



Director's Note

To all our Acharyas, here is my heartfelt thank you for consistently keeping up the values of Arth Ayurveda. Every patient who visits us and experiences relief from the maladies that have consumed their lives is testimony to the skills, knowledge and experience that you all bring to the table.

As we are headed into a brand New Year, let us gear up for growth and prepare for any challenges that await us. I hold great confidence in the capabilities of our team and trust the years of hard work and study that we have all put into Arth. This has not only given us a way to share the ancient wisdom of Ayurveda with those who really need it but has also helped us incorporate modern diagnostic methods to ensure that we get the most desirable outcomes.

With this, we are heading towards bigger things and reaching out for higher goals in the coming year. You have all been a part of this journey and know that Arth is all about pushing every limit that we have set for ourselves. As my mother always told me, 'Become so big that if people want to see you, they should lift their head to see you'. This has been my inspiration since the inception of Arth and I am elated to have all of you with me as we achieve every goal that we have set for ourselves.

Our vision has been clear since day one- 'To emerge as a model of best practices in the indigenous healthcare world, providing state of the art health shields and wellness programs, meeting emerging and existing global challenges.'

And, we are getting there. I would like to congratulate each one of you for an excellent year and am excited to see your work in the new year. I wish you all a healthy, prosperous and satisfying 2023.

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Dr. Prashanth S Acharya

Founder & Medical Director
B.A.M.S., M.S (AYU), PhD, F.I.C.A., F.A.G.E



MEDICAL MILESTONES

**Sama-Dosha Samaa-Agnischa
Sama-Dhatu- Malakriyaa
Prasanna-Atma-Indriya- Manah
Swastha-Iti-Abhideyate
prasanna**

At Arth Ayurveda, we have a large patient base. But, we have never measured ourselves by the number of persons treated. It has now been 22 years now. But, we love to say that the percentage of people, who would say that they went to Arth, took treatment but did not get the result that was promised or desired, is minuscule. We did a survey, including one by an outside agency. They said we giving numbers that are manipulated. We handed over our 100 % database to them and asked them to check it out and revert if there is any disaffection among those in the patient database. They did about 700 sample calling, only two patients gave negative feedback. No compromise on quality - That is the only USP at ARTH.

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EFFECT OF SHIRODHARA ON STRESS MARKERS

Moving into a new year is particularly stressful. January is a month that takes a toll on the state of mind of people across the globe. As practitioners of Ayurveda, we are all aware of the many treatment procedures that can help in effective stress management and at the forefront is Shirodhara. According to the classics of Ayurveda, atichintan and chinta (overthinking and stress) are the most common causes of Rasavaha srotodushti which can manifest in the form of various ailments. To shed more light on how Shirodhara can provide healing benefits, here is a case study published in 2022 in The Journal of Ayurveda and Integrative Medicine.

The Case Report

In 2019, a 35-year-old female was admitted to the A and U Tibbia College and Hospital in New Delhi with complaints of disturbed sleep, weakness, fatigue, irritability, and loss of concentration. Several factors such as infertility and health issues with her adopted child along with distress in her professional life were stated as the primary causes of the emotional burden. The patient had not been diagnosed with any mental health issues prior to this.

The general health of the patient was fine. A diagnosis was made using the POMS or Profile of Mood Score questionnaire. The Sr.Cortisol and DHEA markers were also assessed, which suggested Vata Dosha in the patient. Following the diagnosis, Shirodhara was planned and administered for 14 days for 45 minutes every day. No other internal medication was prescribed during the procedure.

The Results:

- Serum cortisol reduced from 14.52 ug/dL to 0.95 ug/ dL
- DHEA decreased from 36.50 ug/dL to 21.50 ng/dL
- The Total Mood Disturbance on the POMS Scale was reduced from 49 to 21.
- Blood pressure reduced significantly from 122.85/ 112.14 mm of Hg to 78/ 73.85 mm of Hg.

It was observed that symptoms reduced significantly from the 7th day of treatment and an improvement was seen in various domains of the POMS scale including Tension, Anger, Fatigue, Depression, and Confusion. Positive subscales such as Esteem Related effect and Vigour also showed a significant increase after completion of treatment.



S₁ T₁ R₁ E₁ S₁ S₁

TECHNOLOGY CAN BENEFIT AYURVEDA IMMENSELY: WORLD AYURVEDA CONGRESS

In December 2022, The 9th World Ayurveda Congress was held in Goa in the presence of Prime Minister, Narendra Modi. One of the most important subjects discussed at the event was the incorporation of technology in the ancient wellness system of Ayurveda to give it a boost on a global scale. Across the globe, with the increasing demand for herbal and chemical-free treatment plans and medicines, this was considered the perfect opportunity to explore innovative technology and modern tools in Ayurvedic treatment procedures. Dr. Sumer Singh from IIT, Delhi stated that the emphasis must be on creating sellable products with cutting-edge technology. While Ayush systems received a significant push since the incorporation of a separate ministry in 2014, they can remain relevant only if the focus is on versatility, according to Dr. Rangesh Paramesh, head (of drug discovery) at Himalaya Wellness Company.

The 2022 WAC also chartered a roadmap to utilize the potential of Ayurveda as a prevention-oriented and scientific healthcare system. A conversation about strengthening regulatory protocols was initiated as a means to tap into the huge global demand. The doctors and researchers present called for processes that enable a clear demarcation between non-ayurvedic and ayurvedic products.

The WAC concluded that while promoting the integration of modern technology into Ayurveda, the core principles and qualities must not be diluted. This would only be made possible with extensive research on various AYUSH systems.

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WINGS OF TRENDSETTING AYURVEDA HOSPITAL

December 25, 2022



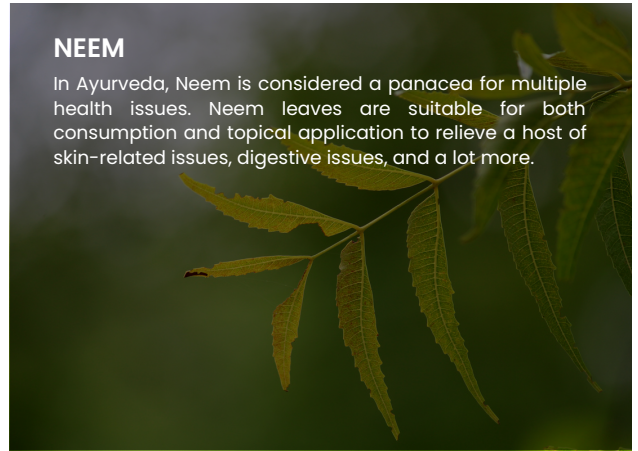
CINNAMON

This was the most searched natural remedy on Google for a series of issues from skin problems, and diabetes to weight management.



NEEM

In Ayurveda, Neem is considered a panacea for multiple health issues. Neem leaves are suitable for both consumption and topical application to relieve a host of skin-related issues, digestive issues, and a lot more.



REWIND 2022:

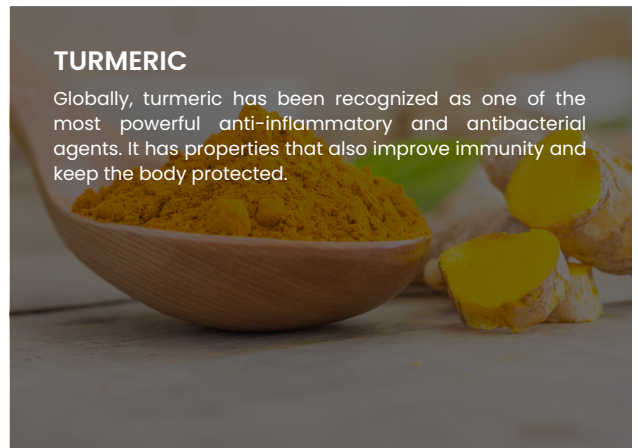
MOST RESEARCHED AYURVEDIC HERBS

The interest in Ayurveda has grown globally, particularly after the Covid 19 Pandemic. People have come to realize the preventative benefits of herbs. As expected, many have also taken to the internet to learn more about these herbs and their health benefits. Here is a recap of the most searched herbs on Google in 2022:



TURMERIC

Globally, turmeric has been recognized as one of the most powerful anti-inflammatory and antibacterial agents. It has properties that also improve immunity and keep the body protected.



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FENNEL

Used as a mouth freshener at the end of a meal or as a spice while cooking, fennel is a cure for several stomach ailments and is also useful in weight loss.



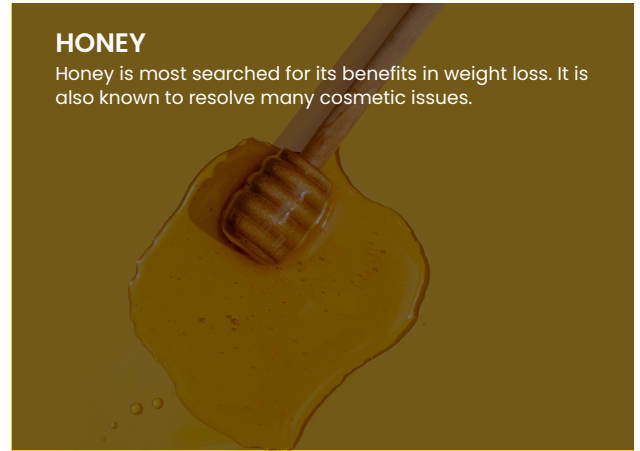
GILOY

A type of climbing shrub, Giloy is considered an essential herb in Ayurvedic medicine. It is a cure for fever, diarrhea, infections, and diabetes.



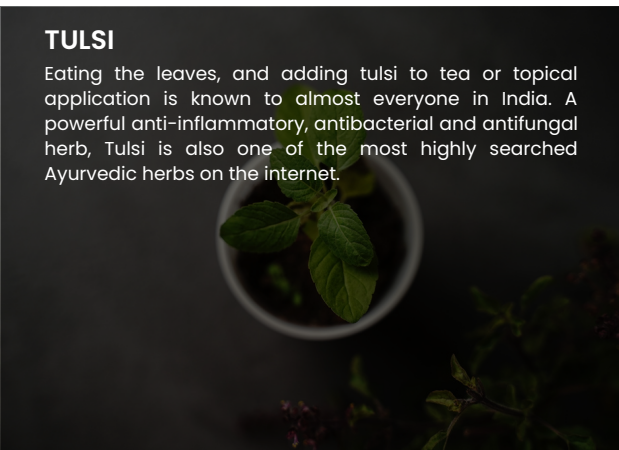
HONEY

Honey is most searched for its benefits in weight loss. It is also known to resolve many cosmetic issues.



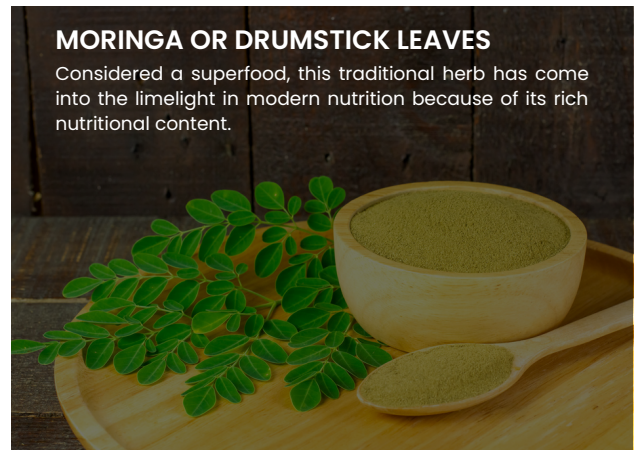
TULSI

Eating the leaves, and adding tulsi to tea or topical application is known to almost everyone in India. A powerful anti-inflammatory, antibacterial and antifungal herb, Tulsi is also one of the most highly searched Ayurvedic herbs on the internet.



MORINGA OR DRUMSTICK LEAVES

Considered a superfood, this traditional herb has come into the limelight in modern nutrition because of its rich nutritional content.



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TOP AYURVEDA MCQS

1. 'Agnipratapanam Karyamuṣṇam Tathauśadham' is the line of treatment of:

- A. Plusta dagdha.
- B. Samyaka dagdha.
- C. Ati dagdha.
- D. Durdagdha.

2. According to Caraka, which one of the following is the cause of Raktasthivana in Yakṣma?

- A. Kṣaya.
- B. Kasa.
- C. ViśamaSana.
- D. Jvara.

3. Glycosides Scillaren A and Scillaren B are found in:

- A. Rasona.
- B. Vanapalanḍu.
- C. Hrtapatrī.
- D. Karavira.

4. 'Krcchreṇa Ca Vivardhate' is the effect of which one of the following Kṣīra Doṣa?

- A. Guruta.
- B. Vivarṇata.
- C. Ruḡṣata.
- D. Virasata

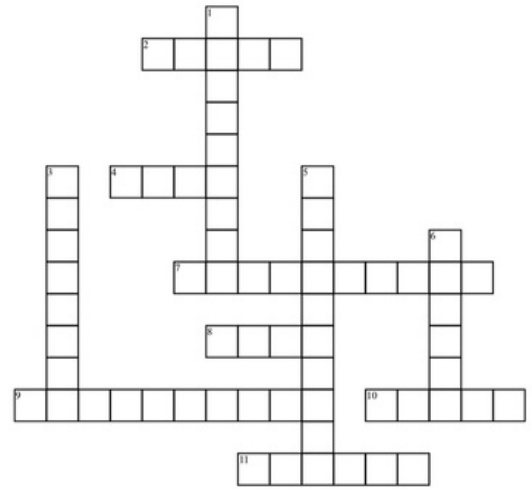
5. Which eye disorder is Yapya?

- A. Pothaki.
- B. Lagaṇa.
- C. Kaca.
- D. Nimiṣa.

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AYURVEDIC HERBS - CROSSWORDS



Across

- 2. decreases menstrual pain
- 4. helps in respiration
- 7. helps in removing kidney stones
- 8. helps in increasing vitamin c
- 9. reduces burning sensation
- 10. helps in piles
- 11. acts as a memory enhancer

Down

- 1. cures jaundice
- 3. cures skin diseases
- 5. acts as a restorative tonic
- 6. helps in curing arthritis

7 WAYS TO BUILD A CAREER IN AYURVEDA

1. Becoming an Ayurvedic doctor
2. Becoming an entrepreneur in the Ayurvedic industry
3. Becoming an Ayurvedic health and wellness professional
4. Launching your own product line
5. Becoming a healing therapist
6. Building your own wellness center
7. Becoming a researcher in Ayurveda



AYURVEDIC HERBS - CROSSWORDS
WATCH OUT ON NEXT EDITION

ANSWERS
TOP AYURVEDA MCQS
1.A
2.C
3.B
4.D
5.C
6.A

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Happy New Year 2023

We hope that you found this newsletter informative and interesting. The goal is to bring to you interesting insights and news from across the world to constantly improve your understanding of Ayurveda and its progress globally. Until next time, here is wishing you all a wonderful New Year.



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