

SWASTHYA VACHAN

THE OFFICIAL NEWSLETTER OF ARTH AYURVEDA WORLD

DIRECTOR'S NOTE

DEAR PATRONS,

As we step into the New Year, I want to thank you for trusting us with your health. Over the last 21 years, we have had the pleasure of helping thousands benefit from the ancient practices of Ayurveda to resolve common and chronic health issues. For us, quality is of utmost priority. It has been the driving force to push ourselves beyond the limits to give you the best, most personalized, and authentic Ayurvedic therapies with customized medicines.

For me personally, Ayurveda is much more than wellness. It holds some of the most effective and powerful paths to good health. At Arth Ayurveda, we take a completely unique approach to diagnosis and treatment, as many of you have experienced firsthand. The focus is on getting to the root cause and providing treatment options that ensure long-term benefits rather than short-term relief. Every physician is well-trained and examines the health history and complaints of the patient thoroughly to prescribe the best line of treatment. We not only take into consideration the internal physiological characteristics but also the mental disposition of the patient.

You see, Ayurveda extends beyond physical well-being. The core of this system of medicine holds that disease is caused by an imbalance in the person's consciousness. There is a very delicate balance between the body, mind, and spirit. By catering to all three dimensions, we at ARTH, help you make Ayurveda a part of your lifestyle with a consistent journey toward good health.

That said, starting the New Year is always stressful. This is when we are all getting back into routine and making big plans for the year to come. They say January is the Monday of Months- the most stressful time of the year. While it is human nature to experience the stress of this kind, let us not overlook the fact that we can only achieve all the goals set for the year when we have good health on our side.

At Arth Ayurveda, we help you find that path to good health- physically and mentally. It is our commitment to research and consistently improving ourselves that has helped us build a legacy in this industry. I invite you all to experience this and enjoy the magnificent benefits of Ayurveda.

DR. PRASHANTH S ACHARYA

Founder & Medical Director

B.A.M.S, M.S (AYU), PhD, F.I.C.A, F.A.G.E

NO - STEROIDS, SIDE EFFECTS, SURGERY, INJECTIONS

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COVID GUIDELINES 2023

AS COVID CASES RISE, LEARN ABOUT THE COVID-19 GUIDELINES IN INDIA.

Union Health Ministry and Prime Minister Narendra Modi have urged Indians to mask up and maintain social distancing, especially when in crowded places like airports, railway stations, metros, metro stations, etc. PM Modi has also urged the vulnerable and the elderly to take their booster dose as soon as possible to prevent any infection. Watch the video to know about all the covid-19 guidelines in India.

Globally, the number of new weekly cases reported during the week of 12 to 18 December 2022 was similar (+3%) to the previous week, with over 3.7 million new cases reported. The number of new weekly deaths was 6% lower than in the previous week, with over 10 400 new fatalities reported. In the last 28 days, over 13.7 million cases and over 40 000 new fatalities were reported globally – a 36% increase and a 2% decline, respectively, compared to the previous 28 days. As of 18 December 2022, over 649 million confirmed cases and over 6.6 million deaths have been reported globally.

In this edition, we include:

- The COVID-19 epidemiological update at the global and regional levels.
- An update on the circulating SARS-CoV-2 variants of concern (VOCs) and Omicron subvariants under monitoring.
- An update on hospitalizations and ICU admissions related to COVID-19.
- Summary of Monthly Operational Update.

The next weekly epidemiological update on COVID-19 will be published on January 4, 2023.
<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/situation-reports>

WISDOM IN VERSES

SWASTHASYA SWASTHYA RAKSHANAM ATURASYA ROGA VIRVANAM

This is one of the governing principles of Ayurveda which translates to "Maintaining and protecting the health of the healthy and curing any disease (of the mind or body) that may arise.

While most of us think of Ayurveda as an 'alternative medicine' that uses herbal remedies, there is so much more to the practice. Ayurveda is a lot more than that. It is made of two words 'ayu' and 'Veda', where Ayu, as most believe, is not just life. It is the union of the mind, body, sense organs, and soul. Ayurveda is the knowledge of all these elements that create life.



DID YOU KNOW?

According to Ayurveda, the life force manifests in the form of three doshas- Vata, pitta, and khafa. They affect your energy, health, and mood. When there is an imbalance in these doshas, it can lead to various health issues.



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STRESS MANAGEMENT WITH AYURVEDA

BY ARTH AYURVEDA ACHARYA

Starting a brand new year is exciting, yet stressful. You are suddenly faced with a fresh pile of work after a long period of holidays. Everyone is aiming to make the new year better than the last. It is also one of the busiest times as you set the pace for the rest of the year.

Given these factors and many more, it has been proved by research that January is one of the most stressful months of the year. The good news is that you do not have to begin your year like that with Ayurveda by your side. Using simple, yet effective coping strategies, you can stay energized and excited as you welcome a fresh chapter in your life.

Ayurveda is focused on balancing the three doshas which form the life force. From the perspective of Ayurveda, stress is usually the result of an imbalance of Vata Dosha. When Vata dominates, it affects the channel of mind which is known as Mano vaha srota. This is why we experience difficulty in maintaining concentration and cognition when we are excessively stressed.

There are some simple remedies recommended in Ayurveda that take a holistic approach to help you manage stress better.



SHIRODHARA

The word Shirodhara can be broken down into 'Shiro' and 'Dhara' which mean head and flow. The therapy involves the pouring of warm oil on the forehead to create a soothing effect on the nervous system.

This also improves blood circulation. Some specific herbs, when added to the oil, can give you more relief in case of conditions like insomnia, anxiety, chronic stress, migraines, and more. There are many studies to show that Shirodhara has the same effect in creating a state of calmness as meditation.

USING AYURVEDIC HERBS TO REDUCE STRESS

There are specific herbs that Ayurveda prescribes as a way to manage stress effectively. This includes Brahmi, Gotu Kola, Bhringraj, Jatamasi, Vacha and Shankhpushpi. These herbs can be incorporated into specially formulated rasayanas, supplements, or customized oils.

ABHYANGA MASSAGE

This massage therapy is performed by a well-trained therapist who understands the doshas. It uses warm oil with several ingredients that are customized to suit the requirements of the individual. This form of Ayurvedic massage has been practiced for thousands of years and is known to reduce stress, blood pressure, and muscle stiffness among various other benefits.

At Arth Ayurveda, we are committed to finding the root cause of stress to prescribe the best processes and procedures that have been enshrined in the ancient Indian medicinal texts of Ayurveda and enhanced by modern diagnostics and extensive research.

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STRESS SHOOTING UP SCIATICA?

BY ARTH AYURVEDA ACHARYA

Stress is known to elevate the symptoms of sciatica. There are several factors associated with stress such as poor posture, lack of physical activity, or an increase in habits like smoking or alcohol consumption that can lead to sciatic pain spiraling out of control.

Sciatica pain is characterized by lower back pain that radiates to the thighs and legs. This condition is known as Gridhrasi or 'like a vulture' because the person affected by the condition tends to have stiff legs and a lunched posture which makes the appearance of a vulture. The symptoms of the condition have been described in detail in Ayurvedic classics over 5000 years ago while it was only recognized in modern medicine about two centuries ago. It is believed that factors leading to Vata-related issues are causative factors or nidana of this condition.



At Arth Ayurveda, we study the condition of the patient thoroughly before prescribing any treatment. This also changes according to the various stages of the condition or progress made by the patient. Our governing principle is nidana parivarjana which means eliminating the causative factors.

Then, we understand the intensity of dosha prakopa and advise laghna chikitsa, pachana, or Shamana Sneha if the condition is mild to moderate. However, in chronic cases, Shodhana treatment is imparted as advised by our Acharyas.



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THE ESSENCE OF ARTH AYURVEDA

Arth Ayurveda has a deep understanding of Ayurveda and considers it more than just an amalgamation of 114 hymns. We believe in blending tradition with contemporary medicinal practices and therefore our formulations are based on 5000-year-old remedies with a modern scientific outlook. Our operating philosophy revolves around adopting world-class techniques in research to develop new formulations, adopting the world's best practices for treatment, and partnering with pioneers around the world in the field of Ayurveda.

We believe in exercising complete control over providing quality treatment procedures and using rigor & precision in creating a patient-oriented, fully integrated healthcare delivery system. We constantly solicit feedback from our patients for making improvements in our treatment procedures.

ARTH Ayurveda is - "Scientific Ayurvedic Care That Works For YOU".

Arth Ayurveda logo is more than just a part of the brand identity. It is a symbol of trust, health, longevity, and holistic healthcare. It symbolizes the blending of tradition, with the modern, the harmony of art & science of mind, body, and soul. The circle is complete and universal with the leaves signifying life and the beauty of nature. The human being emerging out of the arms of Mother Nature is joyous, and peaceful and announces freedom and wellness.



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PERSPECTIVE

**SAMA-DOSHA SAMAA-AGNISCHA
SAMA-DHATU- MALAKRIYAA
PRASANNA-ATMA-INDRIYA- MANAH
SWASTHA-ITI-ABHIDEYATE PRSANNA**

One is in perfect health when the Three doshas (Vata, Pitta, and Kapha) Digestive fire (digestion, assimilation, and metabolism) all the body tissues & components (Dhatus) (the entire physical body), and all the excretory functions (the physiological functions of urination and defecation) are in perfect order with a satisfyingly disposed and gratified mind, senses and spirit.



20+

YEARS OF SERVICE

4.8

GOOGLE RATINGS

25K+

SUCCESSFUL SLIP DISK
TREATMENTS



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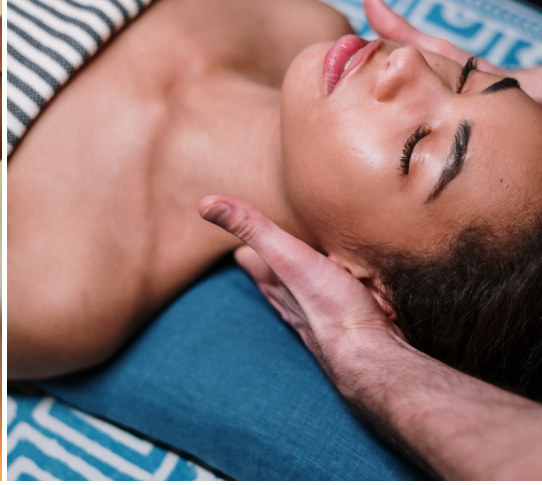


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FEATURES OF THE HOUSE

- 24X7 Care
- 8 Therapy rooms
- 15 beds
- 7 well-furnished rooms
- 1 mini operation theatre
- Full-fledged pharmacy
- Treated 50K+ patients
- 25K+ Diabetic neuropathy

SCIENTIFIC AYURVEDIC CARE THAT WORKS FOR YOU



We wish to see all of you in the best of health in the coming year. Along the way, if you are affected by inevitable maladies, it is our commitment to provide you with state-of-the-art and high-quality treatment options to help you overcome them.

ARTH AYURVEDA WISHES YOU AND YOUR FAMILY A PROSPEROUS, HEALTHY, AND JOYFUL NEW YEAR.

BOOK AN APPOINTMENT WITH ARTH AYURVEDA TODAY

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