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For Panchkarma query &
bookings log on
[www.blissayurveda.com/
Healthcenter_Home.html](http://www.blissayurveda.com/Healthcenter_Home.html)

LAUNCH OF BLISS AYURVEDA PRODUCT RANGE IN USA

Bliss Ayurveda launched its range of 22 Ayurvedic Herbal Supplements in USA in January 2010. **Somagni LLC**, a North Carolina based organization, became exclusive distributor for Bliss Ayurveda products in USA and Canada.

Under the guidance of Michael Mamas, one of the illumined modern Spiritual Mentor, a team of Americans joined hands to spread the lore of Ayurveda and Bliss Ayurveda products in North America. They are all set to undertake different roles in establishing the distribution network and making Bliss Ayurveda and Somagni fusion turn into a perpetual source of natural, safe and effective healthier options for all health seeking persons.

Bliss Ayurveda product range in USA

- | | |
|------------------|-------------------|
| 1. ACIGARD | 12. GUGGUL MAX |
| 2. ALLERFLU GARD | 13. LIVOBLISS |
| 3. ALLERFRI OIL | 14. LYMPHOCARE |
| 4. AYU RASAYANA | 15. MENSTRUCARE |
| 5. BLISSFUL MEN | 16. PEACEFUL MIND |
| 6. CARDIO CARE | 17. PROSTABLISS |
| 7. DIGESTOBLISS | 18. RESPIBLISS |
| 8. EASY MOVE | 19. SLEEP VITALE |
| 9. EASY MOVE OIL | 20. TRIPHALA MAX |
| 10. GLUCOGARD | 21. URIHEALTH |
| 11. GOLDEN EVE | 22. VITAL CARE |

Bliss Ayurveda team is also delightfully geared to take upon this responsibility under the guidance of Dr. Nitin Agrawal. The entire team is exuding zeal and enthusiasm in sharing the wisdom of Ayurveda through lectures, training workshops, Pulse reading & Ayurvedic consultation programs.

Ayurveda Training of Bliss Ayurveda USA (Somagni) Team

Bliss Ayurveda conducted 5 days intensive Training program for the members of Bliss Ayurveda USA (Somagni) team. The training was conducted through Video conferencing by Dr Nitin Agrawal & his team of doctors. Topics covered were basics of Ayurveda, Bliss Ayurveda supplements & how to use Ayurveda Herbs to make people Healthy & Blissful.

Bliss Ayurveda Italy participated in Trade Fairs in ITALY

Bliss Ayurveda Italy participated in two Trade Fairs in Torino and Reggio-Emilia City in Italy. The complete range of products was displayed in Stalls at the Fair. Hundreds of people were drawn to Bliss Ayurveda stalls. They responded with enthusiasm when they saw the products and informative literature at the stall. Our Italian Distributor, Mr. Chander Mukesh and his team eagerly informed visitors about Ayurvedic Herbal Supplements. Users of Bliss Ayurveda supplements provided good feedback after using them.

COMMON COLD AND FLU IN AYURVEDA

Every year, millions of people world-wide get sick with the flu and common cold. An estimated 100,000 hospitalizations and about 20,000 deaths occur each year from the flu or its complications in the US alone. On top of that, an average American adult suffers two to three colds a year; the average young child has as many as nine. That adds up to something like one billion colds a year in US alone! The cost to the world economy from the common cold and flu is staggering.



Common cold, true to its name continues to be one of the most common afflictions. According to Ayurveda it indicates the first stage in the breakdown of our bodily defenses. Everyone has suffered from common cold at some point or other in their lives. In Ayurveda, this is called as Pratishtyaya.

Causes

According to Ayurveda, the common cold results largely from an imbalance of the Kapha and Vata. Ayurveda believes that disease happens when there occurs imbalance in body. The common cold, for instance, strikes when the body's digestive fire or "Agni" is dampened. What causes that? Well, the cold weather itself! Yes, the temperature outside dips and with it, our Agni & immunity.

The dimmed fires inside fail to burn body toxins or "Ama" fully. The "Ama" accumulates, clogging the micro-channels of the body and generating phlegm. Imbalanced "Kapha", combined with "Ama" makes mucus.

Improper digestion of food lead to formation of Ama and this circulates through the body and reaches the respiratory system, where it causes colds and coughs.

SYMPTOMS

1. Running nose
2. Sneezing
3. Sore throat
4. Nasal congestion
5. Headache
6. Low fever
7. Body pain
8. Lethargy

AYURVEDA HERBS FOR COMMON COLD & FLU

1. Ginger
2. Tulsi
3. Turmeric
4. Cinnamon
5. Cumin seeds
6. Black pepper
7. Lemon
8. Clove

AYURVEDIC HOME REMEDIES

1. Best remedy for common cold is Tulsi (Holy Basil) & Ginger which helps to 'loosen & liquefy' stuck mucus.
2. Ginger and Tulsi Tea - Make a brew of Tulsi and ginger herb tea and sip it every couple of hours.
3. Turmeric- yellow spice digest "Ama" & builds immunity.
4. Take half a teaspoon of Ginger juice with half a teaspoon of Honey, three times a day.
5. Mix half a cup of warm water with one teaspoon of lemon juice & one teaspoon of honey. Take several times a day.
6. In cases of dry cough (especially during the night), peel a small piece of fresh Ginger.
7. Gargling with warm salty water is also beneficial.
8. An anti-Kapha & anti-Ama (detoxifying) diet should be taken.

Prevention – the best policy!

The most sensible plan is to avoid prolonged Common Cold and Flu by boosting the immune system and actively managing excellent health.

1. Manage your stress – fear and stress is prime cause of compromised immunity.
2. Do Yoga & relaxation techniques.
3. Eat freshly made foods from high-quality, organic, local ingredients.
4. Sleep well – good-quality sleep relieves stress .
5. Moderate exercise boosts immunity.
6. Deep breathing exercise reduces stress, enlivens Prana (subtle energy), & strengthens the lungs.
7. Take immune-boosting, stress-adapting and anti-viral herbs
8. Take a rest, relax the mind and sleep.
9. Go on a light, digestible diet such as soup and stewed fruits.
10. Take lots of warm fluids – water, lemon water, ginger tea, Tulsi tea, licorice tea.
11. Take fruits and vegetables which are high in vitamin C.
12. One of the most potent vitamin-C fruits – Amla. This is excellent for maintaining good immunity throughout life

Ayurveda products for Common cold and Flu are :
ALLERFLU GARD & ALLERFRI Tab. and ALLERFRI Nasal Oil

KALMEGH

Latin Name : *Andrographis paniculata*

English Name : Indian Echinacea

Sanskrit Name : Kalmegh

Description: Andrographis Paniculata is a shrub grown in the moist, shady areas of India, China and throughout Southeast Asia. It is a popular Ayurvedic and Chinese household remedy for the common cold, flu, upper respiratory tract infections and other sicknesses. In the Indian flu epidemic of 1919, the herb Andrographis is credited with the reversal of its onslaught. More recently in Scandinavia, it has been widely recommended by doctors as a common remedy in treating winter ailments.

For centuries, the Ayurvedic practitioners of India have used the roots and leaves of the herb Andrographis paniculata to treat ailments ranging from poor digestion to hepatitis. The real value of this ancient herb is as a stimulant for the immune system.

Key active constituents

Main compound found in Andrographis is a diterpene lactone called andrographilide B & deoxy-andrographolide.

Usage

It is a well-known herb used for its immunomodulatory, anti-inflammatory and liver-protective action in Ayurveda. Andrographolide is the main constituent of the herb which is extremely bitter in taste so it is commonly known as 'Maha-tikta', literally meaning 'king of bitters' in India. Kalmegh induces significant stimulation of antibody against antigens (allergens) and delays the hypersensitivity response. It is experimentally proved that Kalmegh had a high degree of effectiveness in reducing prevalence and intensity of symptoms in common cold and influenza. It is effective in upper respiratory tract infections and sinusitis.

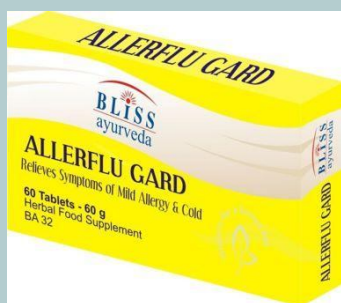
Precautions

Pregnant women or those trying to conceive should avoid Andrographis. Andrographis may increase glucose metabolism.



"Benefits of Kalmegh
can be experienced in:
ALLERFLU GARD"

ALLERFLU GARD TABLET



According to Ayurveda, Flu and Common Cold results as a result of accumulated toxins (Ama) that hampers the body's natural defense by weakening the immunity of the body. Then, immune system becomes oversensitive and it causes allergic response and produces the symptoms of allergy.

ALLERFLU GARD is formulated on the principle of the synergistic effect of herbs that reduces the intensity of symptoms of Flu & Common Cold and removes the toxins present in the blood and from the micro-channels of respiratory system and skin. Allerflu Gard helps in Flu, Common Cold, Hay fever, Mild fever and Viral fever. It helps in seasonal allergy, pollen allergy and in symptoms like sneezing, running nose and watering from eye. It benefits people suffering from sinus allergy or sinusitis and associated heaviness in head and headache.

HOW ALLERFLU GARD HELPS

1. Good in Flu, Common cold and Viral fever. Relieves sneezing, running nose, nasal blockage, watering from eyes, heaviness in head and headache.
2. Cleanses the toxins (Ama) present in the respiratory system, blood and skin.
3. Good Immunomodulator specially strengthens the nasal and sinus immunity against various allergens.
4. Reduces the inflammation and congestion of mucosa of the respiratory tract.
5. Helpful in Seasonal allergy, Nasal allergy, Pollen allergy, Dust and Pet allergy.
6. Also helpful in Sore throat, Allergic Rhinitis, Hay fever, Sinusitis, Eosinophilia and allergic skin diseases.

Ingredients

1. *Andrographis paniculata* (Creat) Kalmegh
2. *Zingiber officinale* (Dry Ginger) Sonth
3. *Ocimum sanctum* (Holy Basil) Tulsi
4. *Curcuma longa* (Turmeric) Haldi
5. *Alpinia galanga* (Greater Galangal) Kulanjan
6. *Swertia chirata* (Chiretta) Chiraita
7. *Cinnamomum zeylanicum* (Cinnamon) Dalchini
8. *Piper longum* (Long Pepper) Pippali
9. *Piper nigrum* (Black Pepper) Marich

Suggested Dosage & Duration: 1-2 tablet two times a day with warm water after meals. Take Allerflu Gard for 3 to 6 months. Once allergy is relieved, persons prone to allergic attacks can take 1 tablet two times a day before the allergic season as a preventive supplement every year for two months

Dietary & Lifestyle Advice: Eat fresh vegetables and fruits and drink warm water. Try to find the allergen and avoid its exposure. Avoid exposure to dust, wind and cold. For best and faster results, it has to be used along with **ALLERFRI NASAL OIL**

Bliss Ayurveda Health Center's unique In-Residence Panchkarma Packages

Bliss Ayurveda Health Center provides In-Residence Panchkarma package for persons coming from abroad. Uniqueness of the programs are Personalized attention by Vaidya, 2-3 hours daily treatment, Quality air-conditioned accommodation, Home made Ayurvedic Food, complementary Yoga classes & Ayurveda Knowledge programs. BAHC follows Traditional Ayurveda approach with modern SPA facilities.

For details about our Panchkarma programs log on

www.blissayurveda.com/Healthcenter_Inresidenceprogram.html



Panchkarma Treatment at Bliss Ayurveda Health Center

Dear Friends,

BLISS AYURVEDA HEALTH CENTER is a Holistic center and provides Traditional Ayurveda Treatments in a modern SPA environment. Our USP is personalized attention by a Vaidya and Ayurveda knowledge program. The center provide its unique In-Residence Panchkarma packages for people coming form abroad.

This issue of our Newsletter introduces about the concept of **COMMON COLD AND FLU IN AYURVEDA**. You will also get information about **KALMEGH** as the Herb of the month and **ALLERFLU GARD** Tablet as Product of the month.

We will appreciate your comments and feedback regarding our Newsletter to serve you better next time.

Thank You.

Best Wishes

Dr Nitin Agrawal & Bliss Ayurveda Team

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