



HERBAL VEDIC™  
ayurvedic formulas

# Body Care and Fragrance Products

The Herbal Vedic™ Body Care products have been carefully created to highlight the wide-ranging benefits of selected herbs and to balance all three constitutional types.





# WHAT IS Ayurveda?

## THE ANCIENT INDIAN HERBAL HEALING TRADITION

Ayurveda has existed for over 5,000 years, documented in Sanskrit texts and still thriving today. (The word itself comes from the Sanskrit Ayur meaning "life" and Veda meaning "knowledge", "science" or "wisdom".) Through centuries of experience and observation, the practitioners of Ayurveda have updated and refined their methods to ease the physical, emotional and environmental stresses present in today's busy lifestyles.

Herbal Vedic™ formulas are a perfect example of these newly refined and enhanced Ayurvedic products. From basic personal care items like soap and toothpaste to carefully crafted herbs and herbal blends, the complete Herbal Vedic™ line seeks to help individuals achieve a balance of energy and well-being in their lives.

## HOW DOES AYURVEDA WORK?

Unlike Western medicine, Ayurveda does not treat specific symptoms; instead, this holistic modality looks at the entire array of elements that make up an individual's life. As a result, patients undergoing Ayurvedic treatment will not leave with a long list of medications. Rather, they will learn how to achieve total mind-body health using the least invasive methods possible.

Although Western medicine is beginning to recognize the serious side effects of the routine use of strong drugs and routine chemical intervention, the tenets of Ayurveda have always stated that the body should be allowed to heal itself. To give gentle, natural support to this total mind-body healing, the Ayurvedic practitioner will recommend the appropriate herbs, oils and foods, as well as a program of bodywork, massage and various cleansing routines, known as Panchakarma.

Western medical practitioners often wonder why certain popular wonder drugs don't seem to work equally well for everyone. The simple answer is that while each capsule or pill may be exactly the same, no two people have the exact same physiological makeup. Practitioners of Ayurveda acknowledge this by starting with the underlying belief that there are three differing constitutional types called doshas: vata (air), pitta (fire), and kapha (earth/water). These descriptions directly relate to a person's physical build, level of activity and preferences in food, drink and climate.

Each dosha tends to respond differently to the stresses of life and to thrive on different dietary and lifestyle choices. If the most beneficial choices are not made, the individual will develop typical imbalances and eventual disease manifestations. To regain balance, energy and health, a specific, dosha-appropriate Ayurvedic regimen will bring the most effective, long-term healing.

## FINDING THE PERFECT BALANCE

Ayurveda uses the concept of opposites as the basis for restoring an individual's mental and physical balance. Specifically, Ayurveda views an individual's symptoms and characteristics according to several important opposite pairs: hot/cold, heavy/light, dry/moist, smooth/rough, slow/quick and stable/changeable. Each of the three doshas possess characteristic qualities that reflect a combination of these key pairings. Thus, vata is cold, light, quick, changeable, dry and rough; pitta is hot and moist; and kapha is cold, moist, slow, stable, smooth and heavy.

In recent years Ayurveda has gained increasing prominence as an alternative health system of tremendous value, particularly in the mitigation and treatment of chronic conditions. Its success in this area can be attributed to the strong Ayurvedic focus on whole-body balance, rather than the piecemeal treatment of individual symptoms. Dr. Deepak Chopra is perhaps the most famous practitioner to familiarize the American public with the principle of Ayurveda, but other leaders such as Dr. Vasant Lad, Dr. David Frawley, Amadea Morningstar, Melanie Sachs, Robert Svoboda, Harish Johari, Dr. Sunil Joshi and Maya Tiwari have also been instrumental. These individuals have been in the forefront of teaching and writing about Ayurveda, lecturing and developing the clinical practise of individually-focused, energy-enhancing Ayurvedic techniques in this country.





# Ayurvedic Herbs

*Photo: "The Holy Grass of the Orchid-filled Hills" of the Nilgiri Plateau, South India, a primal grasslands in which these original grass species allow herbs and flowers to grow between their clumps unlike modern carpet grass in lawns. Grass orchids grow here, unique in the world, among the herbs at an altitude of 6,000 feet.*

## AYURVEDIC HERBAL WISDOM

Herbs play a fundamental role in Ayurvedic medicine. With its history of over 5,000 years of natural health practices, Ayurveda has the most widely developed herbal pharmacopoeia in the world. Ayurvedic Materia Medica contain listings for thousands of plants and run thousands of pages in length. Within this pharmacopoeia, certain herbs have gained tremendous respect in the Ayurvedic community for their consistent efficacy over the centuries. These selected herbs that have stood the test of time provide the basis for the products in the Herbal Vedic™ product line. Each herb has been carefully chosen and combined, using Ayurvedic principles of balance to offer optimum benefit to the individual using the product.

## THE ART & SCIENCE OF RASAYANA (Rejuvenation and Longevity)

Ayurveda uses herbs not only to restore the body's healthful balance during times of stress and illness, but also as part of a daily regimen to maintain health and prevent such imbalances from occurring over the course of an individual's life. One branch of Ayurveda, known as rasayana, focuses on rejuvenation

*Photo: Ancient granite temple carving of a dancer expressing the divinity inherent in "Everywoman". When we feel this way, our doshas are in balance.*

and long-term health. As part of the rasayana regimen, Ayurveda recommends using small amounts of certain herbs as micro nutrients or special foods on a regular basis; consistent use of these selected plants ensures that the body is continually tuned to its optimum level of energy and well-being. These principles led to the development of a series of simple, pure and effective dietary supplements, created out of the wisdom and experience of Ayurvedic teaching

## THE HERBAL VEDIC DIFFERENCE

The Herbal Vedic™ product line is created from selected Ayurvedic herbs, carefully combined according to ancient, fundamental principles of herbal medicine. For the most part, the pure Ayurvedic herbs used in Herbal Vedic™ formulations are still gathered by villagers in the remote regions of India, continuing centuries of tradition. These wild herbs have the essential, rich life force of plants that have not been weakened or denatured through human cultivation or any kind of chemical fertilizers or pesticides. When, in certain cases, selected herbs need to be cultivated to provide for the increasing demand for popular formulas, Herbal Vedic suppliers in India are initiating organic growing of these plants to meet the high consumer need.

Herbal Vedic™ believes in the highest standards of quality, purity and integrity. We work with companies in India who have over 100 years of experience in formulating Ayurvedic products. When you purchase any of our herbal blends or household items, you are assured of the following:

- NO ANIMAL TESTING
- NO ANIMAL INGREDIENTS
- NO IRRADIATED HERBS

Every staff member closely oversees all stages of development, manufacturing and packaging, reflecting our deep commitment to supplying you with the finest herbal products anywhere in the world.



OUR ENTIRE LINE OF PRODUCTS HAS

# Ayurvedic Herbal Power

## AYURVEDIC TOOTHPASTE for the Teeth and Gums

Herbal Vedic™ toothpaste is the result of years of careful research and herbal formulation: First, our Ayurvedic experts selected those herbs traditionally considered useful for dental hygiene. Next, we researched the literature to determine which herbs in this group were actually the most effective. Next clinical studies were carried out; these revealed that neem and triphala were in fact most beneficial for oral hygiene. Literature from Europe further indicated that Myrrh Gum Resin was especially beneficial for toning the gums. Drawing on all of our findings, we developed a combination of 26 different herbal extracts. This carefully crafted blend worked in tandem with the healing action of the three primary herbs, resulting in a superior botanical combination for the complete hygiene of the teeth and gums.

Once this herbal balance was complete, the next step was to develop an effective, pleasant-tasting vehicle for the herbal formulation. The paste needed to have an even consistency, without a strong or mouth-drying aftertaste. After numerous experiments, we achieved just the right balance of taste appeal, foaming action and moisturizing effect. Only purified, filtered water is used during the formulation process.

Finally, we sought to enhance our toothpaste with added natural flavors. Spearmint was an easy first choice, as it is familiar to Americans from other popular toothpaste, and consistently ranked as the preferred toothpaste flavor in this country. For those seeking a good-tasting mint-free toothpaste, we created our refreshing anise flavored paste. This toothpaste is an ideal choice for those undergoing homeopathic treatments, as the efficacy of certain homeopathic remedies may be neutralized by mint.

Herbal Vedic™ toothpaste has a concentrated consistency, as it is not whipped with air like most standard American toothpaste. A little bit of this pure, effective product goes a long way, making our paste the top choice for flavor and economy.

## AYURVEDIC SOAP for the Skin

Centuries of study and experience by Ayurvedic masters have revealed the superior powers of certain plants for cleaning and toning the skin. Topping this list is the famous neem tree. Neem is used for a myriad of applications in the modern world, earning it wide acclaim as a "wonder herb." The deep cleansing action of neem is an important element in our soothing and rejuvenating Herbal Vedic™ Ayurvedic Soap.

This Ayurvedic soap is hard-milled so it will last longer. The base includes a number of vegetable oils, including coconut oil, ensuring that it not only cleans but moisturizes as well. In addition to the rich vegetable oil base, our herbal soaps also use added natural essential oils as fragrance. Sandalwood is a popular favorite of both men and women, while lavender, an herb often favored to induce restful sleep, is especially favored by women.

Unlike most commercial soaps, our Ayurvedic bar lathers effectively, yet rinses off completely without leaving behind any soap film. The result is skin that feels clean and soft, with no dryness or tightness. Taking an aromatic bath or shower with Herbal Vedic™ soap helps you start your day with a fresh, clear mind and pleasantly soothed senses.

Best of all, you can feel as good about our soap as you do using it. No animal fats or other ingredients are utilized at any time in this product, nor is it tested on animals. Like all Herbal Vedic™ products, it conforms to the highest "cruelty-free" standards.



## ANALGESIC BALM for the Muscles and Tendons

Ayurveda has long specialized in providing relief to muscular aches and pains, using specially formulated liniment oils or balms. The Herbal Vedic™ Ayurvedic Balm reflects this traditional knowledge enhanced by modern research. Because it meets the U.S. FDA requirements for topical analgesics, this gentle, healing product is recognized by the FDA as being both safe and effective. It has been assigned an N.D.C. number as a recognized over-the-counter drug by the FDA in recognition of this fact.

Our main concern in creating this balm was delivering the herbal action effectively in a nonstaining, non-greasy base. Unlike some healing ointments that come in colored bases, Herbal Vedic™ Balm maintains a skin-friendly, colorless formula that still delivers extra-strength soothing to modern stresses and strains.

Yet this strength does not come at the expense of sensory gratification. Most powerful liniments have an equally strong smell; our second task at Herbal Vedic™ was to develop a fragrance that would be pleasant and inoffensive. By using a specially chosen blend of Ayurvedic herbs and oils, Herbal Vedic™ has created a balm that is warm and soothing rather than overpowering.

Perfect after a hard day at the office or a hard run on the beach, Herbal Vedic™ Ayurvedic Analgesic Balm is available both in the standard paraffin base as well as a beeswax base. It is not tested on animals.

## AYURVEDIC HERBAL MINERAL CLAY for Face and Body

This unique product represents a true blending of the ancient and the modern in cosmetic skin care. The mineral-rich clays of India are combined with dozens of herbal ingredients in a fragrant base, creating an easy-to-use mask that gives a cleansing treat to the skin.

Simply mix the mineral clay in a paste with water, apply to the face or body, and gently massage into the skin. The clay's natural drawing action helps to leach dirt out of the pores, leaving the skin cleaner than if conventional soap is used. Then just rinse off with water, and enjoy how invigorated and rejuvenated you feel. The lingering, all-natural fragrance will leave you with a sensation of well-being, while the treatment itself will leave your skin glowing, vibrant and radiant.


Herbal Vedic™ mineral clay is available in a 20 gram sample size, 100 gram regular size, or 500 gram economy size package. No animal ingredients are used and the product is not tested on animals.



See Incense and Resin  
on back flap

# INCENSE PRODUCTS

## Ayurvedic Herbal Power of Aromatherapy



Aromatherapy, the study of the subtle healing properties of fragrance, has been an integral part of the Ayurvedic tradition for many thousands of years. Today, Western scientific studies have confirmed the many ways scents affect the mind, the emotions and even the health of the body. The benefits of fragrance go far beyond mere sensory pleasure: specific scents can be used to increase mental clarity, calm the emotions, and even aid in intellectual activities, such as test-taking. Psychologists have also found that fragrance reaches very deep into those sections of the brain that govern memory, instinct and emotional response; everyone has a favorite scent that evokes long-lost experiences and brings back, in tangible form, images of the past.

Herbal Vedic™ has taken this knowledge and applied it to the development of a range of incense fragrances, allowing you to create and enhance different moods throughout your home. We continue to research new fragrances for our line; the list of scents currently available includes the following:

**SANDALWOOD:** *awakens the intelligence* • **CEDAR:** *refreshes the mind*

**FRANKINCENSE RESIN:** *brings inner awareness*

**MYRRH RESIN:** *calms the feelings* • **JASMINE:** *purifies the emotions*

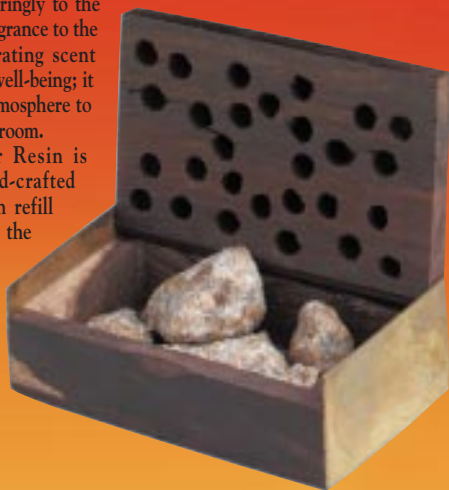
This unique product is available in convenient stick form, made by hand-rolling a fragrant paste of natural herbs, flowers, essential oils, barks and woods onto thin bamboo splints. Each stick burns for approximately 30 minutes, leaving its intoxicating fragrance throughout the room for hours of sensory enrichment.

## AMBER RESIN

### Ayurvedic Aromatherapy for Body Fragrance

The exotic fragrance of amber resin (the result of the natural combination of styrax benzoin and other natural fragrances) is extremely popular for its rich, earthy, musky scent. The resin is applied sparingly to the skin, imparting a distinctive fragrance to the body. This warming, invigorating scent enriches the wearer's sense of well-being; it can also be diffused into the atmosphere to enhance the ambiance of any room.

Herbal Vedic™ Amber Resin is available in beautifully hand-crafted rosewood boxes, as well as in refill packs of plain amber, without the box.



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PO Box 1008, 1100 Lotus Drive, Silver Lake, WI 53170 USA.

414.889.8569 (phone) 414.889.8591 (fax)

email: [herbalvedic@lotuspress.com](mailto:herbalvedic@lotuspress.com)