

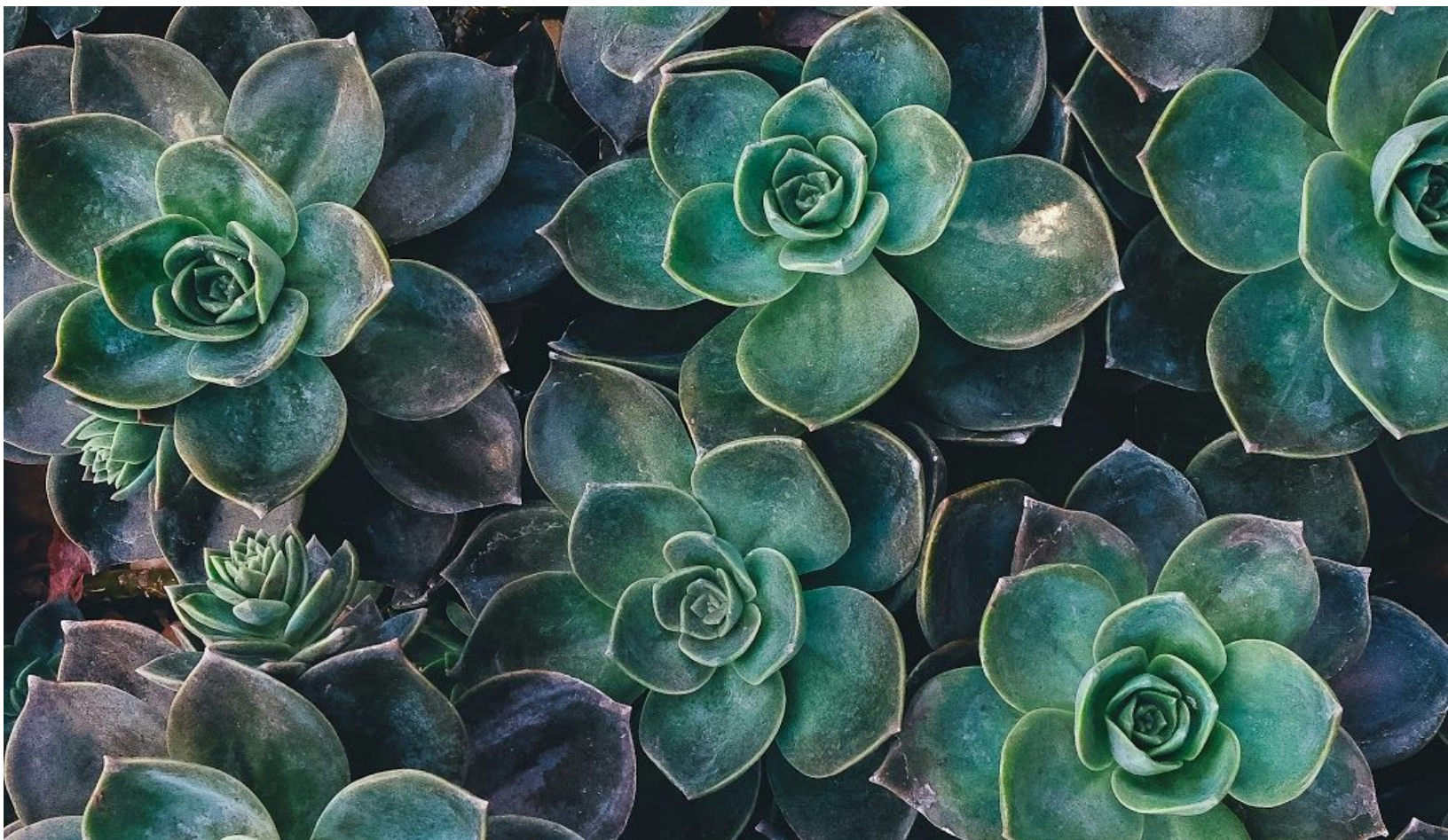
MaaDisha

The Wisdom of Life

An Ayurvedic Path To A Balanced Life



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Why Ayurveda?

Chapter I

I. Why Ayurveda?

Healing Throughout History

Over 5,000 years ago, vaccinations and antibiotics didn't exist, but people still faced the the same illnesses as today. By looking to their surroundings and being aware of their individual needs, they were able to find healing and balance within themselves. These practices evolved into the science of Ayurveda.



Time-Tested Treatments

One of the world's oldest healing systems, Ayurveda is built on the belief that all things in the universe, living and non-living, are connected. This means that you are at your best when living in harmony with the world around you. Ayurveda has endured through centuries, and still applies to today's fast-paced lifestyles.

I. Why Ayurveda? (cont'd)

The “Knowledge of Life”

The Sanskrit word “Ayurveda” can be broken down, into “Ayur” meaning “life” and “Veda” meaning “knowledge”. This ancient science originated in India, and is unique because it defines wellness as more than the absence of disease. True health is seen as a state of total balance of the mind, body, and soul.

Holistic Habits

Ayurveda is a holistic system. Be it illness or beauty, it helps nourish your mind, body, and spirit, or, in other words, your mental, physical and psychological states. Instead of simply addressing symptoms, Ayurveda targets the cause of disease and applies a treatment that’s specific to the situation at hand. Since Ayurvedic remedies solve problems from their roots, they also lead to long term solutions and help tackle chronic health concerns.



The Benefits of Ayurvedic Life

Overall, Ayurveda encourages using natural elements to attain good health.

Since Ayurvedic ingredients are readily found in nature, these healing practices have few side effects, and are suited for anyone and everyone looking to lead a balanced life.



By incorporating dietary guidelines, meditation, exercise, and Ayurvedic remedies, you can:

1. Form Natural Strength
2. Develop Resistance to Illness
3. Attain Balance Within Yourself



The Basics of Ayurveda

Chapter II

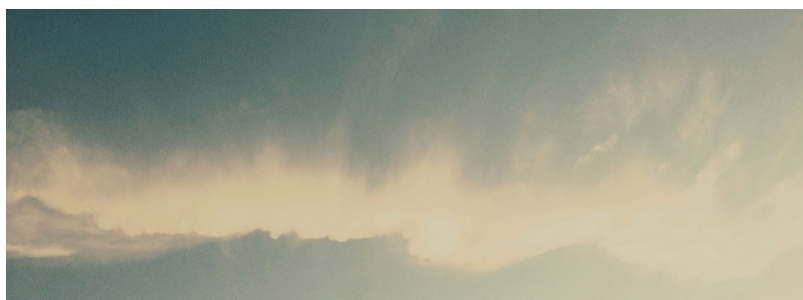
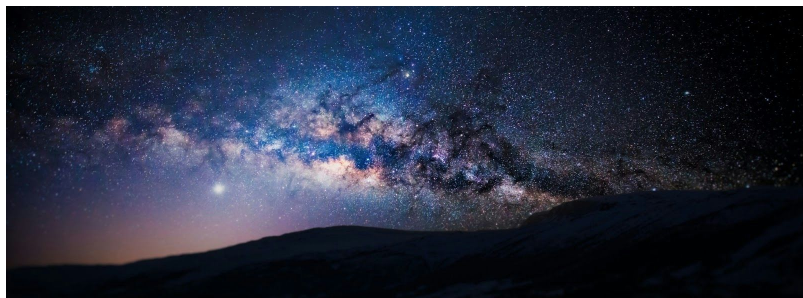
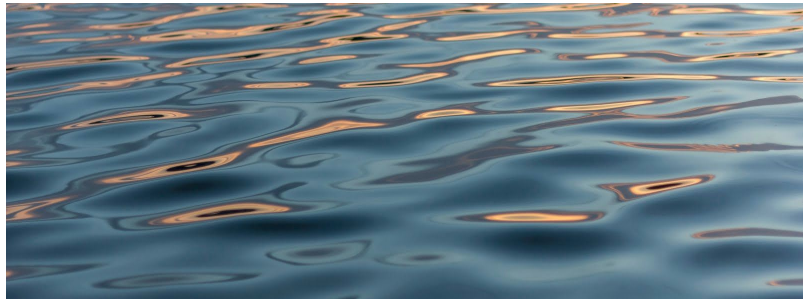
II. The Basics of Ayurveda

The Five Essential Elements

Earth, water, fire, space, and air govern all things, according to Ayurveda. These five physical elements represent patterns of energy that occur in the world. Each one has specific characteristics that manifest around you on a daily basis.

- ❖ **Earth:** Best exemplified by dirt, earth is characteristically solid, dry, dense, cold, and sturdy.
- ❖ **Water:** Like the sea, water has liquid qualities, while being cold, heavy and soft.
- ❖ **Fire:** The hot, dry, sharp nature of the fire element is best represented by the sky's space-heater, the sun.
- ❖ **Space:** Vast, light, clear, and cool, like the sky. Space, also known as "ether", allows for manifestation of the other elements.
- ❖ **Air:** Like a strong wind, air is exemplified by movement, and has many rough, dry, and cold qualities.

Ayurveda dictates that the elements have specific roles in nature and within the body.



When The Elements Combine

The five elements are interacting around us constantly to form the three doshas, or life energies. These life energies represent the three major constitutional factors in Ayurveda, which are used to determine balance and imbalance.

Dosha Dominance

Each person has a dominant dosha, which shapes his or her physical being, as well as the mental and spiritual states. It's important to be aware of these constitutions, because imbalances of the doshas lead to illness.



II. The Basics of Ayurveda (cont'd)

Here's a look at how the elements interact to create the doshas.

The characteristics of each dosha are determined by a blending of the five elements.

Vata

Air & Space

"that which moves things"



+



Air and space come together, making the vata constitution mobile and dry, as well as, cool and rough.

Vata regulates motion within you, including the limbs, thoughts, and substances flowing in your body.

Pitta

Fire & Water

"that which cooks"



+



Pitta is dominated by the qualities of fire and water, making for a constitution that can be described as hot, mobile, liquid, heavy and penetrating.

Pitta is responsible for converting your thoughts and actions. It governs the processing of food and the experiences you encounter.

Kapha

Earth & Water

"that which sticks"



+



The dense, hard, solid nature of earth collides with the cold, liquid, soft characteristics of water to form the Kapha dosha.

The Kapha dosha forms the physical structure and controls the stability of your bones and organs.



Your Prakriti

Chapter III

iii. Your Prakriti



Know Your Prakriti

According to Ayurveda, everyone's path to optimal health is specific to their needs. Being aware of the doshas' characteristic qualities can help you cater to your prakriti, or your balanced constitution. Your prakriti describes your general health and ability to resist disease and is determined by which dosha is dominant within you.

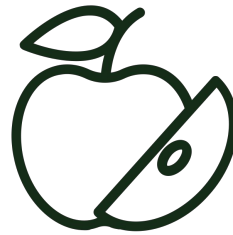
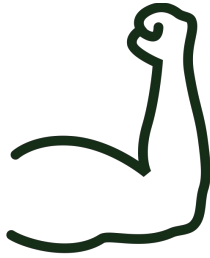
- ❖ Take our [Dosha Quiz](#) to find out what your prakriti is!

Cater To Your Constitution

Knowing your prakriti is the first step to Ayurvedic life. Your prakriti remains the same all of your life, but the amounts of each dosha within you change often. This leads to imbalances in the body, called vikriti. Vikriti brings out your negative qualities, and may arise due to stress, poor diet, or factors in your surroundings. Living without imbalance is considered true wellness in Ayurveda.



III. Your Prakriti (cont'd)



PHYSIQUE

DIGESTION

PERSONALITY

VATA

Those who are Vata-dominated are often very slim and tend to have narrow or long limbs and facial features. Vatas struggle with gaining weight and often come off as quite delicate.

Vatas tend to be slim and trim because they have sporadic patterns of appetite and digestion. They often prefer to eat small quantities, which can commonly lead to constipation.

Vatas are often fast-talking, creative thinkers, with raspy or high-pitched voices. They generally have flexible personalities. Being dominated by the dosha that governs movement often causes Vatas to have trouble with focusing on one thing at a time. They feel fear or anxiety more so than Pittas and Kaphas.

PITTA

Pitta-dominance usually leads to an average build with sharp, strong and defined features that result from the fiery energy of the Pitta dosha.

Pittas have tend to roaring appetites metabolize the quantities they eat very well, which helps them maintain the medium build that is characteristic of Pittas.

The fire element within Pittas makes them inherently passionate and focused. Though this leads to a probing curiosity and sharp intellect, it may also cause Pittas to be very critical or irritable.

KAPHA

Kapha-dominant individuals are usually built with stout figures and wider hips and shoulders. Their features are likely to be rounded and smooth. These individuals may have trouble losing weight when desired.

As mentioned before, Kaphas tend to have the most difficulty losing weight, as they have very consistent appetites, but slower metabolic rates and digestive processes.

Kaphas are known for their stable and patient qualities. Being governed by the earth element leads them to have strong beliefs and memories. They are compassionate and empathetic, but their grounded natures can cause to stubbornness or aversion to change.



Agni and Ama

Chapter IV

iv. Agni and Ama

The Fire Inside of You

In Ayurveda, digestion is more than metabolizing food. Ayurveda teaches that you digest all events and emotions that you experience through your eyes, nose, ears, and skin, similar to the way you digest food. Using agni, or digestive fire, your body harnesses the benefits of these experiences and expels the rest as waste.

Dangers of Weak Agni

If the flame of your digestive fire is strong, you'll be able to do this easily. However, weak agni leads to a poor removal of waste and a build-up of toxins, called ama. Ama causes emotional and health problems, as build-ups blocks your internal energies from flowing freely.

- ❖ Because the digestive fire is a vital part of health in the Ayurvedic system, here's a little insight into how each of the elements influences the processing of nutrients and toxins:



Earth

Determines solidity and structure of digestive system



Space

Responsible for the space within each cell and allows for the whole digestive process to take place



Air

Governs all muscular activity that encourages movement of nutrients through the digestive organs



Fire

Governs the heat and the various digestive enzymes that are a part of the metabolic process



Water

Responsible for the function and flow of the various juices and acids required for digestion



A Healthy Agni is a Happy Agni

Keeping the agni strong helps you handle what life throws at you, without risking imbalance. A great way to test the strength of your fire is by analyzing your appetite and digestion.

- Vata's windy qualities tend to lead to flickering agnis and sporadic appetites.
- Pitta often feels intense pangs of unbearable hunger.
- Kapha appetites are generally very consistent.

Existence of hunger is the major indicator of a good agni. Some signs that you're facing ama build-up and weak agni are common symptoms of indigestion including acid reflux, bloating, or gas.

Tips to Strengthen Your Agni



1. Avoid Cold Water

More than half of the human body consists of water, so hydration is a huge part of Ayurvedic wellness. Since your digestive powers are viewed as a fire, choosing cold beverages risks dousing out your agni's flame. To avoid this, try not to consume too much water during meals, and replace cold drinks with warmer liquids.

2. Avoid Raw Foods

Choosing cooked foods over raw ones means that your agni has less work to do, since an external fire has already started pulling out nutrients from what you're eating.

3. Make Lunch Your Largest Meal

People often prefer light lunches, to avoid getting weighed down by a mid-day meal. However, agni is strongest during lunchtime, when the sun is hottest, so you'll digest large meals better at this point of the day.

4. Add Spices

Certain spices help facilitate a strong agni in each body-mind type. Adding these to meals, based on your dosha, will strengthen your agni.

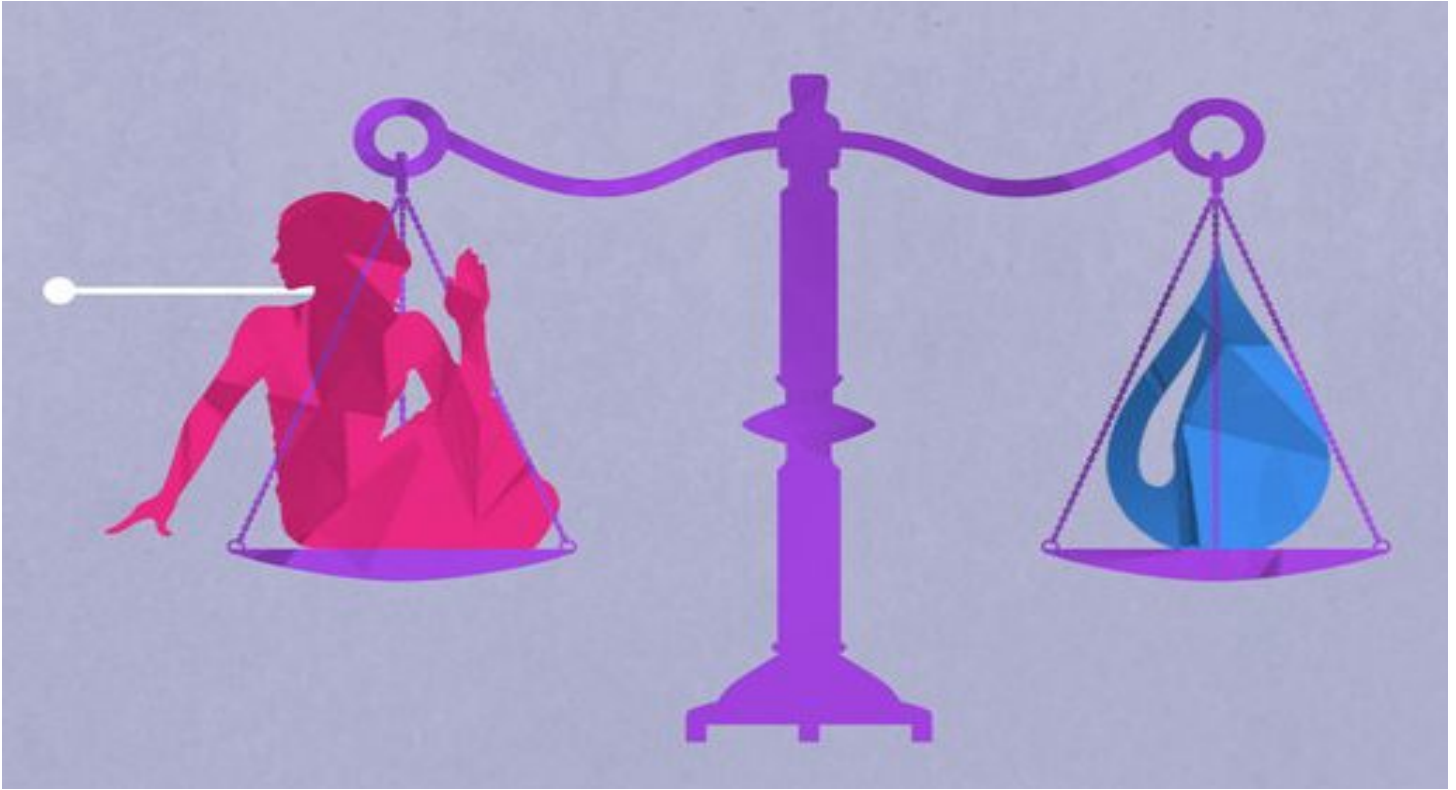
- ❖ **Vata:** ginger & cumin
- ❖ **Pitta:** aloe vera & fennel
- ❖ **Kapha:** black pepper & ginger



Life's Balancing Act

Chapter V

v. Life's Balancing Act



The Struggles of Staying Balanced

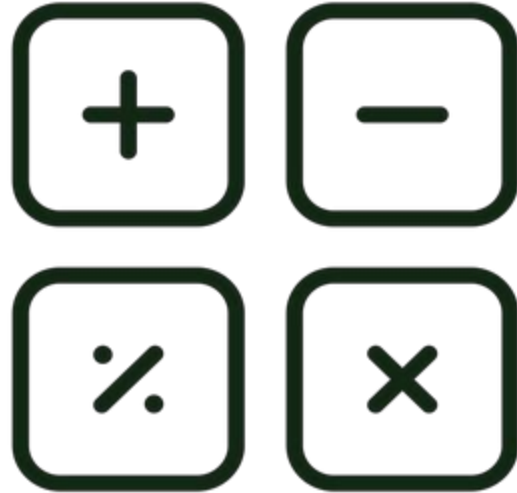
Most of the imbalance you face is caused by factors that are out of your control, but in some cases the choices you make, including your diet, exercise habits, and methods of dealing with emotions, can also throw off your doshas. To counteract these imbalances, or vikriti, you can make a few simple lifestyle changes that will help even out your energies within.

Your Innate Wisdom

Self-imposed imbalances result from ignoring your body's innate wisdom. Ayurveda sees all things as connected, thus, the universe guides your body to choose what's inherently best for you, but you may not always listen. It can be hard to follow your internal guide but doing so can lead to a more productive and harmonious lifestyle.

Adding & Subtracting Energy

The energies in and around you function on a “like increases like” principle. This means that if you're uncomfortable due to a particular energy, more of the same will worsen the issue. To harmonize an imbalance, counteract the excess by adding the opposite energy. For example, if you're experiencing an excess of hot energy, adding spicy foods that increase warmth in the body would be problematic.

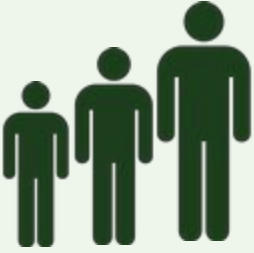




Following Natural Rhythms

Ayurveda's belief that all things in the world are tied to each other dictates that you're connected to the rhythms of all things around you. You are governed by the changing dynamics in your age, the time of day, and the different seasons. Living in harmony with these rhythms goes hand-in-hand with following your body's innate wisdom, and helps you to achieve optimal health.

v. Life's Balancing Act (cont'd)

❖ Here's a guide to figure out when the doshas are at their height, according to different natural changes!

 <p>AGE</p>	<ul style="list-style-type: none">❖ Ages 0 to 12 years<ul style="list-style-type: none">➢ The childhood stage is a time for the development of structure in your mind and body❖ Ages 12 to 60 years<ul style="list-style-type: none">➢ In adolescence and adulthood, you are filled with passion and drive to achieve your goals❖ Ages 60 and above<ul style="list-style-type: none">➢ During your older years, you become contemplative and your lifestyle naturally calms down	<p>KAPHA</p> <p>PITTA</p> <p>VATA</p>
 <p>TIME OF DAY</p>	<ul style="list-style-type: none">❖ 6am - 10am and 6pm - 10pm❖ 10am - 2pm and 10pm - 2am❖ 2am - 6am and 2pm - 6pm	<p>KAPHA</p> <p>PITTA</p> <p>VATA</p>
 <p>SEASON</p>	<ul style="list-style-type: none">❖ Late Spring and Late Autumn<ul style="list-style-type: none">➢ Whether warm or cool, these seasons exhibit dry and windy qualities❖ Summer and Early Autumn<ul style="list-style-type: none">➢ Sometimes dry, sometimes wet, these seasons show fiery, hot characteristics❖ Winter and Early Spring<ul style="list-style-type: none">➢ These seasons are wet and bring out heavy, damp qualities	<p>VATA</p> <p>PITTA</p> <p>KAPHA</p>



An Ayurvedic Routine

Chapter VI

vi. An Ayurvedic Routine

The Path to a Harmonious Life

Ayurveda's view on true wellness is all about living in harmony. The most important facet of this is that all actions should be directed towards finding your purpose. Creating a daily routine can help you achieve this calling by harmonizing your healthy habits with the rhythms in your environment. Beginning this process of Ayurvedic healing can be difficult, but as you begin to reflect on the unique qualities that make you who you are, you'll become more comfortable with making daily choices that help attain your goals.





Maintain Good Hygiene

Waking up and washing your eyes and face with cool water is a refreshing start to your morning, and helps wash away dirt and sweat from the day before. Tons of toxins accumulate while you sleep, so brush your teeth well and scrape your tongue afterwards. A thick white coating on the tongue indicates major ama build-up, so doing this every day helps avoid imbalance.

Pay Attention to Your Meals

Since Ayurveda dictates that you're constantly digesting all of your experiences, multitasking means that your agni is being divided amongst your many activities, making it less efficient at metabolising your food. This causes you to miss out on processing all of the nutritious value of your meals, and may also mean unwanted weight gain.



Incorporate Various Tastes

Ayurveda suggests adding six varying tastes to each meal in order to satisfy cravings. By doing so, you'll eliminate hunger between meals and cut out unnecessary snacking. Each of the flavors affects the three doshas differently, so keep your prakriti and your specific needs in mind when adding them to your diet.



The Six Ayurvedic Tastes

1. **Sweet** - Balances Vata and Pitta; Excess irritates Kapha
2. **Salty**: Balances Vata; Increases Kapha and Pitta
3. **Sour**: Balances Vata; Increases Kapha and Pitta
4. **Pungent**: Balances Kapha; Excess irritates Vata and Pitta
5. **Bitter**: Balances Kapha and Pitta; Excess irritates Vata
6. **Astringent**: Balances Kapha and Pitta; Increases Vata

vi. An Ayurvedic Routine (cont'd)



Exercise the Mind, Body, and Spirit

To reach your goals, staying strong and limber, both physically and mentally, is key. Yoga, an ancient form of exercise, based on practicing physical strength and flexibility, while incorporating breathing and meditation, yoga is a great way to do this. Jogs, dance classes, and similar activities are also great ways to stay strong, inside and out.

Make Time For R&R

Since you're constantly caught up in your surroundings, it's vital to take time out for yourself to rejuvenate. "Sneha", or the Sanskrit word for "oil", also means "love." Giving yourself oil massages, curling up with green tea, and other relaxing activities are great ways to love yourself. Getting good sleep also allows your immune system and body to strengthen up for a new day!

Live with a Purpose

Ayurveda helps foster a healthy bond between the mind, body, and soul so that you can reach your unique purpose in life. Instead of dishing out a standard set of treatments, Ayurveda recognizes that everyone is affected differently by nature and should be treated as such. With the tools of Ayurveda, you can learn to live in balance with your surroundings, and attain true wellness and happiness.

MaaDisha and Ayurveda

At MaaDisha, we are passionate about combining the wisdom of Ayurveda with the power of organic ingredients to create back-to-basics hair and skin care that balances elemental your energies and heals you from within. We are proud to be a part of your path towards wellness.



About Maadisha

Chapter VII

vii. About MaaDisha

Skin and Hair Care That Heals

In a world where ingredient lists are packed with artificial colorants, scents and other toxic substances, MaaDisha uses a basic approach to beauty and adds only the best organic ingredients. MaaDisha is dedicated to healing the damage caused by chemicals, while guiding you towards safer approaches to radiant hair and skin.



More Than Just Beauty Products

MaaDisha focuses on the core of true radiance. Each item is formulated with care, to unlock the full potential of your unique beauty, without forfeiting health. Crafted in small batches, MaaDisha's herbal products harmonize internal energies. Our aim is to spread awareness of Ayurveda as a lifestyle rooted in healing from inside out.

Giving Back

As believers in true health and beauty, MaaDisha proudly partners with Sundara, a non-profit organization which creates soap recycling operations in underserved communities. MaaDisha works with Sundara to achieve the larger goals of reducing hygiene-related deaths in these areas. A portion of MaaDisha's proceeds are dedicated to helping Sundara in their mission of spreading awareness about basic public health needs.

Organic, Sustainable, and Fresh

At MaaDisha, we take pride in creating and delivering "Ayurgenic" (Ayurvedic + Organic) products that are based on the ancient, holistic principles described in this E-Book. Our mission is to provide beauty products that are chemical-, paraben-, and cruelty-free, to leave you feeling naturally healthy and beautiful.





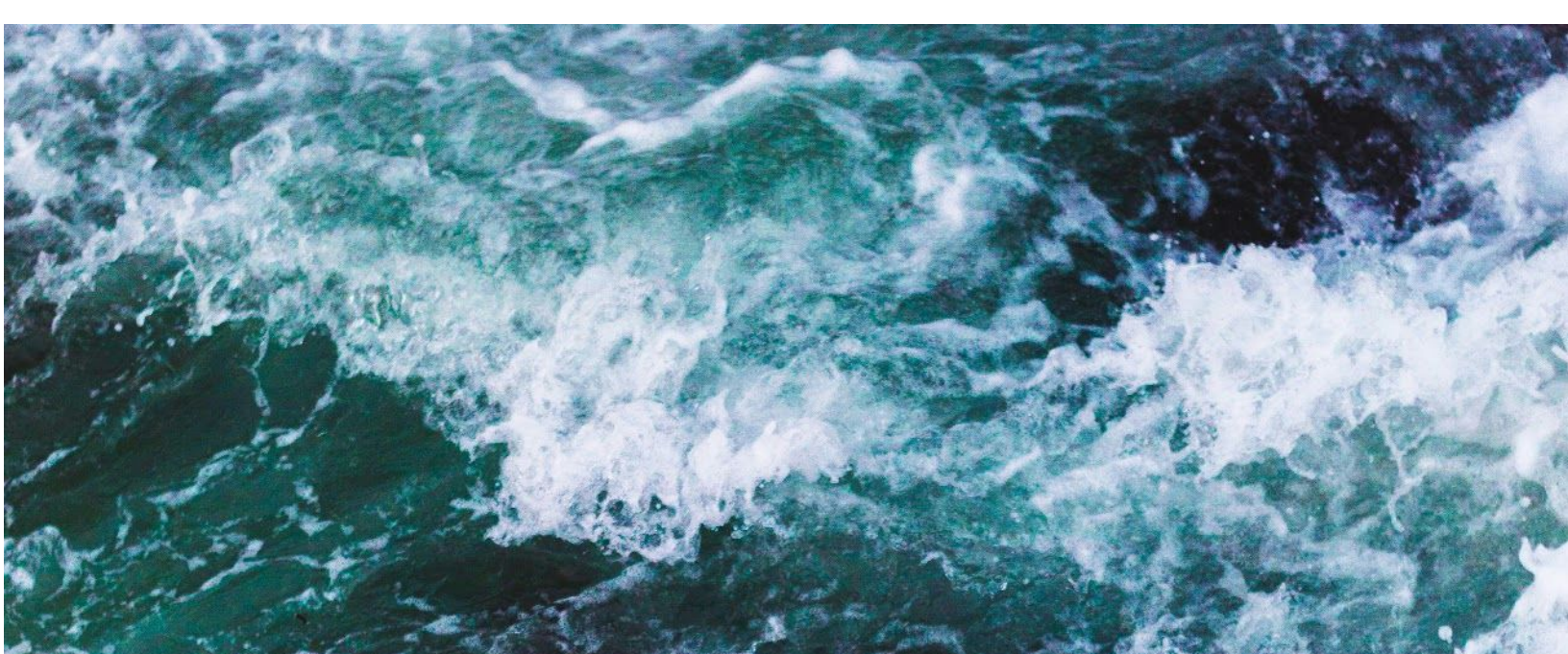
A Letter From the Founder

My passion for pure ingredients and natural beauty started long ago, and led to the creation of our handmade Oil6. I felt that formulas for today's hair and skin care products had spiraled out of control, with chemicals that I couldn't pronounce or even recognize. As a practitioner of Ayurveda, I could only imagine the imbalances caused by introducing these substances to our bodies. It occurred to me that in the quest to attain beauty, health was being sacrificed.

This seemed like a backwards approach, since Ayurveda teaches that at the core of true beauty are wellness and balance. This inspired my vision to create hair and skin care based in Ayurveda's holistic healing tradition, using only organic, natural ingredients. Thus, MaaDisha was born with the mission to share the practice of Ayurveda as a safer alternative to today's common beauty regimens, and also to help heal and enhance each individual's unique beauty.

- Poonam Bhatia
MaaDisha Founder

Glossary



1. **Agni:** Digestive fire that processes all experiences
2. **Ama:** Build-up of waste and toxins
3. **Ayurveda:** "knowledge of life"; a 5,000 year old holistic healing system which originated in India
4. **Dosha(s):** Three major constitutional principles (kapha, pitta, vata) which help to determine balances and imbalances within an individual
5. **Kapha:** One of the 3 doshas, Kapha displays the qualities of earth and water, its comprising elements, and is responsible for the structure and stability of the body.
6. **Prakriti:** One's inherent balanced constitution, represented by one or more of the three doshas
7. **Pitta:** One of the 3 doshas, Pitta displays the qualities of fire and water, its comprising elements, and is responsible for all transformational processes in the body.
8. **Sneha:** Sanskrit for both "oil" and "love"
9. **Vata:** One of the 3 doshas, Vata displays the qualities of air and space, its comprising elements, and is responsible for all movement within body.
10. **Vikriti:** Imbalances within an individual

The Wisdom of Life

An Ayurvedic Path To A Balanced Life

presented to you by:

MaaDisha

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