

Dear Friends,

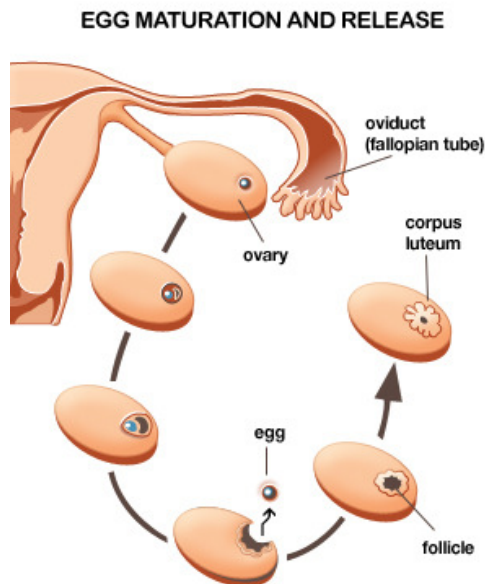
This month, we are eager to share highly motivating news with you – The Bliss Ayurveda Community – Vaidyas and other members of Bliss Ayurveda in India and Norway and users of our supplements.

We are pleased and overwhelmed seeing the fruition of efforts of Indian and Norwegian team when our company, Bliss Ayurveda AS, got **“The Best Supplier of the Year”** Award from the Trade Association of Health Products and Herbal Food Supplements of Norway.

Besides the great news, we are again with you after one month sharing about Menstrual Disorders, Shatavari and Ayurvedic supplement Menstru Care Tablets.

Article of the Month – Menstrual Disorders

Menstrual cycle, pregnancy and labor are some phases of women life that no men can understand despite abundance of empathy. Many women get through with their periods casually without any significant concern. Their periods are regular and follow the same duration and interval month after month.



However, other women experience many physical and emotional troubles during their periods. These menstrual disorders can range from heavy bleeding and missed periods to unmanageable mood swings; these symptoms may disrupt a woman's lives in major ways.

Common Menstrual Disorders:

- Amenorrhea (lack of periods or missed periods)
- Dysfunctional Uterine Bleeding (DUB)
- Dysmenorrhea (painful periods)
- Polycystic Ovary Syndrome
- Menorrhagia (heavy or lengthy periods)
- Other Menstrual Disorders (Metrorrhagia or spotting and others)

Dysmenorrhea:

Dysmenorrhea is pelvic pain during a menstrual period. It is the most common reproductive problem in women, resulting in numerous days absent from school, work, and other activities. There are two types: primary and secondary.

According to Ayurveda, the pain and difficulty during menstruation results from heightened activity of Apana Vata and Ranjaka Pitta. Shatavari and other herbs in Menstrucare balance these humors. Menstruation is restored to normal condition without discomfort.

About three fourths of women with dysmenorrhea have primary dysmenorrhea, for which no cause can be identified. The rest have secondary dysmenorrhea that occurs due to some identified cause.

Primary dysmenorrhea may affect more than 50% of women, usually starting during adolescence. In about 5 to 15%, primary dysmenorrhea is sometimes

severe and may become less severe with age and after pregnancy.

In primary dysmenorrhea, the pain occurs only during menstrual cycles in which an egg is released. The pain is thought to result from prostaglandins released during menstruation. Prostaglandins are hormone like substances that cause the uterus to contract, reduce the blood supply to the uterus, and increase the sensitivity of nerve endings in the uterus to pain.

Premenstrual Syndrome:

Premenstrual syndrome (PMS) is a group of physical and psychological symptoms that occur before a menstrual period begins.

Because many symptoms - such as bad mood, irritability, bloating, and breast tenderness - have been ascribed to PMS, defining and identifying PMS can be difficult. PMS affects 20 to 50% of women. About 5% of women of reproductive age have a severe form of PMS called premenstrual dysphoric disorder (PMDD).

PMS is due to imbalanced functioning of Apana Vata, Ranjaka Pitta, Prana Vata and Sadhaka Pitta. Menstru Care herbal formula restores the balances of these Doshas and relieves the physical and mental symptoms of PMS.

PMS may occur partly because estrogen and progesterone levels fluctuate during the menstrual cycle. Also, in some women with PMS, progesterone may be broken down differently. Progesterone is

usually broken down into two components that have opposite effects on mood. Women with PMS may produce less of the component that reduces anxiety and more of the component that increases anxiety.

Menorrhagia

Heavy bleeding during menstruation is usually related to a hormonal imbalance, although other causes include fibroids, cervical or endometrial polyps, the autoimmune disease lupus, pelvic inflammatory disease (PID), blood platelet disorder, a hereditary blood factor deficiency, or, possibly, some reproductive cancers. Thus, menorrhagia is actually a symptom of an underlying condition rather than a disease itself. It may also be related to the use of an IUD.

According to Ayurveda, Apana Vata and Ranjaka Pitta are aggravated in heavy menstruation. The Vata and Pitta pacifying herbs in Menstru Care normalize the menstrual bleeding.

Women with menorrhagia experience not only significant inconvenience, but may feel very tired due to the loss of iron-rich blood. It is usually diagnosed when a woman soaks through a tampon or pad every hour for several hours or has a period lasting more than 7 days. Clots are not related to menorrhagia, although women with heavy cycles may pass clots. They are typically a normal part of menstruation, more common when a woman has been sitting or in a stationary position for a while.

Herb of the Month – Shatavari (*Asparagus racemosus*)



Asparagus is a perennial vegetable arising from a root system of fleshy rhizomes known as the "crown". It is grown for the immature stalk and is harvested in the spring. Indian asparagus is a rejuvenating herb

that cools the body, strengthens and nourishes the tissues.

Both women and men can take it to rejuvenate their body and to support the proper function of the reproductive organs. It is traditionally used to regulate the production of female hormones. The word Shatavari literally stands for "Hundred Spouses or Hundred Blessings," implying its ability to increase fertility and vitality in women.

It encourages the production of milk in lactating mothers, and is useful during menopause. Shatavari serves to build immunity, improve the intellect, stimulate digestion, and enhance strength and energy.



It helps remove toxins from the blood and supports the proper function of the liver. Shatavari also acts to soothe, protect and nurture inflamed membranes of the lungs, stomach,

kidneys and reproductive organs.

Recent research supports the traditional classification of Shatavari (*Asparagus racemosus*) as a Rasayana, a dietary supplement for rejuvenation, mental and physical health, as well as providing a defense against premature aging and challenging environmental factors.

Shatavari has the general ability to promote normal physical functions and counteract the adverse

effects of stress. In eight different stress tests, Shatavari produced significant anti-stress and immuno-stimulant effects. Some studies have also shown that Shatavari increases the quantity of breast milk and possesses liver protective activity. Studies suggested that Shatavari promotes normal endometrial growth.

Shatavari is the main Ayurveda rejuvenative for women. It both nourishes and cleanses the blood and supports the female reproductive functions. Shatavari is recommended for menopause and also helps maintain a healthy urinary tract and strengthen the immune system. It is a natural source of phytoestrogen and progesterone and ensures smooth menopause.

Several Bliss Ayurveda products contain Shatavari. **Menstru Care and Golden Lady** are prominent supplements with Shatavari.

Products of the Month – Menstru Care and Golden Lady Tablets

Menstru Care Tablets

MENSTRU CARE is a non-hormonal herbal formulation for **regular and smooth menstruation**. This potent combination of herbs and minerals tones up female generative organs and promotes regular menstruation. It also restores pH of vaginal secretion thus decreasing the chances of infection in genito-urinary system.



Menstrucare helps improve natural elimination of

Golden Lady Tablets

Every woman experiences same biorhythms and transition in her life such as puberty, menstruation, pregnancy, child birth, lactation, menopause and midlife. Each of these changes presents new challenges for the body, hormones, mind and emotions. Hence women physiology should have

the toxins, cleanses the uterus and prepares the women for fruitful conception. It is thus recommended to take a course of MENSTRU CARE for at least 3 months before pregnancy. Moreover, it checks the deficiency of Iron and is good source natural vitamins and minerals like calcium, magnesium etc.

Menstrual Care tablets are the tiny friends of women that **stand by their side from puberty to menopause**. It supports women on a wholesome level – regulating the changes of hormones, ovulation, bleeding, menstruation; and reproductive organs, digestion and psychology all together.

Menstrual irregularities and disorders are set straight. **PMS and related symptoms** are relieved. Underlying causes of **female infertility** are corrected and it supports such women to have the blissful baby.



innate potential to guide through all these cycles with grace and composure.

Current hormonal replacement therapy (HRT) for these changes have simply become hormone therapy with dangerous side effects. **Golden Lady** is particularly formulated synergistic combination for a women's well being especially during menopause. It is a safe herbal formula, which nourishes the woman reproductive tissue and is a valuable alternate to troublesome HRT.

Most women think that with onset of menopause, their golden days are gone. Golden Lady tablets help

to prove it wrong in your own life, day after day, month after month, year after year.

It restores the healthful hormonal balance that your body needs as you age. It provides other necessary ingredients like **calcium** that aging women are more prone to lose.

Golden Lady tablets restore the feeling of love, attraction, suppleness of skin, moisture, and lubrication where they are truly needed. Transform your **post-menopausal life** into a golden experience.

Poor libido, vaginal dryness and painful sex are relieved.

News and Events

Trade Association of Scandinavian countries held a program on 13th Sep. 2008 to acknowledge the contribution and achievement of various Dietary Supplements manufacturers and Chains of Health Food Stores.

Bliss Ayurveda team – Dr. Nitin Agrawal, Hallvard Reiso, Kjell Heraldson, Dr. Ravi Raghuvanshi, Ingeborg Reiso and other Norwegian team members participated in the event. The activities were going on smoothly when they were taken aback by a pleasant surprise in the form of “**The Best Supplier of the Year**” award given to Bliss Ayurved.

This comes as a huge motivation for all of us as this is a big achievement for a two year old company.

The Trade Industry chose Bliss Ayurveda for this award on the basis of outstanding services provided by Bliss Ayurveda Vaidyas and Health professionals all over Norway in the form of Ayurveda consultation and lectures.

Bliss Ayurveda thanks the users of our supplements, for without their support and participation, we could not have achieved success of this scale in such a short time.

Dr. Vikramaditya Tomar will visit Norway for one-month duration. (1st Nov. – 1st Dec. 2008) He will provide Ayurveda consultation and pulse reading.

Our Director, Dr. Nitin Agrawal will tour of Norway and Italy for two weeks duration (1st Nov. – 12th Nov. 2008). His schedule would be packed with consultation, lectures and several other promotional events.

He will give a lecture on Ayurveda in the conference of Homeopathic practitioners and other Health professionals in Sundvolden, near Oslo, Norway.

Warm Regards,

Dr. Vikrama Aditya Tomar

Editor,

Bliss Ayurveda Newsletter

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