



# Tulsi 101

## HERBAL GUIDE





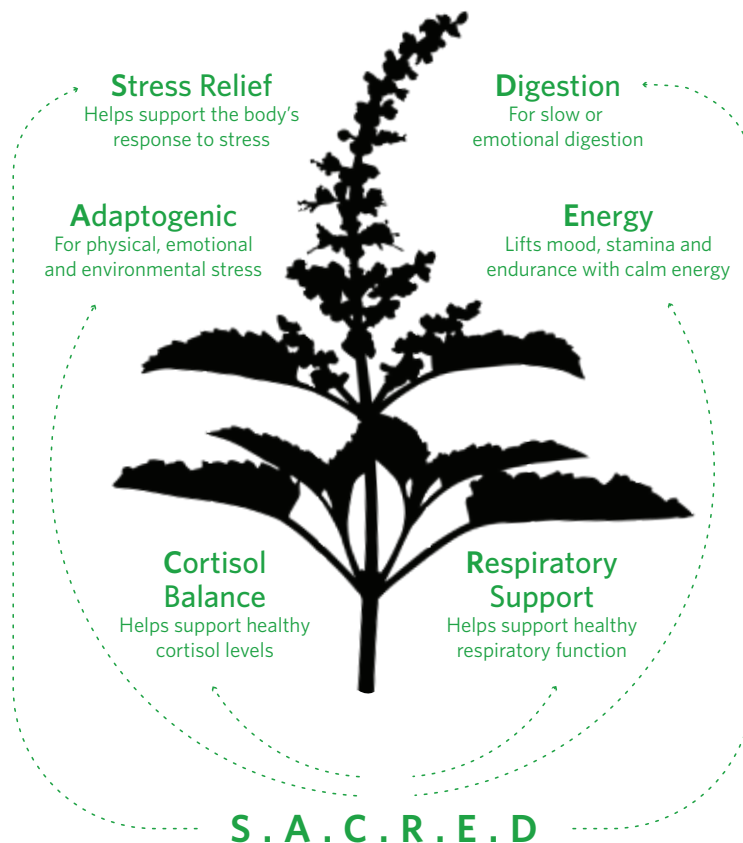




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Tulsi is one of the most sacred plants in India and is considered to be "The Queen of the Herbs" in Ayurveda due to its restorative and spiritual properties.

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*Ocimum tenuiflorum* (synonym *Ocimum sanctum*), commonly known as holy basil, tulsi, (sometimes spelled thulasi or tulasi,) is an aromatic perennial plant in the *Lamiaceae* family, along with the basil used as a culinary herb. It is native to the Indian subcontinent and widespread as a cultivated plant throughout the Southeast Asian tropics.





## WHAT IS TULSI?



**Tulsi has been traditionally used to support a healthy stress response, natural detoxification, immune response, stamina, endurance, and energy as well as to restore balance and harmony in the body.**



In India, where it is commonly grown, Tulsi is revered as a sacred herb. It's considered the holiest of plants by Hindus and is widely used in Ayurvedic medicine. Tulsi is known by at least four other names, all hinting at its 'wonder properties'. You may find Tulsi referred to as Holy Basil, Mother Medicine of Nature, The Queen of Herbs, or The Incomparable One. Although they have their family tree in common, that's where the similarities end. While Tulsi does not have the same flavor signature as culinary basil, and is not commonly used in cooking, some add Tulsi to salads.

### TULSI'S THREE VARIETIES

There are said to be 108 varieties of Tulsi. Each variety of Tulsi has a slightly different look, taste and smell and, when combined, work synergistically to make a perfectly balanced herbal infusion with an array of health benefits. ORGANIC INCIA uses these three varieties with the most potent adaptogenic qualities, antioxidant levels, and immune supporting properties.

- ✦ Rama Tulsi (*Ocimum sanctum*)
- ✦ Vana Tulsi (*Ocimum gratissimum*)
- ✦ Krishna Tulsi (*Ocimum sanctum*)





**ADAPTOGENIC HERBS** have been used in the Ayurvedic tradition for thousands of years to promote and maintain wellness. Modern research has classified Tulsi as an adaptogenic herb.

Adaptogens have been shown to modulate the body's stress response. Adaptogenic herbs have been referred to by herbalists as rejuvenative herbs, qi tonic herbs, rasayanas or restorative herbs. Adaptogens help the body adapt to environmental, physical and emotional stressors and restore balance.

Then life is coming at us fast, adaptogen herbs have a grounding effect. They assist us in handling external stressors – or situations – in a more harmonious way.

Stress can be both good and bad, acute and chronic, physical and emotional. How we react to stress varies from person to person, as well as experience to experience. Through the stress of everyday life, adaptogens may help ground us in taking on what life throws at us. Whether it's a hectic schedule, challenging relationship, heat or cold, noise, financial worries, high altitudes or any number of other stressors, adaptogens help the body adapt.

This elite class of herbs can give strength, energy, stamina, endurance and improve mental clarity. Adaptogens can be used extensively in high-risk, fast-reflex occupations, from athletes to miners to deep sea divers.

Adaptogens don't have a single specific action; rather they help our bodies respond to any influence or stressor, be it physical, mental or spiritual. These herbs support normal physiological functioning within your body and have an overall tonifying effect, benefiting systems throughout the entire body including the circulatory, respiratory, digestive, reproductive and nervous systems.



### **ADAPTOGEN CLASSIFICATION**

According to Dr. David Winston, an expert on Adaptogens, adaptogens must meet 3 specific criteria:

- ✦ The substance is relatively non-toxic to the recipient.
- ✦ It influences many organs or body systems (non-specific). Then acts by increasing resistance of the organism to a broad spectrum of adverse biological, chemical, and physical factors.
- ✦ It helps modulate system function and maintain homeostasis





## HOW ADAPTOGENS WORK

Adaptogenic compounds help modulate the stress response. They work to bring the the adrenal system, and stress hormones into balance. Some adaptogens such as Tulsi-Holy Basil may lower cortisol, the stress hormone. Elevated cortisol levels and chronic stress can affect every physiological system in your body.



Currently there are about 13 agreed upon plants classified as adaptogens. Here are **ORGANIC INDIA's** top 4:



**TULSI** Holy Basil or Tulsi is one of the most powerful herbs alive. The herb was a staple of Hindu mythology and considered sacred by the Indian royalty. Modern science has shown that this distinctive herb is incredibly good for balancing the mind, body and spirit. Tulsi helps the bodily systems adapt, balance and increase resilience.



**SHATAVARI** Shatavari is a powerful adaptogen traditionally used to support a woman through all phases of life by promoting healthy hormonal and reproductive functions. Shatavari is a powerful building tonic for women and is moisturizing for our internal tissues.



**ASHWAGANDHA** One of the most powerful herbs in Ayurvedic healing used since ancient times for a wide variety of conditions, Ashwagandha is most well-known for its restorative benefits. This adaptogen is traditionally prescribed to help people strengthen their immune system after an illness.



**AMLA** Amla, also known as Amalaki, is India's traditional superfruit. Amla is abundant in antioxidants, and has one of the highest known natural concentrations of relatively heat stable vitamin C. Amla is the herb of choice when it comes to deep rejuvenation and immune support.





“Daily consumption of tulsi is said to... promote general health, wellbeing and longevity and assist in dealing with the stresses of daily life...Considered as a potent adaptogen, tulsi has a unique combination of pharmacological actions that promote wellbeing and resilience.”

Prof Marc Cohen, RMIT University, MBBS (Hons), PhD, BMed Sc(Hons)







## TULSI'S INDIAN ROOTS

For more than 5,000 years, Tulsi has been revered as one of the most sacred herbs in India, infused with restorative power.



Taj Mahal, India

Hindus view Tulsi as a goddess (a manifestation of Lakshmi) in the form of a plant bestowed with great spiritual powers. According to legend, no amount of gold could outweigh Krishna's power, but a single Tulsi leaf placed on the pan in loving devotion tilted that scale. As Tulsi traveled west along the early trade routes from the Orient to Europe, it became known to the Christians as "sacred" or "holy" basil as is reflected in its Latin botanical name, *Ocimum sanctum*.

Westerners hailed Tulsi as "The King of Herbs" and Holy Basil became part of legends, offerings and worship rituals and was viewed as a gift of Christ. In India today, almost every Hindu household cultivates a Tulsi plant.

Tulsi is planted outside the home, and is worshipped both in the morning when the sun rises, and in the evening when the sun sets. Devotees generally water the plant while reciting holy mantras, the calling of deity's names in Hinduism. Every part of the Tulsi plant is revered and considered sacred — even the soil around the plant is considered blessed. Tulsi leaves are used to make a delicious and refreshing tea that possesses wonderful health benefits, along with many other uses.

**“Regular consumption of Tulsi Tea may be compared with the regular practice of yoga which can be considered “adaptogenic” through nurturing and nourishing the body -mind -- spirit while fostering a sense of relaxation and wellbeing .... Like yoga, tulsi has a calming effect that leads to clarity of thought, along with a more relaxed and calm disposition.”**

Prof Marc Cohen, RMIT University, MBBS (Hons), PhD, BMed Sc(Hons)

## LIQUID YOGA

It's estimated that up to 90% of all doctors visits are for stress-related illnesses. Tulsi It's estimated that up to 90% of all doctors visits are for stress-related illnesses. Tulsi has been classified by modern research as an adaptogen which implies that it holds stress relieving properties.

Tulsi and Tulsi tea have become known as 'liquid yoga' because, like yoga, tulsi has a calming effect that can lead to clarity of thought, along with a more relaxed and calm disposition. According to Marc Cohen of RMIT University in Melbourne, Australia, “regular Tulsi tea consumption can be compared with regular practice of yoga.”

One study done on patients with generalised anxiety disorder found that 500 mg of Tulsi twice daily significantly reduced anxiety and associated stress, depression, and inattention. Another \*study found that healthy but stressed adults experienced almost a 40% reduction in general stress symptoms including forgetfulness and fatigue when consuming

*\*Cohen MM. Tulsi (Ocimum sanctum L.): A herb for all reasons. Journal of Ayurveda & Integrative Medicine. December 2014.*







## HOW TO GROW TULSI

This delicious herb can be challenging to keep alive, so find out how to keep your plant healthy and flourishing.



### WHAT YOU'LL NEED:

- ✦ High quality potting soil with perlite
- ✦ Tulsi seeds
- ✦ Pots of your choice
- ✦ Watering can or spray bottle
- ✦ Plastic wrap
- ✦ 10-10-10 liquid fertiliser (known as all-purpose fertiliser)
- ✦ Neem (optional)

### STEP 1

Fill your favourite pots with a high quality potting soil. Water the soil thoroughly. Sow the seeds ¼-inch deep spaced ½-inch apart. Gently pat down the soil and mist the seeds gently. Place plastic wrap over the pot to keep the soil continuously moist, but not soggy.

### STEP 2

Locate Tulsi where it receives at least 6 hours of direct sunlight daily. A north-facing window is ideal. Provide shade during the hottest hours of the day. Be sure to keep the soil moist. Tulsi takes about three weeks to sprout.

### STEP 3

Once your seedlings sprout, remove the plastic wrap cover. Thin seedlings to about 1 inch apart when they are 1 inch tall. Continue to keep the soil moist. As your seedlings develop three or four sets of leaves, it's time to transplant them to separate containers. Simply separate each plant into its own container, being mindful of its delicate roots. Once you've finished transplanting your seedlings, water each container generously.

### CARING FOR YOUR TULSI

To encourage growth, pinch the tops of the Tulsi plant when they are forming 4 to 6 pairs of leaves. Also remove flower buds when they appear. This will prevent your plant from producing seed & will support lush growth. Fertilise your plant once every other week with a 10-10-10 liquid fertiliser.

**FROM HERBAL AND FLORAL TO GREEN AND BLACK,** Tulsi makes the perfect addition to any tea variety. Three sacred varieties of Tulsi with restorative powers are blended into **ORGANIC INDIA** teas. With hints of lemon and citrus from Vana Tulsi, the slightly spicy tones of Krishna Tulsi and the calm depth of Rama Tulsi, our Tulsi tea infusions will help relieve stress and uplift your mood for a truly unique and delicious tea experience.











## ABOUT ORGANIC INDIA



**20 YEARS AGO** we set out to create a herbal medicine company that was close to our hearts. Our plan was to export India's ancient Ayurvedic medicinal wisdom, in the form of herbal formulas and supplements (including Tulsi) to the West. Yet after witnessing the critical and toxic state of India's agriculture, as well as the substandard manufacturing practices that were available at the time, we realised that our mission would be far better served if we worked across the supply chain ourselves, beginning with the health of the land and farmers, all the way through to the consumer."

ORGANIC INDIA now work with over 3000 rural family farmer partners to cultivate over 10,000 acres of organic farmland in India. But our commitment goes beyond the farm to help enhance the lives of our farmers through fair market wages, access to healthcare, infrastructure improvements, as well as empowerment and gender equality programs. When farmers succeed, their quality of life improves and their entire village prospers.

Every purchase of ORGANIC INDIA Tulsi tea and herbal supplements directly supports the livelihood and well-being of rural family farmers in India.

WANT TO LEARN MORE?

Visit us at:

[www.organicindia.com.au](http://www.organicindia.com.au)





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