



# SWASTHYA VACHAN

The official Newsletter for Arth Ayurveda World

## DIRECTOR'S NOTE

### Dear Patrons

We hope you have all had a healthy and productive year so far. There are many exciting changes and plans underway at Arth Ayurveda that are coming to fruition with your consistent support and patronage. I would like to begin this newsletter by thanking you for trusting us with your health.

We are on our way to making authentic ayurvedic treatments and ancient healthcare practices more accessible for everyone. In lieu of that, we also held a free yoga session at Arth Ayurveda in Indiranagar. The response we received has reinforced our belief that the traditional healthcare practices that our ancestors have bestowed upon us are extremely relevant to our modern lifestyle.

Keeping that in mind, we have created several packages for healthcare, wellness care and self-care that you will be able to review on our brand new website. Our goal with redesigning our website was to make it easier for you to get a glimpse of our services. We are also active on various digital media platforms bringing to you more information on the benefits of Ayurveda and how you can incorporate them into your life through Arth Ayurveda World.

I am certain that added channels of communication will be extremely useful for you to stay in touch with us. Given that we are all gearing up for the seasonal changes expected soon, Ayurveda is a time-tested option for you to ward off illnesses and preserve your health. I urge you all to make healthy choices, improve your lifestyle and commit to fostering physical and mental health.

You can be assured that whether it is preventive care or treatment for any existing condition, Arth Ayurveda World is here to help you achieve the best possible outcome with non-invasive, safe and effective strategies of Ayurveda.

Dr. Prashanth S Acharya,

Founder and 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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## Wisdom in Verses

होता होतात दुःखाल दुःखाल अयुड तडायु होतहोतात!  
लाना ते तचोहा पारोकतात अयुर्वेदा इा उच्यते !!

A popular verse from the Charak Samhita, these lines provide a comprehensive description of the principles of Ayurveda. When translated, these lines mean that Ayurveda is the science of life which addresses happy, unhappy, advantageous and disadvantageous states of life. It also describes what is good or bad for your life and how to measure these factors.

Ayurveda is not restricted to curing disease and increasing longevity. It extends to the maintenance of a healthy body and mind.

## Did You Know?

Charaka is known as the father of Ayurveda. In his book, Charaka Samhita, he describes several diseases in great detail along with the appropriate treatment. This medical treatise is still one of the core texts used in the study and practice of Ayurveda.

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## Build Seasonal Immunity This Summer with Njvara Kizhi

The immune response of the body changes significantly as the seasons change. The time when we enter a new season of the year is most important as there are changes in the day and night temperatures.

In today's world, especially, these fluctuations do not follow a set pattern like before. The result is an increase in illnesses during this transition phase. Adapting to unpredictable weather changes is hard. The best thing you can do is take ample preventative measures to strengthen your immune system.

Ayurveda offers a number of treatment options. In this edition of our newsletter, we would like to shed some light on Njvara Kizhi, a unique rice poultice treatment which is extremely powerful in improving your immunity.



### Highlights of the Procedure

Njvara Kizhi is also known as Shastika Shali Pinda Sweta. The highlight of this procedure is the main ingredient, which is Njvara Rice. There are two varieties of this rice, namely red and black which are considered superior in their medicinal properties.

This procedure uses a specially poultice prepared with rice boiled in milk and herbs. It is then rubbed on the body to induce sweat, while rejuvenating and energising the area.

### How does this help build immunity?

This treatment has several benefits for your immune system:

It improves blood circulation and the production of RBCs, thereby boosting your immune system.

Njvara rice is loaded with antioxidants and anti-inflammatory properties.

The sweat induced in the treatment releases toxins which are responsible for compromising the immune system.

Experience authentic Njvara treatment at Arth Ayurveda. This is a walk-in procedure which offers three treatment packages to choose from. You can opt for a single session, three sessions or seven sessions with great discounts as well. Build your immunity with Arth Ayurveda World and let us help you preserve your health and enjoy the bright, sunny days that are soon approaching.

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## Summer Acne Breakouts?

Ayurveda can help you manage it effectively

Even if you are someone who normally does not have acne prone skin, you may have noticed breakouts during the warmer months of the year. During summers, you tend to sweat. This can cause the pores to clog, trapping dirt and debris. When this gets infected, you will experience acne breakouts.

The beauty packages at Arth Ayurveda offer two effective treatment options to help you control acne and make your skin clear and glowing:

**Kumkumadi Mukha Lepam:** A natural acne relief treatment option using Kumkumadi- a powerful blend of Ayurvedic herbs. This pure, Ayurvedic skin treatment method uses a specially prepared natural and herbal pack for deep cleansing of the pores, cell renewal and removal of acne marks.

**Soundarya Mukha Lepam:** The soundarya mukha lepam is a herbal face pack which removes oil and debris from the surface of the skin to control acne and eliminate acne scars.

Book your appointment today to experience traditional Ayurvedic beauty treatments that have been practised for centuries to improve skin and hair health with the power of natural preparations.

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## Sheetali Pranayama To Beat the Heat This Summer



In Sanskrit, 'Sheetali' means cooling. Sheetali Pranayama cools your body down, reduces inflammatory skin issues, enhances immunity and balances blood pressure. Practise it daily as we move into the summer months to prepare your body for the transition:

- Sit on the floor or on a chair with your back and neck straight.
- Place the hands on your knees in Gyan Mudra
- Roll your tongue to make a tube and stick it out.
- If you cannot roll the tongue, hold it out in between the teeth, pressing gently. Then, stretch the lips as if you are smiling.
- Draw air in through the mouth and exhale gently through your nostrils.
- Repeat 4-5 times and take a break.
- Complete three sets to experience the cooling effect on your body.

## Boost your Child's Immunity With Swarna Bindu Prashana

Upcoming Dates:

**4<sup>th</sup> March 2023**

**31<sup>st</sup> March 2023**



**Register  
Now**

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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

## Spot the Answer

Here is a simple challenge for you. The answers to these questions are in our newsletter. If you don't know them already, read the newsletter again.

1. What is the main ingredient in Njvara Kizhi treatment?  
a. Rice b. Wheat c. Moong Dal
2. Who is the father of Ayurveda?  
a. Chanakya b. Charaka c. Chaitanya
3. What does Sheetali in Sheetali Pranayama stand for?  
a. Rejuvenating b. Cooling c. Moisturizing



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**Scientific Ayurvedic care  
that works for you**

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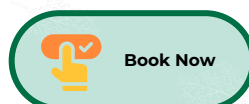


## Parting Words

Protect your health with the power of Ayurveda. As we welcome the summer, let us ensure that we enjoy the warm sunny days, free from ailments. With the power of Ayurveda, you get to experience the true glory of every season and the blessings of Mother Nature.

Answers: 1.a 2.b 3.b

## Book An Appointment With Arth Ayurveda Today



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