



Maharishi[®] Ayurveda



Authentic Ayurvedic Products

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Dear Readers,

With Maharishi Ayurveda you are naturally and effortlessly unfolding the most beautiful side of your life.

We, the entire team of "Maharishi Ayurveda Products Europe", are happy to help you with this.

Discover the great diversity of our product range, and please do not hesitate to contact us if you have any questions about our products or about Ayurveda. We are delighted to be of service to you.



Ayurveda means health and beauty through inner balance

Ayurveda, the science of long life, stems from the great Vedic civilization of India and is considered to be the most ancient and comprehensive health system in the world. It is based on the timeless knowledge of individual inner balance, which according to Ayurveda is the foundation of lasting health, well-being, contentment, and natural beauty.

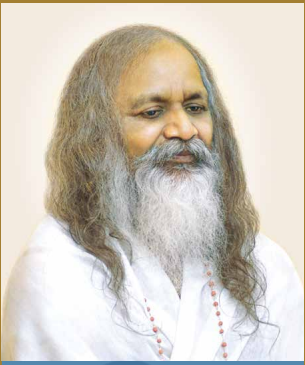


Maharishi Ayurveda stands for authenticity and the highest quality

Maharishi Ayurveda guarantees you purity of genuine Ayurvedic products. The All India Ayurvedic Congress officially confirmed it as the authentic form of Ayurveda. Two things are priorities for us: preservation of the age-old knowledge, together with the most modern quality controls. This enables us to meet our own high standards and offer you the very best quality.

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Maharishi Mahesh Yogi

The Vedic sage Maharishi Mahesh Yogi has, together with the world's leading Ayurvedic experts, founded Maharishi Ayurveda. He assembled the Vedic literature, which had been fragmented for centuries, into a perfect science, and brought to light its full potential.

Maharishi Ayurveda: the original

Original Ayurvedic formulas

Maharishi Ayurveda products are produced strictly according to traditional Ayurvedic guidelines, so that they unfold the full potential of this precious knowledge.

Only the best raw materials

The effectiveness of a plant varies greatly according to the season, cycles of the moon, and the time of day when it is harvested. All plants are harvested at their most ideal time, and this can significantly enhance their potency. After harvesting, each delivery batch is meticulously tested,

sorted, and cleaned. Raw materials are discarded if in the opinion of our experts they fail to meet the required quality standards in terms of purity, ripeness, or potency. All products imported from India come from "Maharishi Ayurveda Products India" (MAP India). This enables us to maintain control over consistently high quality. In addition to the employees in the areas of processing and quality control, "MAP India" engages a large number of pickers who are specially trained to gather the fruits and herbs. Rare plants are deliberately cultivated in order to protect and preserve the wealth of Indian flora.

Prestigious certifications and independent quality control

Alongside the preservation of this ancient knowledge, strict quality controls according to international standards are naturally a part of the production process. "MAP India" possesses the most up-to-date production facilities and has earned the following certifications: ISO 9001:2008 and ISO 22000:2005, HACCP, WHO-GMP, GLP and BDIH. "MAP India" is one of the few companies in India to have integrated these control systems into its manufacturing processes in order to deliver flawless quality. The manufacturer's Indian Research and Development Centre is officially recognized and certified by the Indian Ministry of Science and Technology. Batches of

products imported into Europe are residue-tested by independent laboratories for pesticides (herbicides, insecticides, fungicides), microbiology (bacteria, yeasts, moulds, salmonella), and heavy metals (lead, cadmium, mercury, arsenic). These tests are conducted according to current European standards in each case.

MAP India is one of the first few companies to be granted the "AYUSH Premium Mark Award". It was created by "AYUSH", a department of the Indian Health Ministry, and examined and certified by "Foodcert India". This seal is based on WHO guidelines and sets high quality guidelines for the purity of the Products.

COUNCIL OF VAIDYAS

All recipes, formulas, the selection of plants, and production processes are supervised by a Council of Vaidyas (Ayurvedic experts). This Council of Vaidyas was founded in 1983 by the leading experts of India, together with Maharishi Mahesh Yogi:



V. M. Dwivedi



B. D. Triguna



Balraj Maharshi

V. M. Dwivedi, internationally recognised authority in the field of Rasayanas (Ayurvedic herbal and mineral preparations).

B. D. Triguna, advisor to the Indian government and former president of the All India Ayurvedic Congress.

Balraj Maharshi, leading expert in Dravyaguna, the identification and application of medicinal plants.

World leader

Maharishi Ayurveda was originally launched in 1987 and, after many years of pioneering work, has become the world's leading manufacturer and supplier of high-quality authentic Ayurvedic products, with representatives today in more than 50 countries. Available in many organic stores, specialist shops, health food shops, chemist shops, beauty salons and pharmacies, and via mail order.

Our quality controls and certificates



INDEPENDENT LABORATORY TESTS

Laboratory tests by independent European institutes according to the latest directives and laws.



HACCP CERTIFICATE

Production facilities in India certified according to international HACCP Standard for Food Safety



GMP CERTIFICATE

Production facilities in India are WHO-certified and EU-GMP compliant for quality assurance



ISO CERTIFICATE

Maharishi Ayurveda production facilities certified according to international ISO 9001-2008 and 22000-2005 standard



AYUSH PREMIUM MARK AWARD

Award from Indian Health Ministry for high quality standards in products for export



CERTIFIED ORGANIC CULTIVATION

A large number of products come from certified biological cultivation



CERTIFIED NATURAL COSMETICS

Natural Cosmetics certified according to strict BDIH regulations



VEGAN

Certified according to the Vegan-Society. The Abstaining from the use of animal products



GLP CERTIFICATE

Registered laboratory-management system for all major laboratory tests and the calibration of equipment

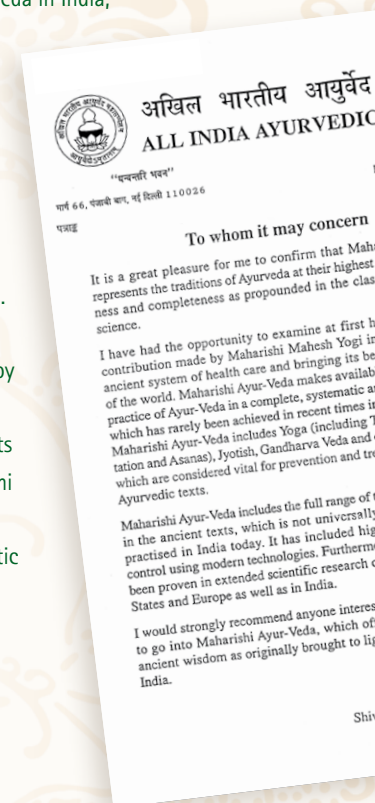


Recognised as authentic

The "All India Ayurvedic Congress" is the largest official organization and highest authority for Ayurveda in India, with over 300,000 Ayurvedic experts as members. An official statement in 1997 includes the following:

"It is a great pleasure for me to confirm that Maharishi Ayurveda represents the traditions of Ayurveda at their highest level of effectiveness and completeness as propounded in the classical texts of this science. I have had the opportunity to examine at first hand the enormous contribution made by Maharishi Mahesh Yogi in re-enlivening this ancient system of health care and bringing its benefits to the people of the world. Maharishi Ayurveda makes available the principles and practice of Ayurveda in a complete, systematic and authentic manner which has rarely been achieved in recent times in India."

The full statement can be found online at www.ayurveda.eu.



Daily supplement for health and balance

In Ayurveda, a balanced diet plays an important role in maintaining health, and a large number of food supplements (Rasayanas) are described in the Ayurvedic texts.



Ayurvedic herbal preparations possess a wide variety of harmonizing and supportive properties

It is the right combination that makes it special

Ayurvedic food supplements not only contain many different nutrients. According to Ayurvedic understanding, through the combination of certain ingredients and the special way of processing them, the food supplements are assimilated holistically by the body and preserve the concentrated intelligence of the plants and minerals. The ingredients used are put together in such a way that they reinforce and supplement each other. In addition to our exclusive selection of Ayurvedic food supplements, we also offer you traditional Ayurvedic Asavas. These are liquid preparations made of fermented herbs and spices in high concentrations.

GENERAL RECOMMENDATION

Select the supplements you require according to the Ayurvedic recommendations, and take them regularly for a period of at least 2-3 months. Asavas are traditionally recommended for about 2 weeks. If after this period the imbalance still exists, then change to the appropriate food supplements.

Please note the following important information:

Our products are produced strictly according to original Ayurvedic recipes in order to achieve the harmonizing and health-supporting effects described in Ayurveda. In Indian culture, traditional Ayurvedic knowledge is a recognized science, handed down and practised by renowned scholars and practitioners, and promoted by governmental bodies.

The ancient Ayurvedic teachings, however, are based also on principles and approaches that are different from the „Western“ science. Since our representations about the significance and the functions of Ayurvedic food supplements (Rasayanas) refer to the knowledge of Ayurveda, we make no claim as to effects in terms of science with which we are familiar. In particular, the aspects of harmony and inner balance in the individual have no equivalent in our science, with the result that there is no proof in western science for many of the effects described in Ayurveda.

Nature's intelligence has a harmonizing effect

Ayurvedic herbal preparations have a wide variety of properties that support - according to Ayurveda - health and contribute to a harmonious balance of mind and body, by reviving the body's "forgotten" intelligence: order, balance and harmonious functioning.

Timeless knowledge is expressed in every food supplement

Maharishi Ayurveda food supplements are prepared strictly according to original Ayurvedic formulas that are thousands of years old. All the traditional and in some cases very elaborate steps of production are consciously adhered to, in order to guarantee the consistent outstanding quality of the products. In addition, the entire production process is overseen by Vaidyas (Ayurvedic experts).

Maharishi Ayurveda stands for highest quality and purity

Modern quality controls in India and research by independent laboratories in Europe round off the production of our food supplements, and ensure that all products conform to the highest quality standards.



The most important Ayurvedic food supplement.

MAHARISHI AMRIT KALASH

The holistic, health-promoting properties of Maharishi Amrit Kalash are extensively described in the traditional textbooks of Ayurveda*.



The full wealth of Ayurvedic knowledge

In over 14 harvest areas a variety of exotic herbs, roots and sun-ripened fruits are collected and hand-sorted. These include legendary ingredients such as Asian Gotu Kola and Amla fruit (Amalaki), whose potential is only gradually being discovered in the West today.



The original recipe calls for 250 steps of production

In a process involving more than 250 time-consuming stages of production according to the original Ayurvedic recipe, 22 kg of raw material produces 1 kg of Maharishi Amrit Kalash – MA 4.



The most modern, scientific tests

This long process is completed by the most modern quality controls and series of scientific tests to ensure that the final product is in accordance with our high quality requirements.

Reduction of free radicals

Modern biochemistry describes a class of highly reactive chemical compounds, the so-called free radicals, which are involved in destructive transformation processes in the cells of the body. To neutralize these free radicals, it is generally recommended to eat a diet rich in

antioxidants with lots of fresh fruits and vegetables, as well as taking vitamin C and vitamin E as dietary supplements. Scientific studies have shown that Maharishi Amrit Kalash contains an extraordinarily high concentration of substances with antioxidant effects, and therefore far exceeds the antioxidant activity of well-known products. It could therefore be referred to as a broad-spectrum antioxidant.

Maharishi Amrit Kalash includes such legendary ingredients as for example Asian Gotu Kola and Amla Fruit (Amalaki)

The food supplements and Asavas presented here have been recommended by Ayurveda and successfully used for thousands of years. However, they should not be considered as medicines but as a complement to a healthy diet. For the treatment of diseases we recommend that you see a doctor who has had additional training in Maharishi Ayurveda. Addresses can be obtained from our customer service, see details page 31.

The pure power of nature

The balanced composition of this dietary supplement forms the basis for its comprehensive, health-promoting properties*. Maharishi Amrit Kalash consists of natural ingredients, coming partly from certified organic cultivation, and is free from artificial preservatives.

Mutually complementing and reinforcing

Maharishi Amrit Kalash is made up of two components that complement and reinforce each other: a fruit and herbal preparation (MA 4) and herbal tablets (MA 5). They should therefore be taken together. The fruit and herbal preparation is also available in tablet form as "MA 4 T" without sugar and honey for people who need or want to have no sugar in their diet.

MA 4 fruit and herb paste, 600 g \cong 1 month
Order No.: 010004

MA 4 T sugar-free, 60 g \cong 1 month
Order No.: 010007

MA 5 herbal tablets, 30 g \cong 1 month
Order No.: 010050

Set of 3: MA 4 and MA 5 \cong 3 months
Order No.: 010034

Set of 3: Sugar-free, MA 4T and MA 5 \cong 3 months
Order No.: 010037



* See notice at top of page 6

*For Women**



Ayurveda herbal power for strong women!

LADIES' RASAYANA

Mood swings? Feeling unwell? Lacking in energy and strength? This is an excellent Ayurvedic mixture to supplement your diet. Precious herbs and fruits produce a wonderfully harmonising influence on the whole female physiology. It is also said to strengthen all the Dhatu Agnis and contribute to gentle purification*. For women of all ages – but not during pregnancy.

Order No.: 040743 60 tablets, 30 g ≅ 30 days

FOR THE ACTIVE WOMAN

Stress? Overburdened?

According to the Ayurvedic texts, this food supplement gives support to the female physiology. In this product, plants used successfully by women in India for thousands of years are brought together in a balanced proportion*.

Order No.: 041009 60 tablets, 30 g ≅ 30 days

*For Men**

MEN'S RASAYANA

Our best food supplement (Rasayana) for men. In the Ayurvedic texts it is highly prized for strengthening all Dhatus (tissues). Furthermore, according to Ayurvedic knowledge, it will harmonize and give support to the whole male physiology. It combines 35 (!) ingredients into a holistic Rasayana of a very special kind. Ayurveda recommends this extraordinary herbal formula for men of all ages*.

Order No.: 040136 60 tablets, 30 g ≅ 30 days

GOLDEN TRANSITION I & II

The classical Ayurvedic texts understand that during the menopause the changes taking place in the metabolism are mainly due to an increase in Vata and a decrease in Pitta. This food supplement is said to provide the supply of substances needed to ensure proper balance during this phase of life*.

Golden Transition I and II are recommended to be taken together as they complement and strengthen each other.

Order No.: 040938 I: 60 tablets, 60 g ≅ 30 days

Order No.: 040939 II: 60 tablets, 30 g ≅ 30 days

CALCIO CARE

Calcium is one of the most important minerals for the human body. It is the main component of bones and teeth, and plays an important role in their structure. Calcio Care contains natural calcium from selected sea coral, as well as herbs and fruits that Ayurveda considers important in the absorption of calcium*.

Order No.: 040925 60 tablets, 30 g ≅ 15-30 days

AYURVEDIC IRON RASAYANA

Iron is an essential trace element which, among other things, is important for the transport of oxygen, respiration, cell division and energy production. In special situations such as pregnancy, excessive menstruation, or vegetarian diet, the need for iron could be higher than usual. This food supplement not only contains ayurvedically processed iron (Iron Bhasma) but, according to Ayurvedic knowledge, it also promotes the absorption of iron by the body*.

Order No.: 040600 60 tablets, 30 g ≅ 30 days



FOR THE ACTIVE MAN

Ayurveda makes a connection between this food supplement and the special nutritional requirements of men who are physically and mentally active. Classical Ayurvedic tradition describes a revitalizing effect through the reduction of Pitta and Kapha. In addition to a large number of high-quality herbal ingredients, this food supplement also contains specially prepared trace elements*.

Order No.: 040 924 50 tablets, 50 g ≅ 20 days

For Mothers *

The following supplements are recommended (with the exception of "Rasayana for Pregnancy") during the first 13 weeks after giving birth, according to Ayurvedic texts.

IN JOYFUL EXPECTATION

According to the Ayurvedic texts, a woman has special nutritional requirements during pregnancy. This formula is said to promote well-being, and is recommended to be taken throughout the entire pregnancy*.

Order No.: 040221 60 tablets, 30 g ≅ 30 days

EVENING TEA FOR YOUNG MOTHERS

A Vata-reducing tea containing 10 Ayurvedic herbs recommended by Ayurveda for the evening*.

Order No.: 040116 50 g powder ≅ 13 days

FENNEL PLUS TEA

Fennel and fenugreek seeds are known in Ayurveda to reduce Vata (wind) in the digestive tract*. This spice mixture is prepared as a tea and can be drunk by nursing mothers throughout the day.

Order No.: 040141 30 g powder ≅ 7 days

Our food supplements are prepared according to age-old original recipes from the Ayurvedic texts. They have been used with much success since time immemorial. However, we do not make claims for their efficacy in terms of allopathic medicine. For the treatment of diseases please consult a doctor.

For Children and Adolescents *

CHILDREN'S RASAYANA

According to the knowledge of Ayurveda, children in their developmental phase need special nutrients. Children's Rasayana is designed to meet these specific needs*. Suitable for children from age 3 upwards.

Order No.: 040230 60 tablets, 30 g ≅ 30 days

STUDENT RASAYANA

A mixture of ten herbs known in Ayurveda as Rasayanas and tonics for the nervous system. It has been scientifically shown that this preparation accelerates the growth of intelligence in children*. For students of all ages.

Order No.: 040427 60 tablets, 30 g ≅ 30 days



For Seniors *

SENIOR RASAYANA

Elderly people need to pay particular attention to remain healthy and vital. In Ayurveda the components of this preparation are known as Rasayana and tonic for the nervous system. They are said to have a balancing effect on the following Ayurvedic principles: Prana (creativity, perception, consciousness, and self-actualisation); Sadhaka (feeling of inner satisfaction), Ojas (the biological correlate of consciousness)*.

Order No.: 043003 100 tablets, 50 g, cert. organic ≅ 25 days



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* See notice at top of page 6

Digestion & metabolism *

Ayurvedic science states that the role of nutrition is not simply to supply our bodies with essential substances such as vitamins, minerals and trace elements. In addition to covering the daily energy requirement, the intake of foodstuffs also maintains a harmonious equilibrium in the body. Ayurveda states that, in order to optimally supply the body with everything it needs, it is not only the quality and range of foodstuffs that is important, but also the function of our digestive system and metabolism. This of course affects whether the food is fully digested and absorbed by the body. In Ayurveda, digestion plays a fundamental role in matters of health. Therefore, from an Ayurvedic standpoint, the familiar phrase "you are what you eat" can be turned into the more refined statement "you are what you digest".

AYURVEDA TIP

Hot water

Regularly drinking hot water is a classic Ayurvedic recommendation for balancing both Vata and Kapha Doshas, increasing digestive power and removing metabolic waste products. Boil a sufficient amount of still, non-chlorinated tap or mineral water without gas in an open pan for at least 10 minutes. Store this water in a thermos flask and take a couple of sips around every 30 minutes throughout the day (drink more according to your thirst). The frequency is far more important than the quantity. To boost the positive effect, you can also include 1-2 slices of fresh ginger or a pinch of dried ginger when boiling the water.



The nutritional supplements and Asavas presented here have been recommended and successfully used by Ayurveda for thousands of years. However, rather than being seen as medicines, they should be viewed as supplementing healthy nutrition.

TRIPHALA PLUS

Certain situations, such as the constant pressure of deadlines, overwork and unbalanced nutrition can adversely affect the equilibrium of your inner balance. Alongside light meals, outdoor exercise and sufficient periods of rest, Ayurveda focuses on the removal of waste products and supporting the metabolism. Try Triphala Plus, which consists of a carefully created and highly refined combination of the Haritaki, Amalaki and Bibhitaki fruits. Triphala Plus is an excellent Rasayana that harmonises Pitta throughout the body. Triphala is the preferred means of supporting intestinal motility among many Ayurvedic practitioners.* From certified organic cultivation.

Order No.: 043505 60 tab., 60 g, cert. organic ≙ 60 days
Order No.: 043525 250 tab., 250 g, cert. organic ≙ 250 days

DIGEST ASAVA

An Ayurvedic Asava, consisting of two components (D1 and D2) that are both recommended for a period of around two weeks.* If required, you can then switch to the Digest Special nutritional supplement.* Contains alcohol.

Order No.: 040373 D1: 200 ml drink ≙ 20 days
Order No.: 040340 D2: 200 ml drink ≙ 20 days

DIGEST SPECIAL

In Ayurveda, digestive power (Agni) is particularly important for our health. In accordance with this teaching, Digest Special supports Agni.*

Order No.: 040154 60 tablets, 30 g ≙ 30 days

DIGEST

A nutritional supplement which supports Agni, but is somewhat milder than Digest Special.*

Order no.: 040927 60 tablets, 30 g ≙ 30 days

AYURACI-BALANCE

For many people, stress, irregular mealtimes and poor nutritional habits may cause an uncomfortable feeling in the stomach.* This product corresponds to an old Ayurvedic recipe and is preferably taken prior to mealtimes.

Order No.: 040575 50 tablets, 50 g ≙ 25 days

LIVOMAP

Ayurveda states that the liver has particular nutritional needs when under stress, which are to be satisfied by special herbs and spices.* You can choose between syrup and tablets according to personal preference.

Order No.: 040936 200 ml syrup ≙ 21 days
Order No.: 040937 60 tablets, 30 g ≙ 30 days

MEDA

In our affluent society, it is common for the Meda Dhatu (fatty tissue) to be all too pronounced. Ayurvedic texts state that the nutritional supplement Meda is able to harmonise this. "Meda I" is for people with a normal appetite.*

Both contain 100 tablets / 50 g.
Meda I Order No.: 041006 ≙ 50 days
Meda II Order No.: 041007 ≙ 50 days

AYURVEDA TIP

On our website www.ayurveda.eu, you can find simple Ayurvedic tips to help you use nutrition to positively influence your health.

Metabolic waste products*

What is "Ama"? "Ama" is a term commonly used in Ayurvedic

texts. The literal translation of Ama is "undigested". According to the Ayurvedic texts, Ama occurs when the nutrition we take in is not properly digested as a result of poor nutritional habits or weak Agni (digestive fire). Ayurvedic teaching describes Ama as a type of waste product in the body that can affect all possible metabolic processes. The term "Ama", which we have translated into English as "metabolic waste product", does not have an equivalent in Western science. The Ayurvedic health system can help gently channel out Ama.*

AMA-CLEANSE

The dry, bitter tasting herbs in this nutritional supplement are recommended by Ayurveda for 1 month at the beginning of each new season.*

Order No.: 041010 60 tablets, 30 g \cong 30 days

AMA-CLEANSE G

According to Ayurveda, unpleasant body odour is related to an accumulation of metabolic waste products. Ama Cleanse G contributes to balancing out the doshas.*

Order No.: 041663 60 tablets, 30 g \cong 30 days

AYURFLEX*

Order No.: 040572 120 tablets, 60 g \cong 30 days

AYURFLEX HERBAL OIL

Works well in combination with the nutritional supplement Ayurflex.*

Order No.: 040929 100 ml \cong 30 days

AYURMULTIMINERAL

A special combination of Ayurvedically prepared minerals – calcium, iron and zinc – together with herbs which are said to support the absorption of these minerals.*

Order No.: 041665 60 tablets, 30 g \cong 15 days

Minerals*

COPPER CUP

A true Ayurveda classic! Fill the cup with water in the evening, leave it overnight and drink the water the following morning. This water is particularly valued in Ayurveda, as it is said to have a cleansing effect on the entire body. It also has a balancing influence on the Pitta dosha.*

Order No.: 130040

Single herbs*

All the products in our single herb series are of excellent, certified organic quality.

AMALAKI



Amalaki, also known as Amla fruit, is a valuable Rasayana as it contains antioxidants. The balancing effect on all three doshas is what makes Amalaki so valuable.*

Order No.: 410001 60 capsules, 42 g, certified organic

ASHWAGANDHA



Has nutritional properties, calming Vata and Kapha. If these doshas are in a state of balance, the mind is calm and clear.*

Order No.: 410002 60 tablets, 30 g, certified organic

BRAHMI



The Charaka Samhita, one of the fundamental Ayurvedic works, attributes brahmi with a range of positive properties. Ideal for all those who perform a great deal of mental work. Reduces Vata and Kapha without increasing Pitta.*

Order No.: 410003 60 tablets, 30 g, certified organic

TURMERIC



Turmeric, or curcuma, is seen as one of the "hot" herbs, which are attributed with a cleansing and energising effect. A natural antioxidant.*

Order No.: 410005 60 capsules, 36 g, certified organic

GARLIC



A strengthening tonic for the whole body, according to Ayurveda.*

Order No.: 410006 60 capsules, 42 g, certified organic

NEEM



The qualities of Neem are astringent, pungent and bitter. Particularly highlighted are its antioxidant, purifying and Pitta- and Kapha- balancing characteristics.*

Order No.: 410007 60 tablets, 30 g, certified organic

MORINGA



Power-plant Moringa: The Moringa tree, native to North-West India, is also called "miracle tree". With its high nutritional content and high amount of antioxidants. The Moringa leaves are particularly rich in vitamins and minerals.*

Order No.: 410009 60 tablets, 30 g, certified organic

TULSI



Indian basil (Tulsi) is described as balancing and strengthening. Ayurveda experts recommend daily consumption as Rasayana.*

Order No.: 410008 60 tablets, 30 g, certified organic

GINGER



Ginger supports digestion, contains antioxidants and supports the channelling out of metabolic waste products.*

Order No.: 410004 60 capsules, 36 g, certified organic



* See notice at top of page 6

For a detailed ingredients list and dosage of each products, please visit our website www.ayurveda.eu and look under the specific product

FOR USEFUL TIPS: WWW.AYURVEDA.EU

Balance & well-being *



Mental well-being is decisively influenced by our personal lifestyle and, according to Ayurveda, our nutrition. Ayurvedic recommendations can help us find our inner peace and balance. Sufficient relaxation and sleep are important in giving the mind time for regeneration. You can reduce stress by ensuring a balance between work and free time and attempting to clear up existing conflicts with other people. Enjoy spending time

in the great outdoors. Did you know? You will often feel better after a little early morning exercise or a pleasant evening walk. Regular Ayurvedic oil massages have an extremely calming and harmonising effect on the overall system of body and mind.

VATA BALANCE

From the Ayurvedic viewpoint, the mind naturally functions in a calm and clear manner. Increased Vata can disturb this calmness. This traditional Ayurvedic herb mixture helps rebalance Vata. Vata Balance primarily consists of six plants that are traditionally used in Ayurveda as Rasayanas, as a mental tonic and for calming the nervous system.* This outstanding herbal mixture is crowned with one of the most valuable ingredients there is: crushed pearls!

Order No.: 041401 50 tablets, 50 g ≅ 25 days

PITTA BALANCE

Are you a fiery Pitta type? The Ayurvedic teaching on health assigns the qualities of "hot, pungent and sour" to Pitta dosha, and explains its influence on the maintenance of our energy and heat, and our digestion and metabolism.

Balanced emotions, a clear and capable intellect: these are the characteristics of a balanced Pitta dosha. However, many factors can increase Pitta dosha: hot summer weather, our diet and work; other factors too, for example stressful situations.

Stay cool when things get hot.

Order No.: 040323 fruit and herb paste, 600 g ≅ 30 days
Order No.: 040324 60 tablets, 45 g ≅ 15 days

KAPHA BALANCE

Ayurvedic textbooks describe a correlation between continuously being in a bad mood and an excess of Kapha as well as an accumulation of Ama (metabolic waste products, see also page 11). This nutritional supplement is made up of more than 20 special components, which return harmony to an unbalanced Kapha dosha, whilst supporting the reduction of Ama.*

Order No.: 041402 50 tablets, 50 g ≅ 25 days

AYURVEDA TIP

Meditation

Vedic texts state that the aspect of consciousness is closely related to Ayurveda. According to Maharishi Mahesh Yogi, Transcendental Meditation is a Vedic consciousness technique dating back many thousands of years which places the mind in a deep state of rest in a simple and natural manner. More than 600 scientific studies have documented the effectiveness of this meditation, which can be practised easily by anyone and is not limited by age, religion or philosophy.



Restful sleep *

Sleep – a time of regeneration, working through your experiences and gaining energy for

Before 10 pm ...

AYURVEDA TIP

You have probably heard of this trick for helping you fall asleep: if you go to bed before 10 pm, you still find yourself able to drift off into dreamland. Ayurveda explains why it is easier to fall asleep before 10 pm and why this makes sleep more restful overall: each time of day has a different "quality". From 6 pm to 10 pm, the predominating Kapha dosha helps you enter a state of rest. After 10 pm, the Pitta phase begins: this is a time in which you work through spiritual impressions while you sleep. However, if you remain awake, you may be familiar with the phenomenon whereby tiredness slowly disappears once more and you can only fall asleep again long after midnight.

the coming day. However, many people find it difficult to switch off in the evening and fall into a deep sleep, especially nowadays. In the event of sleep problems, Ayurvedic texts recommend regular oil massages and provide the following tips. In the evening: uplifting, pleasant activities, warm baths, light meals (e.g. soups) – not too late. Directly before going to sleep: use of aromatic oils, listening to relaxing music. For the night: a comfortable bed and a pleasant atmosphere in the bedroom.

NIDRA

A Vata-reducing Ayurvedic herbal mixture for the night time.* It is recommended in conjunction with Nidra aromatic oil, Good Night tea and a gentle evening massage of the soles of the feet with Vata massage oil.

Order No.: 040107 60 tablets, 30 g ≅ 30 days

Sport and fitness *

Sporting activity keeps the body fit and mobile, builds muscle, strengthens all internal organs and the immune system, and increases mental well-being. However, excessive sporting activity is unhealthy in the long term. Read more about healthy sport from an Ayurvedic viewpoint in our "Ayurveda tips" under "Sport and fitness" at www.ayurveda.eu.

Natural beauty *

Ointments, lotions and oils play an important role in cosmetics and body care. However, a healthy, radiant appearance comes first and foremost from a well-functioning metabolism. Clear and firm skin, hair with vitality and glossiness, well-formed nails and a good appearance are the result of good health and the optimal provision of all required nutrients. Maharishi Ayurveda nutritional supplements for the skin, hair and nails balance all three doshas and support a healthy appearance and radiant beauty.

Cold season *

In the cold season, many people suffer from ailments typical for autumn and winter. Ayurveda states that the reason for this is an increase of the Vata dosha. Therefore, Vata-reducing measures are recommended during this season. We have compiled lots of useful information at www.ayurveda.eu: Tips for the cold season.

PRANA RASAYANA

Ayurveda states that Tulsi (*ocimum sanctum*, holy basil), the main component of this product, has hot and spicy properties. This means it reduces Vata and Kapha, loosens mucus and therefore strengthens the airways. Tulsi is supported by additional herbs and bamboo manna; the beneficial effects this has on the airways have long been recognised in Ayurveda.*

Order No.: 041405 20 tablets, 20 g \cong 10 days

PASTILLES FOR FRESH BREATH

Freshen breath and strengthen the voice.*

Order No.: 040333 60 pastilles, 5 g

* See notice at top of page 6

SPORT RASAYANA

This highly concentrated nutritional supplement is gleaned from the legendary, vitamin C-rich Amla fruit in the course of 21 production steps. For thousands of years, it has been known to improve the interaction of body and mind. Due to the muscle-building effect described in Ayurveda, it is recommended for active, sporty people.*

Order No.: 043001 100 tablets., 50 g, cert. organic \cong 25 days

AYURFIT

Do you sometimes feel drained and worn out? Ayurvedic texts describe a range of herbs that are said to have a positive influence on vitality.*

Order No.: 041413 60 tablets, 60 g \cong 30 days

AYURHAIR & NAILS

Do you have brittle, cracked nails? Does your hair lack vitality and glossiness or do you have split ends? Ayurveda emphasises nutrition from within with corresponding nutritional supplements. Hair and nails are related to Asthi Dhatu. From the Ayurvedic viewpoint, this nutritional supplement provides Asthi Dhatu with important nutrients.*

Order No.: 040953 60 tablets, 30 g \cong 30 days

RADIANT SKIN

Ayurveda establishes a link between this herbal mixture and maintaining healthy skin.* Beauty tip: "Radiant Skin Oil", page 21.

Order No.: 040926 60 tablets, 30 g \cong 15 days

AYURSKIN-BEAUTY

When the skin loses its youthful vitality and wrinkles become increasingly prevalent with age, nourishing the skin from within becomes particularly important.*

Order No.: 040989 60 tablets, 30 g \cong 30 days

FOR THE COLD SEASON

From the Ayurvedic viewpoint, the body has special nutritional needs in the cold season. Like Breath Easy, the main component of this product is Tulsi (holy basil) and, according to Ayurveda, therefore has hot and spicy properties enabling it to reduce Vata and Kapha, loosen mucus and thus strengthen the airways. Along with some other herbs, hyssop (*hyssopus officinalis*) and pistacia *integerrhima*, used by Ayurveda for strengthening the airways since time immemorial, are also constituents of this wonderful original recipe.*

Order No.: 041404 20 tablets, 20 g \cong 10 days

PRANA SYRUP

The main ingredient of this non-alcoholic syrup is pistacia *integerrhima* along with *adhatoda vasica*, both of which are known for their strengthening effects on the airways. They are enhanced by liquorice, basil and additional herbs. Prana Syrup can help promote the unimpeded flow and intake of Prana – life-giving breathing energy.*

Order No.: 040357 200 ml syrup \cong 10-15 days

The secret is balance*

Three fundamental regulatory principles

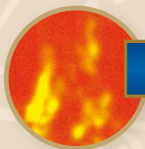
Ayurveda distinguishes between three fundamental regulatory principles (doshas) – Vata, Pitta and Kapha – which have an effect on nature in its entirety and which we rediscover in our body and mind. The individual balance of these doshas is important for healthy functioning of all organs and a balanced, alert mind.



Ether and air characterise Vata

VATA

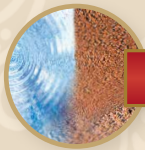
Vata is the movement principle and is responsible for the nervous system, respiration and all movements in the body. The elements of ether and air are related to the Vata dosha. A balanced Vata makes you feel full of energy, happy, enthusiastic and creative; the mind is calm, clear and alert.



Fire (and water) characterise the Pitta dosha

PITTA

Pitta regulates digestion, metabolism and body temperature, among other things. In the area of the mind, it stands for a sharp intellect as well as emotions. Pitta primarily consists of the fire element. In balance, it imparts contentment, energy, linguistic fluency, strong digestive power, correct body temperature and a clear mind.



Water and earth characterise the Kapha dosha

KAPHA

Kapha is designated as a structural principle: it provides the body with sturdiness and stability and maintains the body's fluid balance. It relates to the elements of water and earth. A balanced Kapha bestows power, endurance, patience and physical stability.

Everything has an effect on us

Many factors influence the balance of the doshas, such as the time of day, daily work, daily routine, nutrition and the seasons – put simply, all influences to which we are exposed.



In the beginning ...

To introduce you to the Maharishi Ayurveda range of products, we have composed a "Starter pack" with our most popular products! You can find the Maharishi Ayurveda Starter Pack on page 30.



Our own individual balance is the basis for long-term health and natural well-being

Returning to a state of balance

If a dosha enters a state of imbalance ("increased"), this can be returned to a state of balance ("reduced") through measures that counter the disruptive influences. This can also be supported by corresponding products.

To permanently keep the doshas in a state of balance, Maharishi Ayurveda recommends healthy nutrition individually adapted to you (see tips at www.ayurveda.eu), a regular daily routine, specific nutritional supplements (page 6-13), aromatherapy and music therapy (page 26-29), body and breathing exercises, and meditation (page 12).

Maharishi Ayurveda products provide holistic help

Vata products balance an excess of Vata. They are particularly suitable for stress, overexertion, frequent deadline pressure, travelling, in the evening before going to sleep and during the cold season in general.*

Pitta products balance an increased Pitta. They have a cooling and soothing effect and are especially suited to balancing out anger and internal heat or if you have excessive thirst or appetite.* The use of Pitta products is particularly recommended in summer.

Kapha products balance an excess of Kapha. They are warming and stimulating and are ideal for damp and cold weather or a feeling of lethargy – even for people who have a tendency to be overweight and have a slow metabolism.*

* See note at top of page 6

Which products should I choose?

You should choose drinks and spices according to their taste or the dosha that you would like to balance. Any dosha imbalance that you may have can be identified easily by performing this test. You can find a comprehensive test on our website www.ayurveda.eu in the section "Which dosha type are you?". The criteria for choosing cosmetics and body care products can be found on page 20.

Perform the Ayurveda test:

Having an increased Vata is likely to cause:

- Dry skin
- Nervousness and low resilience
- Interrupted sleep
- Poor memory
- Weight loss
- An irregular appetite
- An aversion to wind and cold

Choose VATA PRODUCTS

... as they help to reduce excess Vata and have a warming, balancing effect.*



AYURVEDA TIP

An increased Vata can also be balanced through:

- Regularity (daily routine, mealtimes)
- Regular relaxation and sufficient sleep
- Keeping the body warm in cold and windy weather
- Hot, nutritious meals that are not too dry
- Sweet, sour and salty flavours
- Oil massages

If you have an increased Vata dosha, you should try to reduce:

- Stress, overwork, time pressure and an irregular daily routine and mealtimes
- Late bedtimes
- Too many uncooked, cold, dry and light meals
- Coffee, black tea, cigarettes, carbonated drinks
- Long journeys

Having an increased Pitta is likely to cause:

- Skin irritation and sensitive skin
- Premature greying or lightening of the hair
- Anger and irritability in stressful situations
- A strong appetite
- An aversion to heat

Choose PITTA PRODUCTS

... as they help reduce excess Pitta and have a cooling, soothing effect.*



AYURVEDA TIP

An increased Pitta can also be balanced through:

- Moderation (not overworking)
- Ensuring sufficient free time
- Sport in moderation (no overexertion)
- Avoiding heat and too much direct sunlight
- Sweet, bitter and astringent flavours
- 1 teaspoon of ghee (clarified butter) with meals

If you have an increased Pitta dosha, you should try to reduce:

- Anger and intemperance
- Excessive mental and physical activity
- Extremely hot, spicy, sour and salty meals
- Alcohol, tobacco, black tea, coffee, garlic
- Loud and aggressive music
- Heat, too much direct sunlight

Having an increased Kapha is likely to cause:

- A heavy physique
- Greasy hair and oily skin
- A slow manner of speaking
- Laziness
- A tendency to excessive sleep
- Slow digestion
- An aversion to wet and cold weather

Choose KAPHA PRODUCTS

... as they help to reduce an increased Kapha and have an invigorating and warming effect.*



AYURVEDA TIP

An increased Kapha can also be balanced through:

- Physical and mental activity
- Waking early
- Hot, light and dry meals
- Spicy, astringent and bitter flavours
- Detox in the spring
- Dry massages with silk gloves (Garshan)

If you have an increased Kapha dosha, you should try to reduce:

- Sleep during the day
- Too little physical and mental activity
- Too many heavy, greasy and cold meals
- Snacks
- Sweet, sour and salty flavours

* See note at top of page 6

*Smooth and sweet, subtle and mild, strong and sharp –
there is something for every taste!*



Enjoy the harmonising effects and delicious
aroma of original Ayurvedic teas.*

High-quality Ayurvedic teas help to achieve a holistic balance* and are characterised by their unusually pleasant aroma. Maharishi Ayurveda tea infusions are prepared according to original Ayurvedic recipes based on thousands of years of knowledge of herbs and spices. All teas are free of stimulants such as theine and caffeine, and the handy teabags help to prevent separation.

Choose from three dosha teas (Vata, Pitta and Kapha tea) and specific spiced teas such as "Digest plus" and "Gentle breath", or simply enjoy the tea that you like the most. Your taste – your body's internal intelligence – knows exactly what is best for you.





The Vata, Pitta and Kapha Teas from Maharishi Ayurveda are well-known classics amongst Ayurveda teas!

VATA TEA

Vata-soothing and harmonising. Liquorice, cinnamon, cardamom and ginger give this tea a full and sweet flavour without added sugar. Vata Tea is ideally suited to times of demanding mental work and stress and is perfect for drinking in the evening and when travelling.

Order-No.: 080126 20 teabags, 30 g

Order-No.: 080127 15 teabags, 18 g, certified organic

ORGANIC

PITTA TEA

Delicate, mild and cooling. Rose blossom leaves, cardamom, cinnamon, liquorice and ginger combine to give this tea its distinct character. Let Pitta Tea cool down before enjoying it on warm summer days. Also ideal for soothing a hot-tempered Pitta at any time.

Order-No.: 080226 20 teabags, 30 g

Order-No.: 080227 15 teabags, 18 g, certified organic

ORGANIC

KAPHA TEA

Aromatic ingredients such as ginger, saffron and cardamom make this a spicy pick-me-up! The tea is best enjoyed with breakfast, in damp and cold weather or in the spring. Particularly refreshing with lemon!

Order-No.: 080326 20 teabags, 30 g

Order-No.: 080327 15 teabags, 18 g, certified organic

ORGANIC

VATA-, PITTA-, KAPHA TEA TRIAL PACK

1 each of Vata, Pitta and Kapha Tea organic.

Order-No.: 080003 3 teabags, 3,6 g, certified organic

ORGANIC

FOR THE ACTIVE MAN TEA

The ingredients speak for themselves. Ashwagandha and vidarikand have a holistically balancing and supporting effect. Jaggery, basil, cardamom, ginger and nutmeg complete the mixture and give this tea its wonderful taste!

Order-No.: 110016 20 teabags, 40 g

FIRST LADY TEA

A special mixture of herbs and spices that Ayurvedic texts recommend for women. Contains basil, ajowan, dill seed, peppermint, cumin seed and cinnamon.

Order-No.: 110013 20 teabags, 40 g

LITTLE PRINCE TEA

A mild, subtly sweet mixture made from liquorice, fennel seeds, pomegranate seeds and other spices. For children of 3 years and upwards.

Order-No.: 110015 20 teabags, 40 g

GENTLE BREATH TEA

This fine mixture of herbs makes this tea a unique drink. Liquorice, basil, peppermint, cinnamon and iris root promote well-being in the throat area and help to ensure a pleasant feeling of freshness, especially when the weather is cold and wet.

Order-No.: 110017 20 teabags, 34 g

* See notice at top of page 6

TAKE IT EASY TEA

Some of Ayurveda's most acclaimed plants are infused in this recipe, including Ashwagandha, Gotu Kola, Kalmus and Hari-taki (Large Myrobalans Fruit). Ayurvedic texts state that the ingredients of this tea help to promote your sattvic features of clarity and contentment.

Order-No.: 110017 20 teabags, 34 g



Visit our website www.ayurveda.eu for more Ayurveda tips to improve your well-being.

GOOD NIGHT TEA

This herbal tea infusion promotes well-being in the evening by balancing all three Ayurvedic function principles, especially the Vata dosha. The classical Ayurvedic text of Charak Samhita states that "sound sleep brings happiness, nourishes the body, imparts strength and vitality, gives knowledge and conserves life."

Order-No.: 110019 20 teabags, 34 g

FITNESS EXCLUSIVE TEA

Refreshing after sports, to revitalise or just for enjoyment. Our Fitness exclusive tea brings together high-quality herbs and spices such as date powder and saffron. A healthy fitness drink and a real treat!

Order-No.: 110012 20 teabags, 40 g

ORGANIC

DIGEST PLUS TEA

A hot and spicy tea which according to Ayurveda is said to give support to Agni (the digestive power). A healthy and tasty alternative to aperitifs and bitters.

Order-No.: 110008 15 teabags, 30 g, certified organic

MEDA TEA

A positive addition to your personal nutrition plan is Be trim tea, with its refreshing mint and fennel taste. Fat tissue is described in Ayurveda as "Meda Dhatu". Instead of counting calories, Ayurveda recommends a balanced diet and healthy lifestyle, thus helping to stabilise your ideal personal weight in the long term.

Order-No.: 110018 20 teabags, 34 g

Our spiced teas are prepared according to original Ayurvedic recipes dating back millennia, and have been used successfully since time immemorial. However, they do not yet purport to be effective in allopathic medicine.

For a detailed ingredients list and dosage of each products, please visit our website www.ayurveda.eu and look under the specific product



A fine combination of herbs and spices as a delicious and healthy alternative to coffee

RAJA'S CUP

The recipe used for this coffee substitute is exactly the same as that used by the kings of ancient India – the Rajas – who drank it in order to obtain bliss and health. Raja's Cup is available in 24 convenient bags (ideal for travel) and as a powder simply boil and refine to taste with milk or cream. Raja's Cup is 100% caffeine-free.

Order No.: 050006 200 g powder
 Order No.: 050005 24 Individual Bags, 48 g

ALMOND DRINK

Powdered almonds and fine Ayurvedic spices combine to give the "Almond Drink" its popular taste. You can mix your Ayurveda Drink with warm or cold milk as you prefer. Goes well with desserts and cereals and as an ingredient in a sweet lassi (yoghurt mix drink).

Order No.: 100301 200 g powder
 certified organic



SPICE MIXES

With Ayurvedic spice mixes (Churnas), you can prepare exquisite spicy dishes and at the same time, harmonise the three doshas – Vata, Pitta and Kapha (basic principles of nature which according to Ayurveda must be balanced to maintain health). There are no rules on which Churna to use and with which dish, so experiment and discover for yourself the range of possible uses. It is best to keep all three Churnas to hand, and choose the one whose flavour best suits the dish.

VATA CHURNA

Spicy with a hint of curry. With cumin seed, fenugreek, turmeric, asafoetida and ginger. Helps to balance Vata. Particularly suited to foods that increase Vata, such as cabbage, broccoli, maize, pulses and salads.

Order No.: 070107 35 g, certified organic
 Order No.: 070120 35 g, refill, certified organic

PITTA CHURNA

Mildly exotic and refined. With coriander, fennel, cumin seed, cardamom, ginger and turmeric. Best enjoyed in summer, if you have an increased internal Pitta (heat), with tomato-based dishes or according to taste.

Order No.: 070207 35 g, certified organic
 Order No.: 070220 35 g, refill, certified organic

KAPHA CHURNA

Spicy with a slightly fiery taste. With ginger, coriander, black pepper and turmeric. Helps to balance Kapha. Recommended for heavier dishes and when you fancy adding a little extra spice.

Order No.: 070307 35 g, certified organic
 Order No.: 070320 35 g, refill, certified organic



Basic Foods*



BASMATI RICE

Basmati rice is also known as "the fragrant one" on account of its rich aroma. It is easily digestible and balances all three doshas, making it highly regarded in Ayurveda.

Order No.: 090500	500 g, certified organic
Order No.: 090505	5 kg, certified organic
Order No.: 090001	1 kg, Tilda, conventional cultivation
Order No.: 090005	5 kg, Tilda, conventional cultivation



SPICES

Of certified organic quality

Order No.: 220005	100 g	ginger, ground
Order No.: 220010	100 g	fenugreek seed, whole
Order No.: 220015	100 g	turmeric, ground
Order No.: 220020	100 g	cardamom, whole
Order No.: 220025	100 g	cumin seed, whole
Order No.: 220030	100 g	cumin seed, ground
Order No.: 220035	100 g	mustard seed, black, whole
Order No.: 220040	100 g	coriander seed, whole
Order No.: 220050	50 g	Asafoetida (Hing)

ROCK SALT

Pure rock salt with no additives – not produced with boiling. Our rock salt is entirely natural and, unlike many other salts, does not increase Pitta, which makes it ideal for everyone.

Order No.: 090002	250 g
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GHEE (CLARIFIED BUTTER)

Ghee is pure butter fat, which thanks to its health-promoting properties, holds special importance in Ayurveda. It has a pleasant taste and helps to balance Pitta and Vata. When used in small quantities, ghee stimulates digestion (1 teaspoon with every meal). Perfect for use as a grease in cooking and baking. Can be kept at room temperature for lengthy periods.

Order No.: 090015	250 g, certified organic
Order No.: 090550	500 g, certified organic



ORGANIC SESAME OIL

Of certified organic quality

Order No.: 090011	certified organic, 1 litre
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VIRGIN COCONUT OIL

Coconut oil is perfect for baking and frying. In Ayurveda it is best suited to use in summer as it helps to reduce Pitta.

Order No.: 090007	200 ml
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YELLOW MUNG BEANS

Ayurveda recommends that pulses are eaten frequently, owing to their high protein and nutritional content. A supply of vegetable protein is especially important in a vegetarian diet. Yellow mung beans hold special importance in Ayurveda as they are more easily digested than other pulses, which reduces their tendency to increase the Vata dosha. Mung beans are best prepared in the traditional way, in the form of a slightly liquid, well-seasoned mash – the typically Indian Ayurvedic "Dal".

Order No.: 090004	500 g, conventional
Order No.: 090009	500 g, certified organic*

* Available according to the time of year and harvest

SHARKARA CANDY SUGAR

In Ayurveda, Sharkara is the most highly regarded of all types of sugar. It is produced from sugar cane and is also known as "Ayurvedic candy sugar". During production, impurities and acid-forming ingredients are separated out through a slow process of re-crystallisation. Finally, the crystals are reduced into small pieces and finely ground. Classical Ayurvedic texts speak of a reduction in the Ayurvedic fire element Pitta and a balancing of the other doshas.

Order No.: 090020	500 g, ground
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ORGANIC CANE SUGAR

Unrefined sugar produced from sugar cane – preserves all mineral substances and trace elements. Easy to sprinkle with its own unique taste, a perfect alternative to white sugar.

Order No.: 090010	500 g, certified organic
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YOGHURT BOX

Fresh yoghurt is both tasty and of high quality. The yoghurt box allows you to produce your own yoghurt with ease. Provides enough for up to 1 litre of yoghurt. Includes thermometer.

Order No.: 130060

Ayurvedic tips on nutrition

AYURVEDA TIP

The holistic approach of Ayurveda assigns a key role to nutrition in maintaining good health. For more Ayurveda tips on nutrition, visit our website at www.ayurveda.eu.

* See notice at top of page 6

“Perfection in natural cosmetics”

Your body care system

The unique Maharishi Ayurveda range of care products combines thousands of years of knowledge with the high standards of certified natural cosmetics. Carefully chosen ingredients and Ayurvedic knowledge of the specific requirements of different skin and hair types: perfection in natural cosmetics!

- Original Ayurvedic herbal recipes
- Certified natural cosmetics, BDIH-certified
- Exclusively high-quality natural oils
- No synthetic colourings or fragrances

Plant substances for a healthy balance

Maharishi Ayurveda stands for the variety and richness that nature has to offer us. All products contain an exceptionally high percentage of medicinal plant extracts, according to traditional Ayurvedic recipes. The ingredients nourish, refresh and stimulate the skin. The individual plant ingredients begin to work on the skin immediately and help you to achieve your own individual balance. As with all Ayurvedic products, the secret lies in mixing the right ingredients.

Beauty from within

Combined with traditional Ayurvedic beauty tips (page 23) and special nutritional supplements (page 13), Maharishi Ayurveda represents the best path to pristine beauty and a natural appearance.

Which products are best for me?

You can very easily identify the care products that are best suited to you by working out your skin and hair types. Vata products are recommended as more suited to dry skin, Pitta products for sensitive skin and Kapha products for oily skin. Care products without a specific Vata, Pitta or Kapha designation are equally suited to all skin types.

CHOOSING BODY CARE PRODUCTS

- Vata – for normal to dry and combination skin
- Pitta – for sensitive skin
- Kapha – for oily skin

CHOOSING HAIR CARE PRODUCTS

- Vata – for normal to dry and brittle hair
- Pitta – for normal to fine hair
- Kapha – for strong and greasy hair





SKIN CARE CREAMS

Natural fresh skin. Soft and smooth, healthy and attractive. Treat yourself to a unique skin care experience. Valuable natural oils nourish and moisturise the skin, precious medicinal plants and herbs nurture and stimulate it. Maharishi Ayurveda creams and gels based on traditional original recipes are tested by independent laboratories and have been awarded the BDIH seal for genuine natural cosmetics. Boost the natural balance of your skin. For holistic beauty and radiance.

Order No.: 170110 Vata, 50 ml
 Order No.: 170210 Pitta, 50 ml
 Order No.: 170310 Revital, 50 ml



It's amazing: traditional recipes that date back thousands of years can perfectly satisfy the needs of today



RADIANT SKIN OIL

Spread one to two drops of this holistic facial care oil on wet skin to give protection and care. Pure oils from almonds, wheat germ and sandalwood help to nourish your skin and support revitalisation. Fine essential oils help to provide a subtle fragrance. In attractive gift packaging. Very economical. Support your beauty from within with the "Radiant Skin" nutritional supplement, see page 13.

Order No.: 170006 7 ml



CLEANSING MILK

Real Ayurvedic skincare first starts with cleansing. Precious herb essences and caring, moisturising oils help to give the skin a soft texture, without making it greasy. Apply the creamy soft lotion in the morning and evening and wash off with lukewarm water. Suitable for all skin types.

Order No.: 170320 100 ml

SKIN REFRESHER

Natural freshness and a stimulating effect thanks to the extra mild composition of tonic herb extracts, cooling sandalwood and undenatured alcohol of the purest quality. Suitable for daily skin-care and all skin types.

Order No.: 170410 100 ml



PEELING GEL

Gentle but thorough! With the deep cleansing effect of peeling particles produced from ground apricot seed pellets and fine almond meal. Dead skin cells are gently eliminated. Precious, skin-friendly Ayurvedic medicinal herbs help to ensure harmonising care when peeling. Suitable for all skin types. With natural almond fragrance.

Order No.: 170610 100 ml





SANDALWOOD FACE MASK

This composition of natural oils and beeswax contributes considerably to harmonising the skin. It provides smooth and fresh skincare for skin burdened with stress and environmental influences. You will be surprised how supple and smooth your skin feels after a mask treatment. Sandalwood is commonly used in Ayurveda thanks to its calming, Pitta-soothing properties. Cocoa butter, almond oil and shea butter contain highly effective quality substances for the skin and are known for their intensive nurturing effect.

Order No.: 170503 30 ml

ALOE VERA GEL

This Aloe Vera Gel is especially pure. It consists of more than 95% "Aloe vera barbadensis miller" leaf pulp, the soothing effect of which has been known for thousands of years. Ideal for the entire body; also suitable for applying to abrasions, mild burns and insect bites.

Order No.: 170004 200 ml

AYURVEDIC SHOWER GELS

Nourishing shower gels, carefully developed and manufactured to authentic formula in India, the land of the Veda. With original Ayurvedic herbs, flowers and fruits. A mixture of especially mild plant-based cleansing agents cleans gently and nourishes deeply. Ayurveda Shower offers a rich foam and consistency. Leaves your skin feeling wonderfully nurtured.

Order No.: 170177 Vata, 200 ml Calming
Order No.: 170277 Pitta, 200 ml Mild
Order No.: 170377 Kapha, 200 ml Stimulating

*The quality characteristics
of our body care
products*

- Created according to original Ayurvedic herbal recipes
- Correspond to the strict guidelines for certified natural cosmetics
- No synthetic colourings or fragrances
- Exclusively high-quality natural oils



HERBAL SOAPS

Pure plant soaps made from natural oils for a creamy lather and soothing care. Contain Ayurveda herbs and pure essential oils with a wonderful scent. Vata for normal to dry skin, Pitta for sensitive skin and Kapha for greasy skin. All other kinds are suitable for all skin types.

Order No.: 170101	Vata, Lemongrass	100 g
Order No.: 170201	Pitta, Sandalwood	100 g
Order No.: 170301	Kapha, Citronella	100 g
Order No.: 170020	Jasmine	100 g
Order No.: 170030	Rose	100 g
Order No.: 170040	Vetiver	100 g
Order No.: 170050	Neem	100 g



BODY LOTIONS

Indulge and protect your skin with this velvety body lotion. Containing many of nature's most precious treasures, it naturally gives you soft skin and a pleasant physical feeling. Cocoa butter makes the lotion smooth and easy to spread, meaning it can be absorbed quickly by the skin. Skin-friendly substances from exquisite Ayurvedic herbs and pure almond oil nurture the skin and ensure extremely good compatibility. The fine scents of ylang-ylang (Pitta) and sweet orange (Vata) positively influence these doshas via your sense of smell.

Order No.: 170120 Vata, 150 ml
Order No.: 170220 Pitta, 150 ml



Tel +31 475 529117
Customer Service
& Orders
map@ayurveda.eu



AYURVEDA TIP

Classic Ayurvedic beauty tips

- 1 Eat healthily. Choose fresh and natural foods and round these out with Ayurvedic nutritional supplements.
- 2 Allow yourself sufficient sleep, but go to bed early and get up early.
- 3 Relax regularly and avoid stress, overexertion and exhaustion. A good meditation technique is a systematic path towards profound relaxation. A simple but effective Vedic consciousness technique is transcendental meditation (page 12).
- 4 Use original Ayurvedic products as part of your daily body care. These provide holistic purification and nourishment for your skin and hair and maintain your sensitive balance.
- 5 Keep your body flexible with regular sport and physical exercise (Yoga Asanas).
- 6 Benefit from the soothing, relaxing and revitalising effect of Ayurvedic aromatic oil mixtures and Maharishi Gandharva Veda music.
- 7 In the morning, enjoy an Ayurvedic full-body oil massage with warm massage oil (page 24).
- 8 Allow yourself something a little special from time to time, such as the Ayurvedic cleansing treatment "Panchakarma" (page 27).



Hair feels great from root to tip!

Hair oils with precious herbal essences are the Ayurvedic secret for healthy, glossy hair. Together with the Maharishi Ayurveda shampoos, which are also BDIH-certified, these form a perfect natural cosmetic haircare system. During a head massage, the active herbs have their respective effect on the doshas. A few examples: Brahmi is Vata-balancing, blue water lily and aloe vera have a calming effect on Pitta and the Triphala mixture balances Kapha.

AYURVEDIC HERBAL SHAMPOOS

The ideal natural care programme for all hair types - from dry and brittle, to thin and fine, to strong and greasy hair. Exceptionally gentle care. Silky soft, shiny and delightfully scented hair from unique combinations of original Ayurvedic herbs, flowers and fruits. Made in India according to authentic formula. With 100% natural essential oils. All shampoos are regularly tested by independent German laboratories according to BDIH guidelines for certified natural cosmetics. Suitable for frequent shampooing.

- Order No.: 170176 Vata, 200 ml
 Order No.: 170276 Pitta, 200 ml
 Order No.: 170376 Kapha, 200 ml

For holistic beauty care, we recommend the nutritional supplement "Rasayana for hair and nails". See page 13.

HAIR OILS

Ayurveda proceeds from the assumption that regular oil massages of the head ensure better blood flow to the scalp, strengthen the roots and are a natural form of hair care. Organic sesame oil forms the basis of the traditionally produced hair oils. An abundance of precious herbs - aligned to the doshas - is what makes these oils truly sumptuous.

- Order No.: 170107 Vata, 200 ml
 Order No.: 170207 Pitta, 200 ml
 Order No.: 170307 Kapha, 200 ml

CHOOSING HAIR CARE PRODUCTS

- Vata - for normal to dry and brittle hair
 Pitta - for normal to fine hair
 Kapha - for strong and greasy hair



For a detailed ingredients list and dosage of each products, please visit our website www.ayurveda.eu and look under the specific product

MORE INFO ON INGREDIENTS AT: WWW.AYURVEDA.EU



Oil massages: "Indulge your body – your soul"



*Whether Ayurveda massage or Ayurvedic self-massage:
Maharishi Ayurveda massage oils are always the first choice.*

A full-body oil massage in the morning, before taking a shower or a bath, is one of the most pleasant things you can do for your body and your well-being. It has a soothing effect on the nervous system (Vata), boosts circulation and helps to remove toxins from the body. Ayurvedic writings state the following: "The use of oil massages leads to a soft, flexible, strong and attractive body. It is extremely beneficial for the skin and should therefore be performed on a regular basis". Try it for yourself! An Ayurvedic oil massage is less about powerfully massaging muscle tissue, and far more about imparting a deep inner balance to body and mind with the help of harmonising oils and soft movements. The focus is therefore on evenly spreading the oil on the skin so it can be properly absorbed.



VATA, PITTA AND KAPHA MASSAGE OIL

For these precious massage oils based on ripened, certified organic sesame oil, an extensive range of Ayurvedic herbs is used. Traditional procedures ensure that the nurturing components are delicately extracted.

Order No.: 170108 Vata 200 ml
Order No.: 170208 Pitta 200 ml
Order No.: 170308 Kapha 200 ml



ROYAL MASSAGE OILS

Exquisite massage oils especially for the demanding skin of people over 40. Select ingredients based on sesame oil make these massage oils first class. Warm the oil, massage it in gently and let it take effect for at least 15 minutes, then take a hot bath or shower – and you really will feel like a king!

For her: Order No.: 171596 Maharani Massage Oil 100 ml
For him: Order No.: 171595 Maharaja Massage Oil 100 ml

AYURVEDA TIP

Introduction to Ayurvedic self-massage

A whole body oil massage is easy to perform and has a very soothing effect. You can find an introduction on our website www.ayurveda.eu.

"RIPENED ORGANIC SESAME OIL" MASSAGE OIL

Fully ripened, finest quality organic sesame oil for daily self-massage in a handy 200 ml bottle. "Ripened" means the following: briefly heated once to 100-108°C, which reduces the viscosity of the oil and makes it easier for the skin to absorb. All Maharishi Ayurveda massage oils are pre-ripened.

Order No.: 170404 certified organic, 200 ml



GARSHAN SILK GLOVES

"Garshan", the dry massage technique using a silk glove, is recommended in Ayurveda for stimulating and improving the circulation in the connective tissue – particularly in order to eliminate Ama or reduce Kapha. The gloves are made from especially high-quality raw silk.

Order No.: 130007 1 pair

CHOOSING MASSAGE OILS

Vata – for normal to dry and combination skin and for increased Vata

Pitta – for sensitive skin and for increased Pitta

Kapha – for oily skin and for increased Kapha



Ayurvedic herbal oils & balm

AYURVEDIC HERBAL OIL WITH MINT

Pure essential oil with a fresh fragrance from highly concentrated extracts of camphor, mint, eucalyptus, clove, fennel, cinnamon and ajowan (wild celery seed). It can be used in many different ways: in addition to its capacity as a refreshing, Kapha-reducing aroma oil, the oil releases pleasant, cleansing aromas when it is rubbed in.

Order No.: 040634 10 ml

NASYA OIL

Composed of an abundance of beneficial herbs, oils and spices, Nasal Oil keeps nasal skin well nourished. Two or three drops in each nostril are an integral part of the daily routine of Ayurveda. With a dropper for hygienic use.

Order No.: 040016 10 ml

Order No.: 042016 50 ml

MAHARISHI AYURVEDA BALM

Exquisite balm to be rubbed in. This balm is a sheer delight when applied to the skin after being stored in a cool place. With certified organic sesame oil, natural beeswax, essential oils, precious herb extracts and spices. Invigorating and refreshing for the skin and the senses. Also good after exercise or when your nose is running and you are feeling lacklustre.

Order No.: 360729 25 ml



Ayurvedic Oral Hygiene

Healthy teeth and fresh breath have always been a sign of vitality and beauty. Preventative, intensive oral hygiene is of great importance for your health. This holistic connection is described extensively in Ayurvedic texts. The Ayurdent series made of selected Ayurvedic herbs and plants following traditional recipes offers all the advantages of modern, holistic oral hygiene. You can read about the range of positive effects of Ayurvedic mouthwash (Gandusha) with sesame oil and how it's done on our website, www.ayurveda.eu.

RIPENED ORGANIC SESAME OIL

This sesame oil is certified as organic and is perfectly suited as an Ayurvedic mouthwash (Gandusha).

Order No.: 170404 certified organic, 200 ml



TONGUE CLEANER

Cleaning the tongue and removing any coating (toxins and bacteria) in the morning after brushing teeth is part of Ayurvedic oral hygiene. Further information: www.ayurveda.eu

Order No.: 130005 Stainless steel

Order No.: 130004 Silver-plated

AYURDENT MOUTHWASH

This excellent powder with cardamom, cinnamon, peppermint and other pleasant-tasting herbs and spices freshens the breath and generates a good feeling in the mouth and throat. Rinse your mouth after eating or as needed during the day.

Order No.: 170002 50 g



AYURDENT TOOTHPASTE

A non-foaming toothpaste made from purely natural ingredients – without foaming agents, fluoride or preservatives. In addition to the Ayurvedic triphala mixture, this toothpaste contains neem, clove oil and many other herbs in high concentrations, all of which are known to be beneficial for the teeth. Peppermint oil makes for lasting fresh breath. Very concentrated. The mini tube (10 ml) as a tester or travel-size fits in every handbag.

Order No.: 170010 Classic, 75 ml

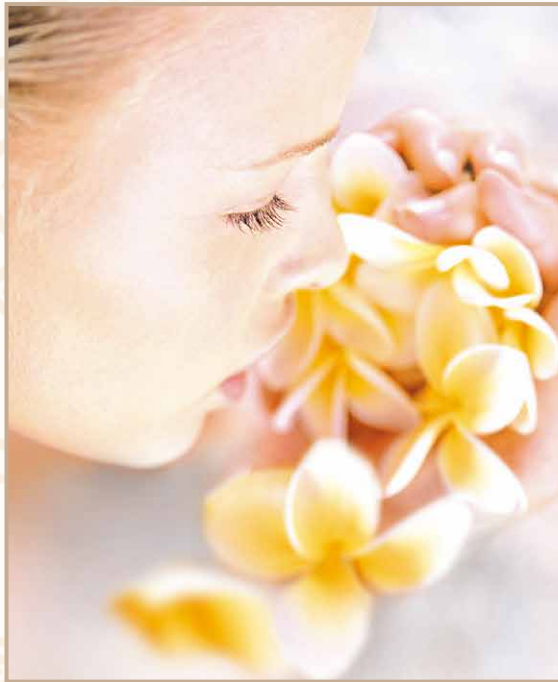
Order No.: 170011 Classic, 10 ml

Order No.: 170009 Mild, 75 ml

Order No.: 170008 Mild, 10 ml



“Feel-good fragrances”



Scents can charm and captivate us, can stir our emotions and evoke memories; they can calm, soothe or excite. The special feature of Ayurvedic aroma products is the skilful combination of different essential oils in accordance with the principle: “the whole is greater than the sum of its parts”. When combined correctly, different oils produce specific effects and balance. Create a balancing influence with aroma oils based on original Ayurvedic recipes!

All aroma compositions are 100% purely natural. Use an aroma lamp, diffuser or aroma stone to release the full effect of the beneficial fragrance essence. Just two or three drops are sufficient to evenly distribute the aroma in the room, harmonising the atmosphere in your environment.



VATA AROMA OIL

An exquisite aroma composition including sweet orange, basil and fennel. The oil is intended to promote well-being in stressful situations, while travelling, in the car, in the office and in the evening. Also beneficial when the weather is cold, dry or windy.

Order No.: 060100 10 ml

PITTA AROMA OIL

A delightful composition, which – according to Ayurveda – soothes Pitta and is therefore particularly suitable to combat irritable moods and on hot summer days. Contains, among other things, sandalwood and ylang-ylang.

Order No.: 060200 10 ml

KAPHA AROMA OIL

According to Ayurveda, this stimulating aroma oil balances Kapha. Especially recommended in spring and for people with a predominance of Kapha. Contains camphor, eucalyptus, frankincense and other scents.

Order No.: 060300 10 ml

NIDRA AROMA OIL

A special mix of scents with lavender, sweet orange and other scents for a gentle night. Put a few drops in an aroma lamp one hour before bed time.

Order No.: 060003 10 ml

MEDA AROMA OIL

Meda Aroma Oil is a balanced composition of aroma oils with a bitter-fresh note of, for example, juniper, myrrh and peppermint. Good in combination with the “Be trim” food supplement (page 10).

Order No.: 060002 10 ml

ACCESSORIES

Order No.: 130016 Ceramic aroma lamp, white

Order No.: 130008 “Rose” aroma stone, white on glass trivet

INCENSE

Order No.: 140004 Ram Raj sandalwood, 1 pack

Order No.: 140005 Ram Raj sandalwood, 12 packs

Order No.: 140006 Suraj sandalwood, 1 pack

Order No.: 140007 Suraj sandalwood, 12 packs

Order No.: 140001 Natural sandalwood, 1 pack

Order No.: 140002 Natural sandalwood, 12 packs

Order No.: 140021 Natural yellow rose, 1 pack

Order No.: 140022 Natural yellow rose, 12 packs

Order No.: 140031 Natural davana, 1 pack

Order No.: 140032 Natural davana, 12 packs

Order No.: 140018 Incense holder, small

Order No.: 140019 Incense holder, large (incl. storage box)

“Panchakarma – the royal treatment”



The legendary Panchakarma procedures form a unique Maharishi Ayurveda treatment concept for rejuvenation, prevention and healing. The gentle and very pleasant treatments activate the body's own self-healing powers, which facilitates profound and long-lasting regeneration.



At the same time, body and mind are brought into a new-found balance. The individual treatment steps include, for example, full-body massages with warm oil carried out synchronously by two therapists; full-body scrub massages with a mixture of barley flour,

chickpea flour and sesame oil; heat treatments with medicinal herbal vapours; synchronised massages with hot rice pouches

and pouring of warm herbal sesame oil on to the forehead. Many spa guests who have had the pleasure of a Panchakarma treatment report increased vitality and ability. The cleansing procedures are systematically designed to complement one another and effectively release metabolic degradation products and toxins from the tissue and flush them out of the organism. Over the course of such a treatment series, you learn about many factors that play an important role in a healthy, vital life and you can derive practical benefits from them for your everyday life.

Furthermore, intensive scientific research has provided evidence of the effectiveness of this centuries-old knowledge. Panchakarma is suitable for both healthy individuals for revitalisation and prevention and persons with various chronic complaints.

You can obtain the addresses of Maharishi Ayurveda health centres, doctors and alternative practitioners with Maharishi Ayurveda training from our customer service (see page 31).

Die Deutsche Gesellschaft für Ayurveda e.V. – The German Ayurveda Association



The Deutsche Gesellschaft für Ayurveda (German Ayurveda Association) is the oldest network of Ayurvedic medical practitioners in Europe. It has made it its mission to raise awareness of Ayurveda's prevention-

oriented and holistic characteristics. The exchange of information and knowledge between Ayurveda experts is promoted by international specialist symposia and congresses. Through public relations and the provision of addresses of established Ayurveda doctors, Ayurveda is made accessible to a broad public in Germany and Europe. The German Ayurveda Association has been setting standards in Ayurveda training

since 1983. The German Ayurveda Association is affiliated with the German Ayurveda Academy (Deutsche Ayurveda Akademie), which teaches the full spectrum of Ayurveda – also for laypersons – in a competent, practical and efficient manner. All courses and offers can be found under www.ayurveda-seminare.de.

Deutsche Gesellschaft für Ayurveda e. V.
Friedrichstr. 232, 10969 Berlin, Germany
info@ayurveda-gesellschaft.de
www.ayurveda.de

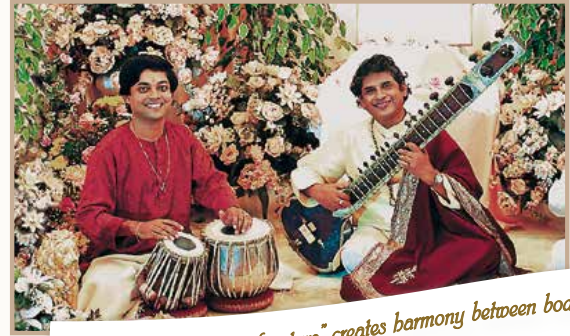
Deutsche Ayurveda Akademie
Steyrerweg 11, 93049 Regensburg, Germany
info@ayurveda-seminare.de
www.ayurveda-seminare.de

"The harmonising music of nature"

Maharishi Gandharva Veda music is played to effectively activate the body's self-healing powers, to neutralise tension and to create a relaxed, peaceful atmosphere. It has been used in Ayurvedic healthcare for centuries to treat health problems. According to the tradition, the "eternal music of nature" releases its power by bringing body, mind and the environment into harmony with the universal basic rhythm of nature. So listen to Maharishi Gandharva Veda music to strengthen your balance and of course if you would like to indulge in a special musical treat.

Recommended while listening

The ragas – the name given to the Gandharva Veda compositions – should be listened to at the specified times, as only then do they correspond to the sounds and vibes of nature that give the respective part of the day its own personal mood. In this way Maharishi Gandharva Veda music creates a beneficial and harmonising resonance in the environment and in the listener. You can listen to some ragas at any time of day. Furthermore, each raga promotes the release of certain qualities in your consciousness, such as sympathy or commitment, for example. The melodies of Maharishi Gandharva Veda music is best enjoyed when you yourself are comfortable: sit or lie down with your eyes closed, if you wish. But even if you are not there to listen, you can leave the music to play around the clock, for example



The "eternal music of nature" creates harmony between body and mind and the universal basic rhythm of nature.

using a CD changer that plays the ragas at the correct time of day. In doing this you will create a beneficial atmosphere in your living space or at your place of work.

Scientific research

Different studies on the effects of Maharishi Gandharva Veda have shown that the sounds and melodies set healing impulses that harmonise the biological rhythms and cycles of the organism and can improve body functions. In comparison to other types of music, Maharishi Gandharva Veda seems to emit particularly strong healing power.

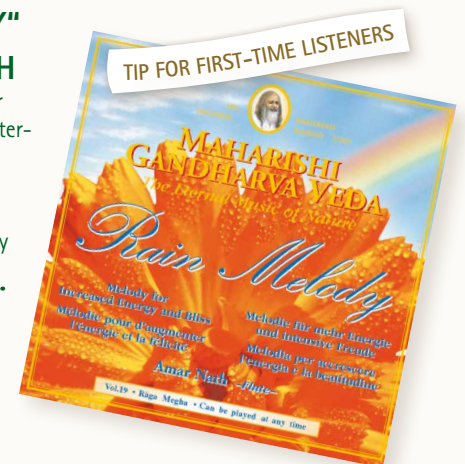
"Gandharva music is the eternal melody of nature spontaneously sung in all levels of creation – from the most minute to the huge, enormous ever-expanding universe. Gandharva Veda is the basis of all order and harmony in nature, therefore it has that most harmonising, most integrating influence."

Maharishi Mahesh Yogi

"RAIN MELODY" BY AMAR NATH

One of the most popular ragas! This refreshing interpretation of the famous "Rain Melody" sparkles like sweet summer rain and can be played at any time of day.

Order No.: 150016
1 CD



Bamboo flute

AMAR NATH

Let yourself be enchanted by the soft, gentle sound of the bamboo flute. Amar Nath has played this instrument

since the age of seven. As the principal flautist with the National Orchestra of India, he knows how to interpret the melodies with great empathy.

All CDs can be found on the price list and at www.ayurveda.eu.

HARI PRASAD CHAURASIA

Hari Prasad Chaurasia's virtuoso playing technique has made him an internationally recognised bansuri flautist. In 1981 he received the Indian National Award. In these ragas you will experience the magnificent virtuosity of an extraordinary musician.

All CDs can be found on the price list and at www.ayurveda.eu.

Sitar

PROF. DEVABRATA CHAUDHURI

Prof. Devabrata Chaudhuri is one of the greatest Maharishi Gandharva Veda

performers. In his ragas, the purity and tradition of the age-old Gandharva Veda music is fully preserved. The sitar is the best-known instrument in Gandharva Veda music and not just popular among connoisseurs of music.

All CDs can be found on the price list and at www.ayurveda.eu.

Shehnai duet

ANANT LAL & DAYA SHANKAR

Shehnai master Pandit Anant Lal and his son Daya Shankar have achieved

great recognition in India and abroad for their outstanding performances.

All CDs can be found on the price list and at www.ayurveda.eu.

Shehnai/Sitar

PROF. DEVABRATA CHAUDHURI & ANANT LAL

Professor Chaudhuri in duet with shehnai master Pandit Anant Lal. These ragas can be played at any time of day or night.

All CDs can be found on the price list and at www.ayurveda.eu.

Audio book

DIE HEILENDEN KLÄNGE DES AYURVEDA

The renowned doctor of Maharishi Ayurveda, Dr Ernst Schrott, depicts the healing power and application of Maharishi Gandharva Veda music. An appropriate selection of Vedic music applicable to different health problems is illustrated. With practical recommendations and audio examples. In German.

Order No.: 161900 1 CD

TIP FOR FIRST-TIME LISTENERS

Santoor

SHIV KUMAR SHARMA

The santoor produces a variety of lively sound

effects to create enchanting and exhilarating music.

All CDs can be found on the price list and at www.ayurveda.eu.

Vocal

SUMITRA GUHA

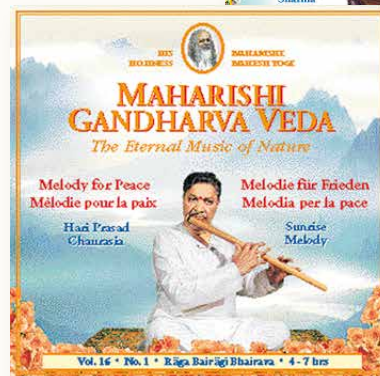
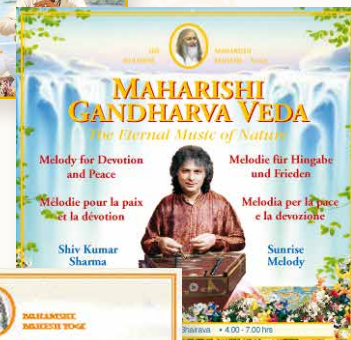
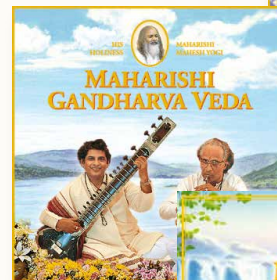
The singer Sumitra Guha has been honoured with a number of awards. She has

been performing at concerts all over the world for almost 40 years. She says: "Gandharva music is the nectar of life – I sing to bring heaven on earth."

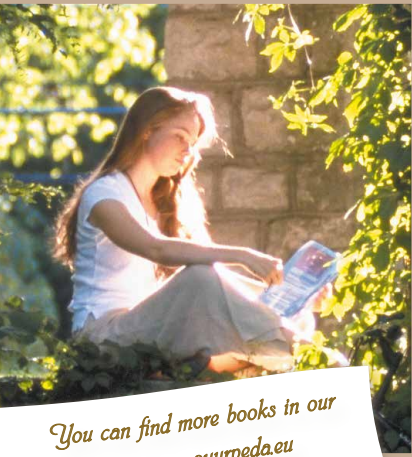
Order No.: 150070 19-22 h (1 CD)

Many other artists can be found on the Internet at: www.ayurveda.eu

Here you will find merely a small selection of our product range. You will find all artists and CDs in addition to Vedic recitations on our website (www.ayurveda.eu).



Books and publications



AYURVEDA FÜR JEDEN TAG

DR. MED. ERNST SCHROTT

A practical introduction to Ayurveda. This book presents a range of everyday tips and treatment methods and also deals with individual ailments in detail. In German.

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PROFESSOR TONY NADER MD, PHD,
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Together with Maharishi Mahesh Yogi, Prof. Nader reveals the correspondence between the structure and functions of the Veda and the human physiology. Richly illustrated.

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You can find more books in our
websop: www.ayurveda.eu

Getting to know the world of Ayurveda

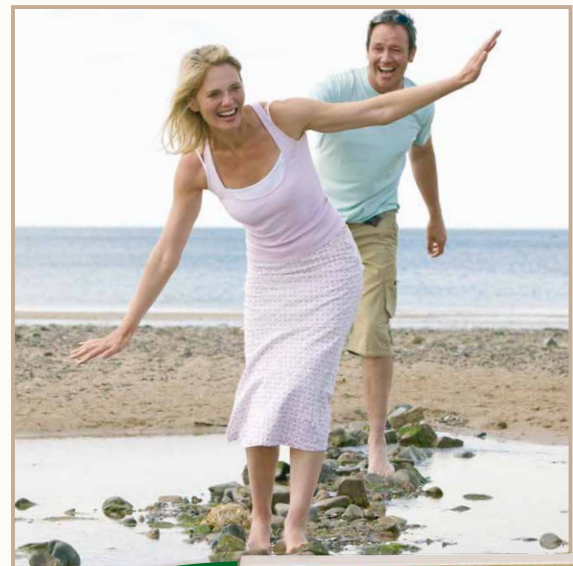
MAHARISHI AYURVEDA STARTER PACK

Are you not yet familiar with Ayurveda but would like to try out some of the products? Then we have just the thing for you: the Maharishi Ayurveda Starter Pack. It provides you with all the basics you need at a reduced price. You can try out the products to your heart's content at your leisure: harmonising tea, the popular Vata massage oil and much more. The starter pack also makes the perfect gift. All products are over 15% cheaper when bought as a pack.

The Starter Pack contains:

- Vata, Pitta and Kapha Tea, one box of each, organic (page 17)
- Almond Drink, organic (page 18)
- Vata Massage Oil, incl. massage instructions (page 24)
- Maharishi Ayurveda Balm (page 25)
- Rose Soap (page 22)
- 5 tea samples: First Lady, For the Active Man, Gentle Breath, Digest Plus and Fitness Exclusive Tea, one bag of each (page 17)
- Ayurdent Toothpaste free sample (page 25)

Order No.: 600300



save over 15%



The small Ayurveda encyclopaedia

Agni – “digestive fire”/ digestive power

Ama – see page 11: “What is Ama?”

Ayurveda – “The knowledge of longevity”. Ayurveda originates from the centuries-old Vedic high culture in India and its objective is to bring body and mind into balance to create – in accordance with Ayurvedic knowledge – the basis for lasting health and peace. Ayurveda is the oldest and most holistic healthcare system in the world.

Ayurvedic herbs – herbs that are referred to specifically in the Ayurvedic writings or compositions of different herbs according to traditional Ayurvedic recipes.

Dosha – there are a total of three doshas which can be best translated as “fundamental regulatory principles”. The three doshas are called Vata, Pitta and Kapha and determine not only the

nature around us but also our body and mind. If these three fundamental energies are in an individual balance, you feel well, healthy and radiate natural beauty. Balancing doshas that have become unbalanced is a central concept of Ayurveda.

Kapha – one of the three fundamental regulatory principles (doshas) in nature. The Kapha dosha is referred to as the structural principle, consisting of the elements earth and water.

Kalash – “vessel”; “Amrit Kalash” means the vessel containing the nectar of life. Our logo also includes a Kalash.

Maharishi – “Maha” means “great” and “rishi” means “seer”; one who recognises and applies the Veda through inner sight.

Pitta – one of the three fundamental regulatory principles (doshas) in nature. The Pitta dosha is

referred to as the metabolism principle, characterised by the element of fire.

Rasayana – Ayurvedic herbs and mineral compositions as holistic food supplements that promote good health and preserve inner balance.

Vata – one of the three fundamental regulatory principles (doshas) in nature. The Vata dosha is referred to as the movement principle, characterised by the elements ether (space) and air.

Vaidya – Ayurvedic expert

Veda – “knowledge”, “universal source of all order in nature”. The term “Veda” means knowledge of all laws of nature, their structuring dynamics and the transformation mechanisms that keep the never-ending diversity of the universe in perfect order and ensure evolution. Veda is wholeness – all tranquillity and all dynamics – complete, timeless knowledge.

You can find more terms on our website (www.ayurveda.eu) under “About Ayurveda”.

Our customer service

We are not only available to take your orders, we are also happy to provide advice on the products and on Ayurveda in general at your request. We will be happy to call you back. We are available Monday to Friday between the hours of 9 am and noon and 1 pm and 5 pm CET. If you call outside the telephone hours, please leave your order as a message on our answering machine. Please do not forget to state your address, telephone number and desired payment method.

E-mail newsletter & website

At your request, we send you our informative newsletter around every eight weeks. Alongside valuable tips for your health and well-being, you will also receive interesting news, exclusive offers and much more! Simply send an e-mail with the subject line “Newsletter” to newsletter@ayurveda.nl

In our webshop you will find all our products clearly laid out in addition to current offers and a wealth of valuable tips and information on various topics. Why not take a look: www.ayurveda.eu

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The Netherlands

*„Balance is the key
to perfect health.“*

Maharishi Mahesh Yogi

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