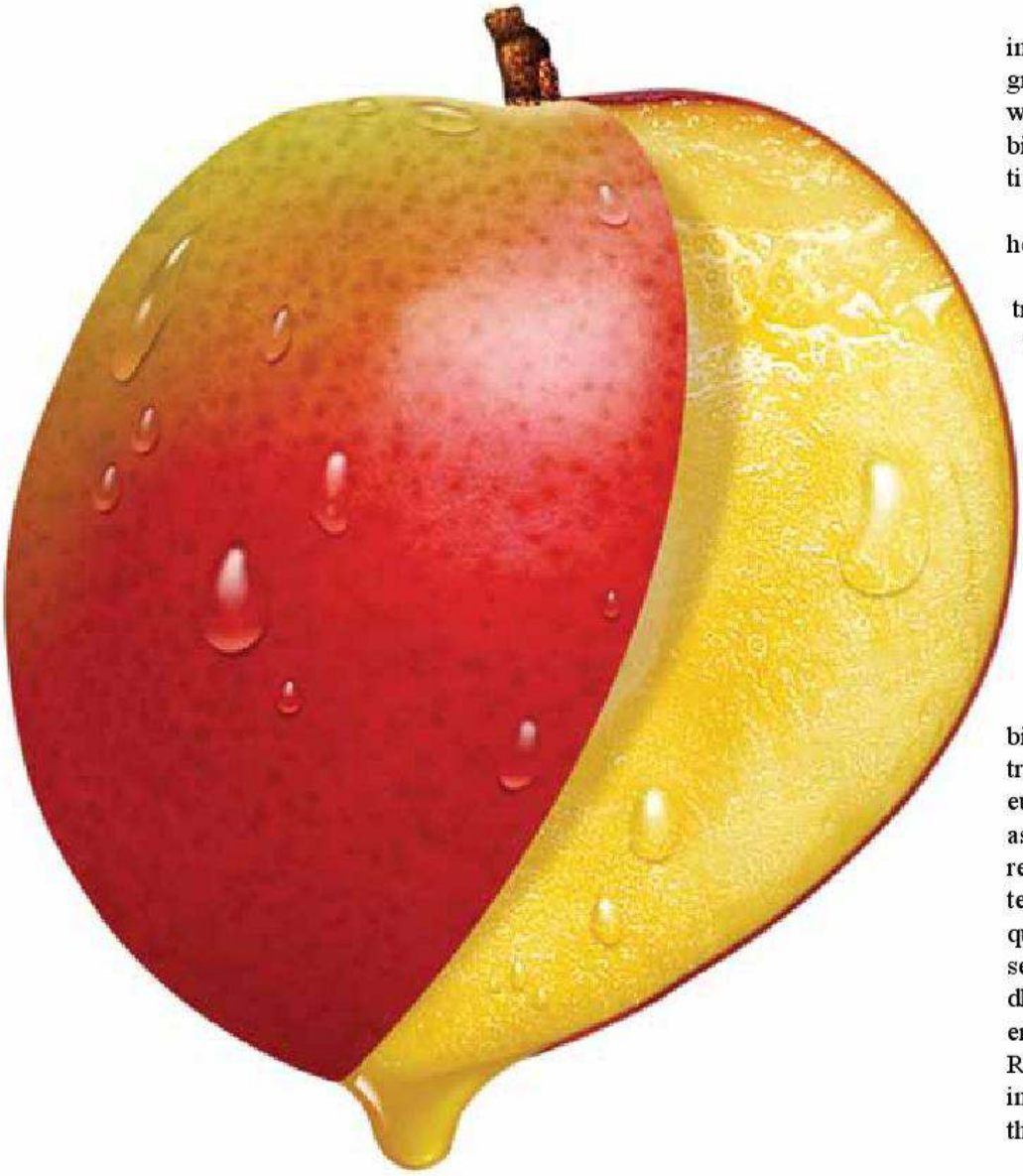




Mango

The King of Nutrients

Dr Savitha Suri



Mango, or Mangifera Indica, is a tropical and seasonal fruit. It belongs to the family Anacardiaceae, and is widely found in India and South-East Asia. Mango trees have deep roots and reach a height of 40 ft-120 ft. Young mango leaves are copper in colour and matured ones are deep green. The flowers are mostly male which supply pollens and a few are bisexual which help in the formation of fruits.

Ayurveda texts mention various herbal preparations using different parts of mango tree. These preparations are used to normalize a variety of health conditions. Mango bark, flower, leaves, and seed kennel are astringent and cause dryness of body tissues.

Ripe mango is sweet and it increases sliminess and mucous secretion. It also normalizes vata and pitha. It helps relieve constipation and normalize digestion. Consumption of ripe mango increases haemoglobin in blood and is very useful in treating anaemia. Ayurvedic texts eulogize the uses of ripe mango as an aphrodisiac. It is known to rejuvenate male reproductive system and increase the quality and quantity of semen. It also increases sexual energy (as it nourishes rakta dhatu) and stamina. Thus it helps in erectile dysfunction and low libido. Ripe mango strengthens the body, increases body bulk and increases the glow of skin.

High fibre content in mango

Seed kennel and tender leaves are useful in urinary tract infections.

The medicinal uses of different parts of mango tree, according to Ayurveda, are as follows:

"Aamra pushpam atisaarakaphapittaprahemanut Asrugdhraharam sheetam ruchikrud graahi vaatalam"

Mango flower reduces diarrhoea and normalizes kapha and pitha. As it has cooling properties, it controls dysfunctional uterine bleeding and rejuvenates taste buds.

Tarunam tu tadatyaamlam ruksham doshatrayaasrakrit

Young mangoes are very sour and vitiate all the three doshas.

Pakwam tu madhuram vrishyam snighdham | guru vataharam hridyam varnyam sheetampittalam|| Kashayaanurasam vahnishleshmashukravivardhanam



Ripe mango is sweet to taste and it increase the stamina of the body. It is an aphrodisiac and hence helps in erectile dysfunction and impotence. Ripe mango is heavy to digest and acts as a cardiac tonic. It increases digestion, glow of skin and quality and quantity of semen.

Bark and seed kennel are used in herbal preparations to reduce inflammation of uterus. Mango leaves reduce vomiting sensation.

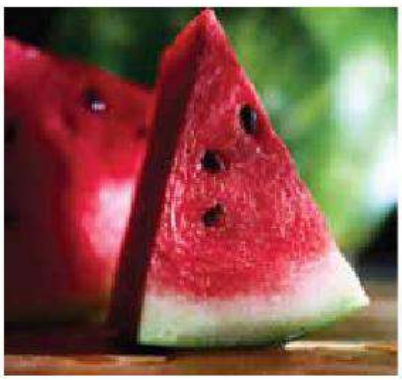
fruit helps to relieve constipation. This property helps to normalize doshas and expel body toxins. This fruit is a good source of a variety of minerals and vitamins which help increase sexual energy. Hence Ayurveda acharyas call this fruit "Vrishya", meaning `that which helps to correct erectile dysfunction

increase the quality and quantity of semen and act as aphrodisiac.

Natural vitamins of mango (Vit A, Vit C) help to relieve clogged pores of skin and increase its fairness and glow.

The writer is consultant physician, Ayur Help, Bangalore.

Home remedies for acidity



- Drink 2 glasses of water in empty stomach as soon as you wake up in morning.
- Regular consumption of amla or amalaki (Embelica officinalis) fruit helps to reduce acidity.
- Consume a glass of Kushmanda (Benincasa Hispida) or ashgourd juice in empty stomach. This cools body and reduces acidity.
- Regularly use buttermilk and cold milk.
- Avoid spicy, deep fried and junk foods.
- Consume fruits like watermelon, papaya and banana after food.
- Tender coconut water also helps to reduce acidity and normalize indigestion.







All are well who eat well



A diet plan as per Ayurveda principles can keep off diseases and build up a healthy body.

Dr M S Noushad

Health and happiness are the tantalizing dreams of all people. Most people, however, don't know the routes to realize those dreams and walk into the traps of diseases. A healthy daily regimen, especially the intake of right food, is the key to a healthy life minus diseases.

Ayurveda says that food is one of the three pillars of health (thrayopasthambha); the other two being sleep and controlled sex. Food has a significant role in pathya and apathya – (dos and don'ts) explained for all types of treatment since food alone can be a causative factor for diseases.

Maintaining the equilibrium of vata, pitha and kapha (tridoshas) is the key to wellness and their imbalance can lead to illness. A diet according to the body constitution will help counter the onset of disease at an early age.

Vata type

People with vata dosha should include in their daily diet foods that are liquid or unctuous to balance dryness. The three tastes that help balance vata are sweet, sour and salty. Minimize foods that are pungent, bitter, or astringent. Milk, citrus fruits, dried fruit or salted, toasted sunflower or pumpkin seeds make good snacks for these people.

Include more vegetables in diet. Carrots, asparagus, tender leafy greens, beets, sweet potatoes and summer squashes such as zucchini and lauki are the best.

Rice and wheat are the best grain for balancing vata. Basmati rice is ideal. Cook it with a little salt and ghee for added flavour. Reduce the amount of barley, corn, millet, buckwheat, and rye.

Take a hot or herbal tea with snacks in late afternoon. Avoid drinks with high caffeine as they aggravate vata.

Nuts are vata-pacifiers. Soak ten almonds overnight. Blanch and eat them early morning for a healthy burst of energy. Walnuts, hazelnuts and cashews are also good.

There are many food items that aggravate vata, such as Bengal gram, green peas, green gram and bitter gourd.

Pitha

The lifestyle recommendation for balancing pitha is to stay cool both physically and emotionally. For that, have cool foods. Sweet, bitter and astringent are the right tastes for this condition. Milk, sweet rice pudding, coconut and coconut juice, milkshakes made with ripe mangoes and almonds or dates are the best options.

Protect yourself from heat. Stay cool in warm weather by wearing loose cotton clothing. Wear a wide-brimmed hat and sunglasses to protect your eyes when you go out.

Include asparagus, tender and bitter greens, bitter gourd, carrots, fennel, peas, green beans, cauli-

Amalaki Rasayana helps nourish the body tissues, enhance digestion, promote skin and hair health and support natural physical and mental vitality.

Avoid incompatible food items

Incompatible food habit (Virudhaahara) can lead to skin problems, joint disorders and other circulatory ailments. Simultaneous use of milk and curd; milk and buttermilk; curd and fish; curd and meat; buttermilk and fish; milk and fish; buttermilk and meat, black gram and milk etc. are some of the examples.

flower, beets and sweet potatoes in your diet.

Drink lassi with lunch. It will help improve digestion and cool the body.

Kapha

The lifestyle recommendation here is to get moving. Physically, do some exercises daily. To improve mental power, learn a new skill, solve some puzzles or take a class.

Protect yourself from damp and cold. Drink lots of warm water infused with warming spices such as turmeric, dried ginger and black pepper.

Vegetable soups with beans and diced vegetables, and stews are good dishes for pacifying kapha dosha.

In vegetables try to include more carrots, asparagus, broccoli and cauliflower.

Honey is very good to pacify kapha. Take a tablespoon or two (not more) of raw honey every day. It will help release excess kapha. But do not cook with honey.

Favour lighter fruits such as apples, pears, pomegranates, cranberries, and apricots. And reduce heavier fruits such as bananas, avocados, pineapples, oranges, peaches, coconuts, melons, dates, and figs.

The writer is Deputy Manager, R & D wing, Nagarjuna Ayurvedic Group, Thodupuzha, Kerala.

Vata

Item	Eat more	Avoid
Vegetables	Warm, heavy, moist, sweet foods.	Cold, light, dry, pungent, bitter foods
	Asparagus, Carrot, Cucumber, Garlic, Green beans, Sweet potato.	Cabbage, Cauliflower, Mushrooms, Peas, Potatoes, Sprouts, Tomatoes.
Fruits	Bananas, Cherries, Grapes, Mangoes, Sweet melons, Sour oranges, Papaya, Pineapple, Plums	Apples, Cranberries, Pears, Pomegranates.
Nuts & Seeds	All nuts in moderation. Sesame, Pumpkin and Sunflower seeds.	Dry roasted or smoked nuts.
Oils	Most oils, especially Sesame.	Corn oil.

Pitha

Item	Eat more	Avoid
Vegetables	Cool, sweet and juicy foods	Avoid oily, hot, salty, and heavy foods such as fried food
	Asparagus, Broccoli, Cabbage, Cauliflower, Celery, Cucumber, Mushrooms in small amount, Peas, Sweet potatoes, Pumpkin, Green beans, Zucchini.	Avocado, Beets, Carrots, Chillies, Eggplant, Olives, Onion, Pickles, Radish, Spinach, Tomato, Turnip.
Fruits	Sweet fruits such as Apples, Apricots, Avocado, Berries, Dates, Figs, Grapes, Sweet Melons, Sweet Oranges, Plums, and Pomegranates.	Apricots, Berries, Cherries, Citrus Fruits, Cranberries, Papaya, Peaches, Pineapple, Plums. Avoid Coffee, Orange juice and Doughnuts.
Nuts & Seeds	Almonds (soaked and blanched), Sunflower seeds, and Pumpkin seeds.	Most nuts, Sesame seeds.
Oils	Ghee, Sunflower, Olive, Canola, Small amounts of sesame.	Almond, Corn, Sesame, Olive, Peanut.

Kapha

Item	Eat more	Avoid
Vegetables	Dry, light, spicy, heating foods.	Heavy, cold, sweet, sour, watery foods.
	Asparagus, Broccoli, Brussels, Sprouts, Cabbage, Carrots, Celery, Peas, Eggplant, Lettuce, Bell peppers, Radish, Spinach, Zucchini.	Avocado, Cauliflower, Corn, Cucumbers, Mushroom, Potatoes, Pumpkin, Parsnip.
Fruits	Apples, Apricots, Pears, Berries, Cherries, Peaches, Dried fruits, Papaya, Cranberries, Pomegranate.	Banana, Citrus, Dates, Coconut, Figs, Grapes, Mangoes, Melons, Pineapple, Plums, Rhubarb, Strawberries.
Nuts & Seeds	Sunflower and Pumpkin seeds.	All nuts, sesame seeds.
Oils	Corn, Sunflower, Mustard.	



Purifying herb

Ginger, a common herb, used as vegetable and medicine, has the potential to purify body by enhancing the digestive fire, controlling ailments such as allergies, asthma and arthritis.

Dr Reshmi Sarin

Dry ginger is katu (pungent) in taste, laghu (light) and snigdha (unctuous) in guna (property), ushna (hot) in potency and madhura (sweet) in vipaka (post-digestive transformation). It pacifies kapha and vata doshas.

Charaka Samhita, the well-known classical Ayurveda text, has classified it under dipaniya, improving the digestive fire, sitaprasamana, anticold, trptighna, anti-satiating, stanyasodhana, purifying breast milk, purisa sangrahaniya, gives form to faeces and arsoghna, anti haemorrhoidal groups.

Dry ginger is one of the three ingredients often used in the preparation of medicines by Ayurvedic practitioners. The mixture is called trikatu – meaning three pungent ingredients, viz. Sunti, maricha (pepper) and pippali (long pepper). The mixture of these, in equal parts, in powder form, works well when given with honey in rhinitis, rheumatic conditions, obesity and tumours.

It is used for abdominal pain, anorexia, heart diseases, oedema, indigestion, arthritis, atonic dyspepsia, chest congestion, chronic bronchitis, cold extremities, colic, colitis, common cold, cough, diarrhoea, difficulty in breathing, dropsy, fever, flatulence, disorders of gallbladder, hyperacidity, hypercholesterolemia, hyperglycemia, morning sickness, nausea, rheumatism, sore throat, throat ache, stomach ache and vomiting. Ginger forms an important constituent of many Ayurvedic formulations like Nagaradi kashayam, Ashta Vargam kashayam, Dadimashtaka choornam, Taleesapatradi choornam, Ar-

Rasnadi choornam mixed with ginger juice is applied on the forehead to relieve headache; even dry ginger paste with a little water can be applied on the forehead.

Ginger is contraindicated in cases of hyperacidity, during any form of hemorrhage (including menstruation), vertigo and chronic skin disease.

draka gulam, Soubhagya sunti and Ardrakasavam, to name a few.

Cultivation : Ginger, melons, cucumbers, turmeric, etc can be cultivated as an intercrop with other trees like gooseberry, drumsticks or even in coconut plantations. Ginger rhizomes are used for planting. Select best rhizomes free from pest and disease. The best time for planting ginger is during the first fortnight of April, after pre-monsoon showers. For irrigated ginger, the best-suited time for planting is middle of February (for vegetable ginger). Plant rhizome bits of 15 g weight in small pits at a spacing of 20 x 20 cm to 25 x 25 cm and at a depth of 4-5 cm with at least one viable healthy bud facing upwards.

Home remedies

Ginger (1 part) with jaggery (2 parts) and sesame seeds (4 parts) are to be finely ground together. The intake of this mixture reduces nausea, cough, and respiratory difficulties. It also improves taste perception and reduces kapha dosha.

Ginger juice can be given with honey for cough, with rock salt for constipation, with lemon juice for loss of appetite and with onion juice for diarrhoea.

Rasnadi choornam mixed with ginger juice is applied on the forehead to relieve headache; even dry ginger paste with a little water can be applied on the forehead .

Arrowroot powder, sugar candy and ginger (1 part each) with hareetaki (3 parts) (chebulic myrobalan), which is made into a fine powder, are good as diet for patients with haemorrhoids, especially for fissures in ano.

Curry leaves (6 parts), hareetaki (4 parts) and ginger (2 parts) are to be prepared as a decoction and given to patients suffering from intestinal colic, dysentery and associated fever. It is especially good for improving digestion.

Ginger powder with one-fourth-part rock salt, mixed with ghee, is good for gulma.

Curry leaves, rock salt and dry ginger ground and mixed with ghee, administered at night along with rice, relieves gulma.

Ginger with drumstick bark as decoction helps to relieve intestinal colic.



Latin Name – Zingiber officinale
Sanskrit name – Sunti (dry ginger), Ardraka (fresh ginger).
It is also called mahoushadham and viswabhesha, highlighting its enormous and widespread medicinal usage.
It is a slender perennial rhizomatous herb, grown all over India.

Research Updates

1. Ethanol extract of Zingiber officinale showed strong antibacterial activity against Escherichia coli which causes complicated urinary tract infections.
2. Gingerol has good activity against cisplatin-induced emesis possibly by inhibiting central or peripheral increase of substance P and NK(1) receptors.
3. A standardized multiplant Ayurvedic drug (RA- 11) (It is a combination of Withania somnifera, Boswellia serrata, Zingiber officinale, and Curcuma longa) is currently used to treat arthritis. A drug trial demonstrated the potential efficacy and safety of RA- 11 in the symptomatic treatment of OA knees after 32 weeks of therapy.

Guduchi (Giloy) 1 part, trikatu (long pepper, pepper, ginger) 1 part as powder or medicated jam, added with sugar candy or jaggery, is an excellent remedy for chronic rhinitis.

Puffed rice, bala (country mallow), vilwa (bael root), ginger and milk prepared as a decoction is good for oedema, abdominal bloating or discomfort during pregnancy.

Chemical composition:

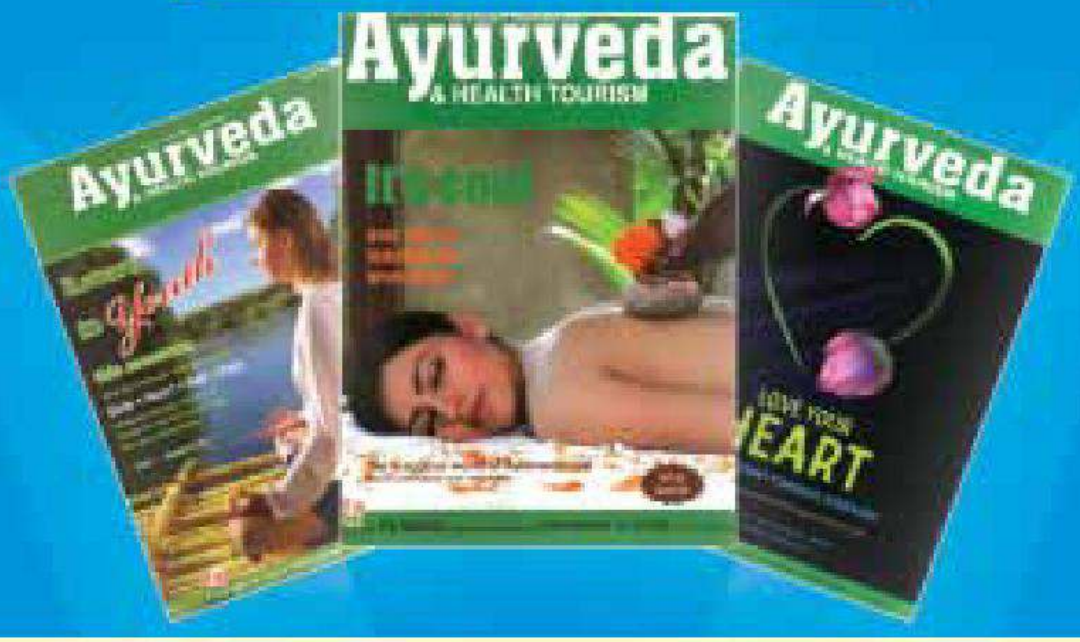
Capsaicin, Curcumin 6-shogaol; Galanolactone, 6-gingerol; Benzaldehyde; Borneol; Caffeic-acid; Camphor; Eugenol; Ferulic-acid; Gingerol; Myrcene; p-cymene; Quercetin, Myricetin; Salicylates; Vanillic-acid; Zingerone

Caution:

Because of its ushna (hot potency) and teekshna (sharp/penetrating) properties ginger is to be used with caution in summer and for skin manifestation especially vitiligo and bleeding disorders.

The writer is physician at The Arya Vaidya Pharmacy Chikitsalayam & Research Institute, Coimbatore.

Ayurveda
& HEALTH TOURISM



Group Publications



Malayalee
SANGAMAM

The largest circulated Malayalam newspaper in America

Published from New York & Chicago



Ayurveda

Die Ayurveda-Zeitschrift

German Edition

Online editions: malayaleesangamam.com | ayurvedamagazine.org | ayurvedicproducts-service.com

SUBSCRIPTION ENGLISH & GERMAN

Mr/Ms .....

Address .....

.....

.....

City ..... Pin Code .....

Country .....

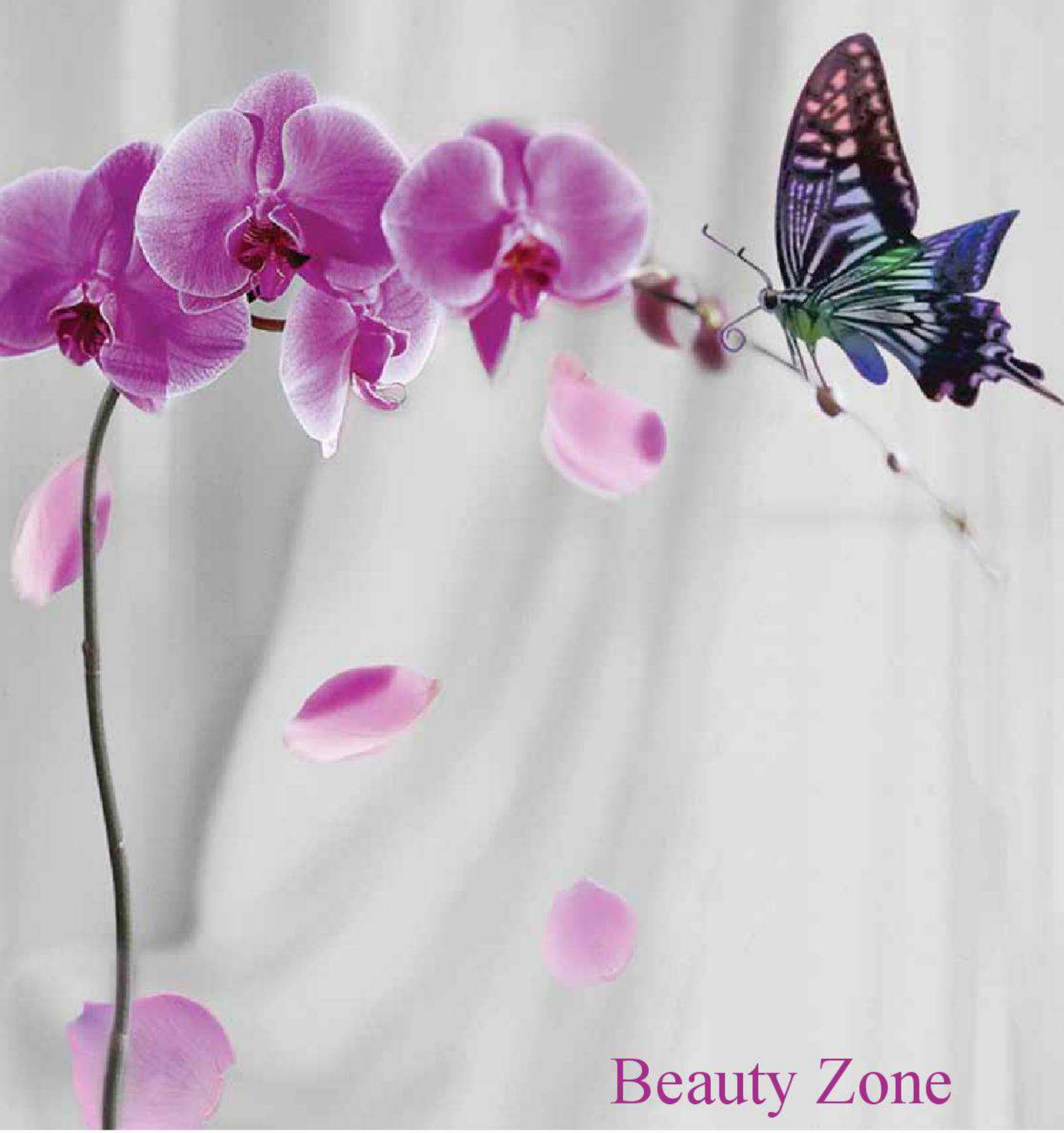
Email ..... Phone .....

Payment details : MO/DD No .....

Bank ..... date .....

Period	India	Overseas
One Year	Rs. 150/-	US$ 20/-
Three Years	Rs. 350/-	US$ 55/-
Five Years	Rs. 900/-	US$ 90/-

All payments to be made in favour of : M/S P M MEDIA TECHNOLOGIES PVT. LTD., 2 B, Ayisan Retreat, Prasanthi Nagar Road - 2, Manimala Road, Edappally, Kochi - 24, Kerala, India.
Tel/Fax : 91-484-2341715, 9387021112, E-mail : ayurvedamagazine@gmail.com, Web : www.ayurvedicproducts-service.com www.ayurvedamagazine.org



Beauty Zone

- Manjista : the beauty spot
- Smile away your teething problems



Manjista
the beauty spot

Dr R Radhika.

Sanskrit: Manjishtam, Harini, Rakta gauri.
English: Indian Maddar.

Manjista is considered to be one of the most valuable herbs in Ayurvedic fraternity and traditional physicians have largely used it since ancient times. Manjista, aka Rubia Cordifolia Linn, is grouped under Varnya drugs (drugs which promote complexion and luster) in Ayurveda classics. The plant is a deciduous climber with weak flexible stem. The stem of this plant is slender and four angled.

The flowers are small and will blossom during the period of June to August, followed by small (4-6 mm diameter) red to black berries. It commonly grows in hilly regions. Mainly, the root of that plant is used.

Chemical constituents

The roots contain gum, sugar,

Mahamanjisthadi kwatha is one of the popular preparations, used as a blood purifier and in treating various skin diseases.

colouring matter, common salt, yellow glucoside manjistin, xanthine, garancin and orange red alizarin.

Properties

It is bitter, astringent and sweet in taste, pungent in the post digestive effect and has hot potency. It pacifies all the three doshas. It is a potent blood purifier and anti diarrhea.

In beauty therapy:

As per Ayurveda classics, skin is the seat of vata, pitha dosha gives it colour and complexion (rakta dhatu is also responsible for colour and complexion), and kapha dosha maintains the moisture of the skin. When these three doshas are present in their normal form, the skin looks healthy and normal. The balanced state of these three doshas is the basis of normal skin. Normal skin is smooth and velvety to touch, and does not look puffy or shiny. The skin has a rosy colour because of the circulation of pure blood and it is well moisturised. The pores are fine and barely visible.

When these three doshas are in an imbalanced state, either due to the food we take or environmental factors, it would lead to various problems affecting the skin

When vata dosha increases, it leads to dry skin, meaning skin that is fine, delicate and dry with a tendency to scaling on the cheeks; the skin also lacks suppleness. Dry skin tends to age prematurely and is wrinkle-prone. Constant protection is needed.

When kapha dosha is on the rise, we have oily skin: coarse, thick and shiny skin. The sebaceous glands being overactive, the pores are clearly visible. Oily skin is prone to various blemishes and pimples and needs to be cleaned scrupulously. Kapha dosha leads to obstruction of pores, leading to occurrence of pimples, blackheads and whiteheads.

When pitha dosha and rakta dhatu increase, various skin problems like pustules, boils and discoloured patches on the skin arise.

Home remedies

- In acne vulgaris pimples (kapha predominant) of the skin, appliclation of manjista root powder along with haridra (curcuma longa), or only manjista as facepack, would help in the removal of the excess oily nature of the skin and also reduce the number of pimples. Intake of Triphala kashaya or Manjistadi kashaya would help.
- For vesicles (clear fluid-filled lesions up to 1cm), and pustules (small vesicles containing pus) which afflict the skin, intake of Manjistadi kashaya and applying Manjista root powder along with Manjistadhya arka will be useful.
- Rosacea condition is a chronic inflammatory facial dermatosis characterized by erythema and pustules. Manjista drug has a good effect when used internally as Manjistadi kashaya and as root powder used for application in powder form.
- For Oily Skin, Mix Manjista powder, Amalika, Haritaki together and make as a paste. Then apply over face and neck, wash with cold water after 15 minutes.
- Water boiled with manjista and prepared as kashaya taken internally purifies the blood and is useful in various skin conditions which occur due to unpurified blood.



Applying Manjista externally as a paste or with honey will heal inflammation and enhance the tone of the skin and smoothness.

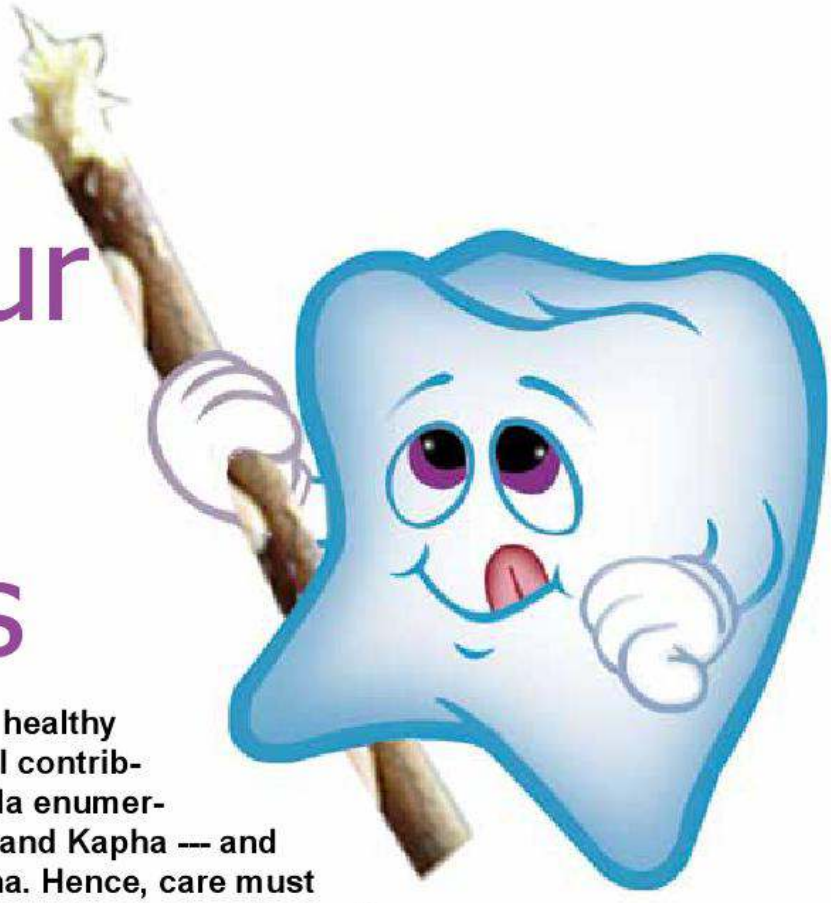
Properties

In Ayurveda, a plant's medicinal efficacy either to cure a disease, or in a healthy condition, or in beauty therapy,is assessed vis-à-vis its properties --- i.e, rasa (taste), guna (quality), virya (potency), vipaka (taste at the end of digestion) and karma (action). And the properties of manjista are given below:

1. Rasa – tikta (bitter), kashaya (astringent), madhura (sweet).
2. Guna – Guru (heavy) Ruksha (dry)
3. Virya – Ushna (hot)
4. Vipaka – Katu (pungent)
5. Karma – Kapha pitha samaka (pacifies kapha and pitha dosha), rakta sodhaka (purifies blood).

The writer is Research fellow, Institute of Ayurveda and Integrative Medicine, Foundation for Revitalisation of Local Health Traditions, Bangalore.

Smile away your teething problems



Clean and gleaming white teeth, healthy gums and agreeable breath --- all contribute to an inviting smile. Ayurveda enumerates three doshas --- Vata, Pitha and Kapha --- and mouth is the seat of kapha dosha. Hence, care must be taken not to vitiate kapha dosha. Problems with kapha dosha lead to several dental problems. There are many tips in Ayurveda to maintain healthy teeth.

Dr Rajesh C Nair

According to Dr Ramanathan, dentistry is part of Shalakyathanthra, one of the eight branches in Ayurveda, which deal with the study of the diseases of head and neck. It was explained along with the diseases of the oral cavity (mukharogas). The details of danthadhavanam (cleaning the teeth), jihwanirlekhanam (tongue-cleaning), etc are given as part of dinacharya, daily routine. .

Dentistry was a well-practised medical branch in many parts of India, including in many villages, decades ago. "Modern lifestyle quickly replaced natural ways to clean the teeth by producing toothpastes, plastic brushes and artificial dentures which make the mouth more disease-prone," he added.

Causes of Dental Problems

- Block with food particles
- Excessive tartar formation, bad breath, inflammation and ulceration of gums, bleeding from gums
- Toothache due to the following reasons: Dental cavities/decay, consumption of soft drinks, refined carbohydrates, and sugar. Use of excessively cold or hot foods/drinks, use of tobacco, khaini, gutka, betel. Smoking, prcking the teeth with toothpicks or other such modes to remove trapped food particles within tooth-gaps. Trauma, accident/fracture of jawbone, lack of dental hygiene/care.

General Dental Care

- Brush at least twice a day. Vitamin C prevents decay and loosening of teeth, dental caries, toothache, and bleeding of the gums. Strawberries, tomatoes and amalaki have rich vitamin C content; these can be directly applied on the teeth. Vitamin C helps in removing the plaque on the teeth and makes them whiter. Green vegetables, fruits like oranges, lemon, and grapes and pomegranates should be included in the diet, and drink a lot of water. It is vital to restrict one's sugar intake, and to make sure that the diet includes plenty of raw vegetables and whole-wheat bread.

- Use of til, cinnamon and clove oil helps to prevent toothache, sore throat and bad breath. Rinsing mouth with mint leaves or chewing parsley leaves can improve the quality of teeth. A clove of garlic with rock salt will relieve tooth ache . It will also make teeth strong and fit.
- A paste of the bark of bayberry prepared with vinegar helps in the strengthening of gums. Useful herbs for the whitening of teeth are babul, banyan, holy basil, margosa and neem. The twigs of these can be used. Mixture of salt with finely powdered rind of lime helps prevent yellowing of teeth.

Ayurveda suggests a wide range of herbal and dietary solutions to dental problems:

Herbs

Neem

Neem tree is a traditional contributor for white healthy teeth. Neem twigs are used as toothbrushes. Neem oils contain astringent and antiseptic properties to fight bad breath, kill microorganisms accumulated on the teeth and combat dental caries.

Turmeric

Besides flavouring food and purifying blood, turmeric helps maintain dental health; in Ayurveda, turmeric is, probably, most commonly used for dental care. Prepare a mixture using a quarter teaspoon of common salt and mustard oil and apply it on the affected tooth.

Modern lifestyle quickly replaced natural ways to clean the teeth by producing toothpastes, plastic brushes and artificial dentures which make the mouth more disease-prone.

Daily use of this mixture prevents dental caries, foul breath, bleeding from the gums, painful gums, and toothaches. Burn some turmeric sticks; make a fine powder and use it as toothpowder.

Clove

Another remedy for toothache is clove, which lessens pain. It also helps decrease infection due to its antibacterial properties. Clove oil, applied to a cavity in a decayed tooth, also reduces toothache. Use a paste of zinc oxide powder and clove oil to fill the cavity in the aching tooth; it also prevents food materials from accumulating in the cavity. Peel and crush a clove of fresh garlic and mix it with peanut butter. Apply it to the aching tooth and keep it there for some time.

Vitamin C prevents decay and loosening of the teeth, dental caries, toothache, and bleeding of the gums. Take Vitamin C-rich diet to fight toothache. Sugar from candy, cookies, soft drinks and desserts damage teeth and gums. Hence they should be avoided.

Dealing with Dental diseases:

Bad breath

- Dental hygiene should be maintained.
- Mix lemon with warm water and gargle. A tea made from fenugreek seeds must be taken frequently.
- Fresh guava is helpful in bad breath.

Yellow and filthy teeth

- Mix salt with finely powdered rind of lime. Use this as toothpowder.
- Take 50 gms of keekar wood, roasted alum 20 gms and namak lahori 10 gms. Grind them together. Rub this powder over your teeth with twigs of neem,
- Rub an orange peel on the teeth every night.

Dental decay

- Diet rich in calcium is recommended. Intake of dairy products will help.
- Mix 1 tsp of turmeric with ½ tsp of salt. Add mustard oil to make a paste. Rub on teeth and gums, Avoid sugar intake, include raw vegetables in diet.

Bleeding gums

- Cleaning teeth with twigs of neem, banyan, babul and holy basil stops bleeding.
- Massage gums with alum mixed mustard oil daily and rinse mouth with water mixed with alum.
- Chewing leaves of guava tree stops bleeding from gums.
- Have sufficient amounts of roughage, lemon, citrus fruits, and green vegetables.

Toothache

- Use of til, cinnamon and clove oil helps to prevent toothache.
- A clove of garlic with rock salt will relieve pain. Also, a pinch of pepper powder mixed with clove oil can abate toothache.
- A paste of the bark of bayberry prepared with vinegar, if applied on the affected tooth, will reduce the ache.
- Avoid consumption of soft drinks, refined carbohydrates, and sugar.





The writer is physician at Vaidyaratnam Oushadhalasala's Haripad branch.

Don't rack your brain



Dr Devidasan Vellodi

Dandruff is shedding of dead skin cells from the scalp at an excessive rate. It can be due to insufficient hair care. Dandruff is another kind of dermatitis (dry eczema) found on the scalp. Thin mica-like scaling (exfoliation) on scratching the head, with acute burning and itching sensation without discharge, is found. Dandruff scales appear dry, white or grayish.

Dandruff or Darunaka: Susrutha says: When the ground of hair becomes hard, itchy and rough with cracks it is known as 'darunaka'. The description is the same as for dandruff. It is caused by the aggravation of doshas (bio-energies) pitha and kapha.

Usually, dandruff is seasonal. During winter it will be more severe, and in summer less severe. Scaling can occur anywhere --- on the scalp, in the hair, on the eyebrows and can even spread to the neck and shoulders.

Mild dandruff can be caused by the over action of sebaceous glands (oil glands).

But in severe cases, the problem can be due to pityrosforum-ovle micro organisms or fungus malasezia. These organisms are present in everybody's scalp. Symptoms generally aggravate when we get exposed to dust, chemical-based shampoo and winter.

There is a misconception that dandruff is caused by the dryness of the hair. So dandruff is also called `dry scalp. Using shampoo to dry the hair will increase the problem. Dandruff will be present more in people having oily skin and hair.

Dandruff is a natural process. Scaling is part of our metabolic activities which we won't notice with our naked eyes. On an average, the scalp replaces itself every 28 days. If it happens every 11 days, the net result is obvious: dandruff. So it can't be eliminated; it can only be managed or controlled. When it is associated with seborrheic dermatitis, if not treated, it can lead to ailments like eczema. Excess scaling can be a symptom associated with psoriasis. Dandruff, if not treated, results in skin lesions, hair damage and even baldness.

Different types

Depending on the severity, symptoms and area of spreading, dandruff can be classified into three: common dandruff or pityriasis-capitis, seborrhea dermatitis and psoriatic dandruff.

Excess scaling can be a symptom associated with psoriasis. Dandruff, if not treated, results in skin lesions, hair damage and even baldness.

- Pityriasis-capitis: Also known as common dandruff. The very common dandruff with dry flakes falling from the scalp. Pityrosporum yeasts which are normal inhabitants in the skin are causing this problem. .
- Seborrheic Dermatitis: If the scalp is very greasy, oily, scaly, wheeling, yellow or mild red in colour, it is known as seborrheic dermatitis. It can be seen on scalp, face, forehead, eyebrows, eyelashes, eyelids and, rarely, even in the neck.
- Psoriasis: Itchy thicker scales, silvery scales, which can also occur in the knee and lower back. It is an auto immune disease of. kapha origin.

Treatment

Hair care is the main remedy for dandruff. Regular use of antifungal and antimicrobial medicated oils and shampoo will reduce dandruff. Always use clean combs and towels. . Don't share combs and bathing towels; it can spread the dandruff to other people.

In psoriatic dandruff cases, since it is an autoimmune disease, we need internal cleansing medicines, treatments like thakra dhara and panchakarma like 'vamama'. External medicated oils like `dismagna thailam' have to be used.

- Gel taken from the aloe vera leaves may be applied overnight and washed away next day morning.
- Daily head bath: Wash the scalp thoroughly and dry the hair.
- Keep your hair well-oiled
- Use special medicated hair oil for scalp massage like dhurdhorapatradi coconut oil or Pamanthaka thailam
- Use anti-dandruff shampoo or shampoo with shikakai (fruit of soap pod tree) or hibiscus leaves.
- Dandruff will increase with stress and anxiety; so practise pranayama and yoga.
- Boil neem leaves in water and use this water to rinse hair.
- Siro lepas (hair packs):
  Make a paste of leaves of neem (azadirachta indica) and apply it over the scalp for 2 hours for 7 days.(2) Make a paste of tusli leaves and amla powder mixed with water and apply it over the scalp for two hours daily for 7 days.
- Internal medicines: Punarnavasam 25ml twice daily after food.Triphala churnam- 5gm at bed time with warm water.

Home remedies

- Rub lemon juice mixed with cosmetic vinegar (1:2 ratio) into the scalp. Then gently massage the scalp. After 30mts wash the hair with egg shampoo.
- Boil 5 teaspoons of dried and used tealeaves in lime water. After applying antidandruff shampoo, use this lotion on the scalp for rinsing. It will also contribute to the shining of the hair.
- In severe cases, wash the hair daily with neem decoction for 14 days.

Diet

Avoid spicy and oily food

It is better to be vegetarian. While taking non-vegetarian food the symptoms are aggravated.

Add more vegetables and fruits. Fibrous food will regularize bowels.

Avoid strong tea, coffee, curd, ice creams and cooled and aerated drinks.

Use buttermilk. Drink at least two litres of water a day.

Herbal shampoo, which contains soap nuts, dried gooseberry and hibiscus leaves, is effective and safe.



Hibiscus leaves are natural airconditioner and anti-dandruff agent. It also helps in thickening, growing, and darkening the hair.
Collect the leaves of hibiscus, paste them and apply it on hair. Wash it after 1hour.

The writer is senior consultant physician, AVN Arodya Ayurvedic Clinic, Kochi.



Kerala Education and Culture Minister Mr M.A. Baby presents the first 'Ayurvedamudra' award, instituted by Puranic Development Society, Kerala, to Dr B G Gokullan, chief physician, Sudarshanam Netra Chikitsalayam, Thiruvalla.

Growth of Ayurveda in the West

Rosemarie Kellie

The West has always placed importance to empirical evidence based on experiments before acknowledging a branch of science. This is all the more so in case of medical science. This is the reason why Ayurveda, though it has a history of more than 5000 years, could not make much progress as a branch of medicine in the West.

However, the success of Ayurveda in bringing tremendous and enduring relief to thousands of people suffering from chronic ailments in countries like Germany has started changing this state of affairs.

For a long time Ayurveda's image was that of oil massage. Few people had known about its preventive aspects. Still lesser number of people ever head about its curative power. But the steady result Ayurveda has shown to people who took refuge to it is playing a big role in changing the image of Ayurveda. A lot more people now acknowledge Ayurveda as a holistic system which takes care of the complete persona: the body and the soul.

I have experienced that Ayurveda has been particularly effective in treating life style diseases. The fact that such diseases have a lot to do with the mental make up and attitudinal problems finds little mention in modern medicine. But Ayurveda's holistic approach helps it assess the condition correctly and come up with real solutions.

This would probably be the best reason why the West will receive Ayurveda in the future.

At the same time, all the stakeholders of Ayurveda need to make people understand that authentic Ayurveda is practiced only by a qualified physician. Little do people know that a person has to attend a medical college for four-and a half years and study subjects as varied as physiology, anatomy, gynecology, ENT, pediatrics, pharmacology etc before he/she takes up practice.

It is important to mention that Ayurveda neither wants to dissociate itself from other medicine, nor does it want to be seen as a universal remedy. Many Ayurvedic doctors work with instruments of mainstream medicine in order to make exact diagnosis.

Today x-rays, CTM, blood-pressure and blood analysis, as well as urine sample are in India part of everyday Ayurveda.

The writer is a German Ayurvedic consultant. Educated in Germany and India, she organises medical and Ayurveda travels to India. She can be contacted at rosi.kelle@rediffmail.com

ITB, a show of resilience

The 44th edition of ITB Berlin broke records despite the difficult overall economic situation with more than 11,000 exhibitors and 1,80,000 visitors from 187 countries visiting it. The tourism industry demonstrated resilience in tune with the global financial recovery and returned to ITB Berlin, according to reports. More than 45 per cent of the trade visitors came from abroad.

The highlight of this year's edition was the considerably higher number of participants from Asia.

ITB Berlin, held from March 10 to 14, was an international media event, with approximately 7,200 accredited journalists from 89 countries covering the fair. Ayurveda and Helath Tourism brought out a special ITB Berlin edition in English and German languages and distributed copies at the fest.

WAC to seek global role for Ayurveda



The fourth edition of World Ayurveda Congress, which has over the years emerged as a global forum for all stakeholders to network with each other and engage in intellectual exchange to strengthen the Ayurveda sector, will be held from December 9 to 13 in Bengaluru in Karnataka.

The mega event, which showcases Ayurveda's advances in relevant fields, also facilitates interaction between professionals and consumers, thus boosting Ayurveda commerce.

Started in 2001, the activities of WAC have paved the way for better organized pro-Ayurvedic movements the world over. It takes keen interest in trade improvement, acceptance of Ayurveda as a medical system, registration of Ayurvedic practitioners and popularisation of Ayurveda drugs in respective countries.

Having established itself as a vital platform for Ayurveda, the WAC has set itself the following goals for the future (2009–14).

- To facilitate acceptance and recognition for Ayurveda as a complete health system adoptable in all countries across the world
- To create appropriate platforms for 'scientific basing' of Ayurveda along with suitable infrastructure to popularize the outcomes
- To make Ayurveda an integral part of health-care management
- Within the larger objectives, the specific key achievables identified are as follows.
- To create interest groups in 30 countries including those in the European Union, Association of South-East Asian Nations, the United Arab Emirates, and North America
- To formulate international peer-review panels in basic and medical sciences for credible guidance and validation of research
- To initiate the creation of a network of medical institutions, laboratories, and universities across the world for aiding joint research and creating a database of management efficacy of Ayurveda.

www.dhathri.com

slim for sure

19 unique medicinal herbs

Devadaru	10 gm
Kurunthotti	10 gm
Chittaratha	10 gm
Mustard	10 gm
Chukku	10 gm
Jadamanchi	10 gm
Manchatti	3 gm
Irattimadhuram	3 gm
Kolarakku	10 gm
Gulgulu	10 gm
Mathalam	10 gm
Karinjeerakam	5 gm
Lemon	2 gm
Sesame	5 gm
Inthuppu	15 gm
Chathakuppa	5 gm
Karukappullu	10 gm
Castor oil	2 ml
Coconut oil	100 ml

Each 100 ml of Dhathri Real Slim Oil contains

RESULT WITHIN 1 MONTH

Dhathri Real Slim Oil is a unique ayurvedic preparation made from 19 essential medicinal herbs. It effectively removes excess fat from the body and tightens slack tissues and muscles. Dhathri Real Slim Oil reduces cellulite and wrinkles, making your skin smooth and supple. For safe and simple slimming without side effects, use Dhathri Real Slim Oil and be slim for sure.

Dhathri® Real Slim Oil
An Anti-cellulite Oil
Clinically tested & proven

NB: For external use only. Pregnant ladies may also apply Real Slim Oil on every part of their body except stomach.

Warrier's Hospital & Panchakarma Centre®
An ISO 9001:2008 Certified Company

Dhathri Ayurveda Pvt. Ltd., 33/1882A, Adappilly Road, Kochi-28. Ph: 0484 2803072/73, 4071199. E-mail: care@dhathri.com
For more details contact: Ph: 0484 2803072/73, 9446357075, 9747951876, 9446958356, 9995917715, 00971433391 91

AN AYURVEDIC SLIMMING SOLUTION

Giving Ayurveda a global flavour

Three-day Global Ayurveda Summit calls for standardisation, quality control for fast growth

From Our Correspondent

Nobody, probably, will have the guts to refute the efficacy of India's Ayurveda. But, paradoxically, when it comes to one's own disease and treatment, one prefers modern medicine to alternative systems.

One will take the 'calculated risk' of approaching an Ayurvedic physician only when he disappointedly realises that there is no cure for his ailment in other more 'convincing' systems of medicine.

Why this apartheid against such a noble and comprehensive science like Ayurveda? Foreign countries allow import of Ayurvedic medicines only if they are in use in their country of origin for 30 years continuously, or in the country into which it is exported for 15 continuous years. The reason is simple: they are doubtful of the medicines' quality. India being what it is, dominated in its thoughts and culture by its 5000-year old Vedic philosophy, has never gone out of its way to market its knowledge or assets. But it is high time the country at least let the whole world know that it has such a wonderful health science called Ayurveda. And we should also take extra pains to convince foreigners that though this science defies their



Mr C R Swaminathan, Chairman, CII Southern Region, speaks at the inaugural session of the Global Ayurveda Summit.

yardsticks of quality standards, still it has been, and it is still, taught and practised in so many regions the world over.

The three-day Global Ayurveda Summit in Kochi from March 24 to 26, organised by the Confederation of Indian Industry in cooperation with the Department of AYUSH and the Government of Kerala, highlighted the urgent need for practice standardisation, international academic exchange, global branding, integrating Ayurveda with health tourism and wooing large-scale private investment with the active support of information technology.

India alone needs 20,000 trained therapists annually, while the mushrooming Ayurvedic spas in the US, Germany, Russia, Singapore and Malaysia and West Asian countries are badly in need of trained hands.

"For the next few years, the industry's annual requirement of trained therapists would exceed 20,000 trained personnel. But, the problem is that we don't get quality hands. There's a huge gap between demand and supply", says Convenor, Health & Tourism Panel, CII, and managing director Dhathri Ayurveda Pvt Ltd, Dr. S Sajikumar.

Currently, the Indian herbal market size is estimated at Rs 7000 crore. Over Rs 3600-crore worth of herbal raw materials and medicines are exported from the country.

Ayurveda has a huge scope for further development as India's share in the global trade of medicinal plants is just about 2.5%, compared to China's share of 13%.

It is time the industry gave maximum thrust to Organisational Approach to showcase Ayurveda globally. "Ninety per cent of the international herbal medicine market is dominated by Japan and South Korea because they've the infrastructure and wherewithal to process the medicines with well-developed technologies", Dr Sajikumar pointed out.Among other factors, leveraging IT would also go a long



Mr Ramesh Vangal, chairman, KAPL, speaks at the session.

AYUSH to push for standardisation

In an important development, the Department of AYUSH, Government of India, has initiated a foolproof process for branding Ayurvedic products by roping in the services of Quality Council of India.

Joint secretary, Department of Ayush, B Anand, has said that the branding exercise will result in quality Ayurveda products meant for both export and domestic markets.

"This will give rise to two types of branding, premium and standard. Those who want to export their products can go in for 'premium', whereas products with 'standard' branding could be marketed in the domestic market," he said addressing the Global Ayurveda Congress.

Ayush has asked Quality Council of India to brand 35 products initially. The process of branding these products would get completed in a month or two.

The Ayush initiative is a big, bold and forward-looking step. Most delegates present at the summit were of the opinion that branding of Ayurveda, coupled with process standardisation and scientific validation alone would help in the internationalization of Ayurveda.

Interestingly, the Department of Ayush also mulls to bring in standardisation for Ayurveda hospitals through a National Accreditation Plan. "Ayurveda is not just about medicines. It also has a treatment arm with a proven track-record in the effective treatments of different ailments. But, Ayurveda, these days, unfortunately is known under the label of `massage'. Standardisation will not only authenticate the efficacy of Ayurveda treatment; it would also release it from the clutches of massage centre image", Dr. Sajikumar said. According to him, this alone would bring about a healthy integration of Ayurveda and Health Tourism.



Dignitaries at the expo.

way in achieving organisational approach in the Ayurveda industry.

There is vast potential for Ayurveda to be marketed globally. Kerala can be made the hub of international marketing, it was pointed out at the meet.

"We're evolving suitable policy frameworks to promote Ayurvedic education. The options being weighed include the promotion of Ayurvedic nursing in Kerala in a big way," Kerala Chief Minister V S Achuthanandan said, inaugurating the meet.

Interestingly, Ayush has set March 2011 as the benchmark date for completing the process of standardisation besides kick-starting a pilot project by engaging the services of a Germany- based agency to prepare a dossier on triphala. It has also entrusted the task of firming up the treatment protocol for a certain disorder to another international agency of repute.

Meanwhile, industry experts are of the opinion that much of the standardisation process would now depend on the outcome of this pilot project initiated by Ayush.

Standardisation, branding and claims validation have become unavoidable tools for Ayurveda industry which is eager to grab a major share of the global healthcare market. The global market for natural medicines is worth a whopping $120 billion, while India's export share of value-added products putting together Ayurveda, Sidha and Unani accounts for a meagre $100 million.

The main problem that the Ayurveda industry confronts is the regulation in European countries and United States. Laws there prohibit the import of traditional medicinal products which are not already in use there for 15 continuous years or 30 years of continuous use in the countries from where they get exported.

"Now that we've begun the process of standardisation, branding and claims validation, the delegates at the Summit hope that the European and US Governments would make some concessions to the existing law which is very stringent", Dr. Sajikumar said.

"Ayurveda has immense business potentials globally. There's still adequate room for a number of players to come in and participate. That's the main reason why we encourage largescale private investment," said director and head of CII, Kerala, R. Sathish. The cluster approach, according to him, would help the Ayurveda players in the SME segment in a variety of ways. "At present, it's an unorganised segment. The cluster approach will integrate them into the unfolding business opportunities of Ayurveda globally," he said.

"At present, there's no global recognition for Ayurveda. We can't put Ayurveda on the global business roadmap without addressing this issue. Hence, the strategies we've come up with stem from this core issue", said Sathish.

Accordingly, the Ayurveda fraternity, from now, will place greater thrust on Research & Development (R&D) activities with the involvement of scientists' community, government and major industry leaders. This eventually will result in the establishment of Collaborative Research Centres and state-of-the-art laboratories across the country.

Besides the thrust on R&D, there would also be concerted and coordinated efforts to bring about greater awareness on Ayurveda through academics. As part of this initiative, Department of Ayush is already in talks with different countries to include Ayurveda courses in their universities. Domestically, there would also be inter-governmental arrangements and agreements to facilitate greater academic exchange.

SOMATHEERAM
HEALTH GROUP

9 times awarded as
"THE BEST AYURVEDIC CENTRE"
by the State Tourism Department, Govt. of Kerala



- 21 Kms. from Trivandrum Int'l Airport
- Traditional and Antique bungalows
- Beautiful sea-view and direct beach access











SOMATHEERAM
AYURVEDIC HEALTH RESORT

www.somatheeram.org | info@somatheeram.org
Tel: +91-471-22 665-01 | Fax: 491-471-22 665-05
Chowara P.O. - South of Kovalam,
Thiruvananthapuram 695 501, Kerala, India

Overseas Promotional Office:

SOMATHEERAM GmbH

www.soma.heeram.org | europe@somatheeram.org
Tel: +49-2173-95 76 1. | Fax: +49-2173-95 76 12
Gartenweg 3, 40789 Monheim am Rhein
Germany

The Ayurveda People

Arya Vaidya Sala, Kottakkal

Dr P K Warrier, managing trustee of Kottakkal Arya Vaidya Sala, and Ashtavaidyan E T Narayanan Mooss, managing director of Vaidyaratnam Oushadhasala, who have been conferred 'Padmabhushan', for their precious contributions to Ayurveda, were felicitated by the Ayurvedic Medicine Manufacturers Organization of India (AMMOI) at a function in Thrissur, Kerala. State Minister for Health P K Sreemathi spoke. Ashtavaidyan Vaidhyamadham Cheriya Narayanan Nampoothiri delivered the blessing speech. Dr S K Sharma, advisor, AYUSH, delivered the keynote address while Therambil Ramakrishnan, MLA, presided over the meeting.

Updating Panchakarma



Dr G S Lavekar speaking at the occasion.

An international seminar on Panchakarma - Panchakarma Global Summit- 2010, was held at Thrissur, Kerala, on 5th and 6th February, 2010, to discuss the need of updating Panchakarma therapy to meet global standards by incorporating advanced technologies in Panchakarma, standardization of Panchakarma therapies and strengthening of research activities related to it.

Dr G S Lavekar, Director- General, Central Council for Research in Ayurveda and Siddha (CCRAS) said the paradigm shift towards integrated medicine along with emergency medicine, is going to be the medical care of future and Ayurveda has significant role to play.

Triphala Choornam

Recent clinical research study on an Ayurvedic formulation Triphala Choornam conducted by Dr Nibin John, Medical Officer, Ayurveda-Gram Vydehi, proved effective in treating oral mucosistis that occurs in the mouth of cancer patients.

The formulation was used is an oral rinsing solution with water and honey. It proved to be effective in treating oral mucosistis (inflammation and ulceration that occurs in the mouth of cancer patients undergoing chemo or radiation therapy.

US Students visit Punarnava

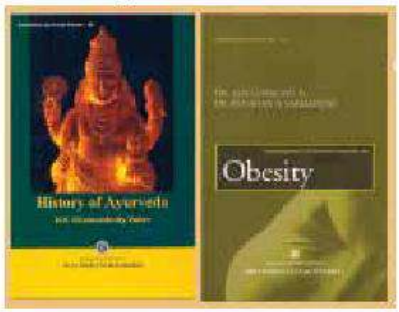


A group of students from USA visited Punarnava Ayurveda Hospital Pvt. Ltd. as part of CAAP (Continuing Ayurveda Awareness Program), an initiative by Punarnava Ayurveda Hospital. Students, doing graduation and post-graduation in the University of Maryland in USA, with their professor Dr. Donna Howard from USA, came to Punarnava on 15th January, 2010. Dr A M Anvar, chairman and managing director of Punarnava Ayurveda Hopsital, said: "They were introduced to the basic principles of Ayurveda and ayurvedic treatments."

Vaidyaratnam plans it big

Thrissur-based Vaidyaratnam Oushadhasala is in talks with major players to set up in-patient treatment facilities in Bangalore, Mumbai and Delhi in the next five years. "The new block of nursing home along with the Ayurveda Medical College at Thaikkattussery, near Thrissur, will be opened soon," E T Neelakandhan Mooss, managing director, said. The company is is also planning to open 1,000 franchisee outlets across the country during the next three years. To enhance its overseas business, the company would open franchisees in UAE, Bahrain, Korea, Spain and UK.

Worthy books



Arya Vaidya Sala, Kottakkal has published books which are a compilation of seminar papers and award-winning essays at the annual seminar the organisation conducts to commemorate Founders Day. The topics range from tridosha concept, panchakarma treatment and snehana and swedana treatment procedures to, different branches of Ashtanga Hridaya. And books exclusively on life style and chronic diseases such as AIDS, eye diseases, diabetes, rheumatoid arthritis, infertility, fistula, psoriasis, cancer, Alzheimer's, mental disorders etc are also available. And the price ranges from Rs 62-90. Eminent physicians like Vaidyabhooshanam K Raghavan Thirumulpad, Dr P K Mohanlal, Dr K Rajagopalan, Dr G S Raju and Dr K Sundaran have presented their papers. The books can be had from branch offices and head office of Arya Vaidya Sala, Kottakkal. They are also available in Prabhus Books, Thiruvananthapuram.

Emerging Horizon into Transcent style

Introducing

THE MAHARAJA CLUB

Business Through Family Recreation

OUR PRE LAUNCH MEMBERSHIP OFFERS TO INDIVIDUALS & CORPORATES

Comforts at Glance

Professional's Corner
Business Launge
Career Guidance
Digital Library
Literary Forums
Billiards & Cards
Shuttle Badminton
Kids Gaming
Swimming Pool
Refreshments
Alternate Therapy

Membership Extras

1. Rs. 25000/- Credit facilities through Bank
2. Transferable Memberships
3. Access to National & International Business Clubs
4. Priority and Discounts with Major Hotels and Airline ticketing

Opening Shortly

Pre Launch Offer*

1st Prize; Hyundai i20, 2nd Prize; Maruti Alto,
3rd Prize; Royal Enfield Bullet, 4th Prize; Hero Honda Bike

Call for further Details : 09349154671

Promotted and Managed by :

Sandeepani SMART VILLAGE

Manjapra P.O
Ernakulam - 683581
Tel: 0484 2692905,06,07,09 Fax: 04842692908
Email: info@smartvillage.co.in,ssvillage@gmail.com
www.clubmaharaja.com

* Conditions Apply

Glossary



Abhyangam: An oil massage given for 45 minutes a day for 14 days. The treatment is said to be highly effective in combating obesity, loss of skin luster, sleeplessness and fatigue.

Agada tantra: Toxicology, a branch of Ayurveda dealing with poison.

Amavata: A disease caused by ama (toxins) and vata, similar to the arthritis in modern medicine.

Anupana: A fluid accompanied with medicine.

Asana: Posture, seat or position.

Agni: Agni is the form of fire and heat that is the basis of the digestive system and the process of release of energy. The term includes the body heat, body temperature, sight, the digestive fire; its function is transformation, absorption, elimination and discrimination is agni.

Arishta/Asava: Fermented formulation

Avagaham: Immersing your body in a decoction.

Choornam: Powdered herb

Dhara: One of the preparatory procedures for panchakarma. Specially trained masseurs apply specified medicated oil on the body of the patient.

Dhatus: Structural units of human body

Ghritham: Ghee based drug

Gulika: Pill

Kapha: It is one of the three doshas i.e. the water humor, the intracellular fluid and the extra cellular fluid that plays significant role in the nutrition and existence of body cells and tissues.

Majja: One of the seven dhatus, bone marrow, it is unctuous and soft, its main function is to oleate the body, to fill up the asthi, and to nourish the shukra.

Meda: It is the fat tissue supported by mamsa dhatu. The main function of this one of the seven bodily tissues is to support the human body and lubricate it. meda's presence in excess can cause obesity and physical weakness.

Nasyam: Involves the application of juices and medicated oils for 7-14 days to cure headaches, paralysis, mental disorders and certain types of skin diseases.

Nidana: Cause of the disease and investigating it.

Njavarakizhi: The whole body, or a specific part, is made to perspire by the application of certain medical herbs applied for 45-90 minutes a day for 14 days. This treatment is given rheumatism, emaciation of limbs, high blood pressure, cholesterol and certain skin diseases.

Pizhichil: Lukewarm herbal oils are poured all over the body continuously for 45-90 minutes a day for 7-21 days. This treatment is most effective in rheumatic diseases such as arthritis, paralysis, hemiplegia and paralysis-agitans.

Shirodhara: Warm oil is poured onto the forehead for 40 minutes a day for 7-21 days to treat insomnia, loss of memory, headaches, mental tension and certain skin diseases. This is generally applied after a 'vasti' head massage.

Snehapanam: The oral intake of medicated oils for body purification.

Samanam: Pacification therapy.

Sodhanam: Purification therapy.

Sirovasthi: A leather cap is fixed in the head of the patient and in that lukewarm medicated oil is poured and kept for a period of 30 to 60 minutes.

Swedanam: Use of medicated steam made with leaves root and twig of herbal plants to generate sweat to detoxify the body.

Svasthavrittam: Healthy man's regime.

Takra: Buttermilk, a drink made by mixing water in yogurt and churning it.

Udvarthanam: A powder massage effective for obesity, hemiplegia, paralysis, skin diseases and impaired circulation.

Thalapothichil: Herbal pack done on head.

Tridosha: The three functional units of body

Urovasthi: Warm herbal oil is poured over the chest and kept inside an herbal paste boundary. It boosts the neuro-muscular system and connective tissues.



Vaidyasala practices Ayurveda only in group hotels



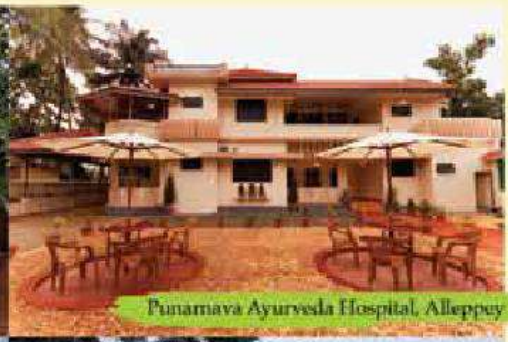


Corporate Office
Thomas Hotels and Resorts
50th Floor, Kanjirampara Statue Avenue, S.H. Road, Thiruvananthapuram 695 001, Kerala, India
Tel.: + 91 471 2561000, 2454005 Fax: + 91 471 2561001
E: reservations@thihotels.com, sales@thihotels.com www.thihotels.com

vaidyasala
the ayurveda centre

Precise Ayurveda...


Punarnava Ayurveda Hospital, Cochin


Punarnava Ayurveda Hospital, Alleppey


KIMS Ayurveda & Research Centre, Trivandrum


Punarnava Ayurveda Hospital, Kaloor

Specialty Treatments

Arthritis & Rheumatic Diseases · Osteo Arthritis Knee · Osteoporosis · Spine Related Disorders · Multiple Sclerosis Management · Psoriasis Management Program · Sports Injuries · Musclo Skeletal Disorders · De-addiction Program · Supportive Therapy for developmental delay in children · Parkinson's Disease · Hemiplegia · Avascular necrosis of femur head · Digestive Diseases · Obesity Management · Student Care Wing

Wellness Programs

Rejuvenation Therapy · Body Purification Therapy · Relaxation Program · Fem 40 Care (For Females of Menopausal Age) · Healthy Spine Care · Slimming Program · Special Package for IT Professionals (Solution for WRULD & Stress) · Life style Clinic · Post Delivery Mother Care · Detoxification · Beauty Care Program

Punarnava

Punarnava®

AYURVEDA HOSPITAL PVT. LTD.

ISO 9001:2008

Edappally North P.O., Cochin-24, Kerala - India

Ph: +91 484 2801415, Fax: +91 484 2801424

KIMS AYURVEDA & RESEARCH CENTRE
KIMS Hospital, Trivandrum
Ph: +91 471 3041153

PUNARNAVA AYURVEDA HOSPITAL
Opp.Boat Jetty, Alleppey
Ph: +91 477 2239477

PUNARNAVA AYURVEDA HOSPITAL
City Centre, Kaloor, Cochin
Ph: +91 484 2801416

E-mail: punarnava@punarnava.net
Visit us : www.punarnava.net