

Reprinting Dr. Lad's Articles from Back Issues of Ayurveda Today

Over the years, we have had many requests to reprint Dr. Lad's articles published in *Ayurveda Today*, our quarterly newsletter. As a result we have created a way for interested parties to make use of select articles on an ongoing basis. Our intention is for organizations that are promoting Ayurveda to have some material with which to educate their audience and customers.

With that in mind:

- We have selected a collection of 22 articles on Basic Ayurvedic Principles from all the articles we have ever published.
- Each business entity or other organization may select for publication two (2) articles per year from this collection. It is intended that these articles be a part of an organization's newsletter or periodical, as part of the information activity of their website, or other venues such as this. Reprinting the articles as a stand-alone publication is not encouraged but can be negotiated on a case-by-case basis.
- This same collection of articles is available to everyone. It builds on the theme of Basic Ayurvedic Principles and education.
- Since historically our primary articles are quite long, usually 4,000-5,000 words, we suggest the articles be serialized in your publications in blocks of 1,200 words or so. This will make Dr. Lad's work an adjunct to the message you are providing to your audience. Alternatively, you can feature articles from different Ayurvedic centers throughout your annual publishing cycle.
- The content of the articles cannot be changed in any way without prior approval from The Ayurvedic Institute.
- Our fee for each article used is \$200 to \$400, according to the word count at a rate of approximately \$75 per 1,000 words. The purchase of the rights to reprint an article is for a one-time use, as specified in the contract.
- The purchasing business entity or organization may not sell or distribute these articles to anyone else.
- We reserve the right to revise these objectives and policies as necessary. We also reserve the right to only allow reprints by organizations that we believe are promoting Ayurveda in the same spirit as we, The Ayurvedic Institute, are.

We hope that by providing this service that Ayurveda becomes more understandable and better known to the public.

Articles for Sale

Six Philosophies part 1 (3,400 words)	\$250	Kundalini (2,400 words)	\$175
Six Philosophies part 2 (4,455 words)	\$350	Shamana part 1 (4,600 words)	\$350
Prakruti (4,700 words)	\$350	Shamana part 2 (4,575 words)	\$350
Assessment of Prakruti (5,230 words)	\$400	Cellular Nutrition (4,250 words)	\$325
Manas Prakruti (4,885 words)	\$350	Allergies (3,520 words)	\$250
Kala: The Concept of Time (3,170 words)	\$250	Heart (2,535 words)	\$200
Ojas (3,200 words)	\$250	Hypertension (2,280 words)	\$175
Tejas (4,350 words)	\$325	Fever (4,640 words)	\$350
Prana (3,385 words)	\$250	Chronic Fatigue Syndrome Part 1 (4,655 words)	\$350
Inner Workings of the Mind (3,640 words)	\$275	Chronic Fatigue Syndrome Part 2 (3,790 words)	\$275
Relationships (3,800 words)	\$275	Parkinson's (3,500 words)	\$275

<p>Shad Darshan The Six Philosophies of Life, Part 1</p> <p>3,400 words</p> <p>Author: Vasant Lad, BAMS, MASc</p> <p>Price \$250</p>	<p>Summary: Gain an understanding into the six Indian philosophies that Ayurveda has accepted for healing purposes. Each of these concepts is briefly illustrated using examples and a detailed look is given to Sankhya, Ayurveda's most widely accepted philosophy.</p>	<p>Reader Benefits: Knowledge about the six traditional Indian philosophies, their founders, and the basic principles underlying each system is offered. Discussed in detail is Sankhya philosophy's theory of the creation of the universe and man. Upon reading this article, an understanding of how to put Sankhya philosophy to practical use in daily life will be gained.</p>
<p>Shad Darshan The Six Philosophies of Life, Part 2, with Special Reference to Ayurveda</p> <p>4,500 words</p> <p>Author: Vasant Lad, BAMS, MASc</p> <p>Price \$350</p>	<p>Summary: An in-depth look at the six traditional systems of Indian philosophy, which were briefly introduced in Part 1 of this two-part series is given. How Ayurveda uses these philosophies as tools for diagnosis and healing is discussed.</p>	<p>Reader Benefits: The reader will further explore the concepts of Nyaya, Vaisheshika, Mimamsa, Yoga and Buddhist philosophies introduced in Part 1. The article gives special reference to the theory of the nine causative substances according to both Nyaya and Vaisheshika and explores how the five elements, along with the subconscious and conscious mind, define these philosophies.</p>
<p>Prakruti Janma, Deha and Prakruti</p> <p>4,700 words</p> <p>Author: Vasant Lad, BAMS, MASc</p> <p>Price \$350</p>	<p>Summary: Dr. Lad gives a detailed definition of prakruti, the psycho-physiological make-up of an individual. Insight into the different kinds of Prakruti including janma or genetic/karma-based, manas or mental, and deha or bodily is provided. Prakruti classification according to the doshas is discussed along with the concept of vikruti, or the altered state of the doshas.</p>	<p>Reader Benefits: Understand the foundations of Ayurvedic medicine, the prakruti/vikruti paradigm, via the exploration of the various types of prakruti. Special attention is given to the individual doshic qualities (gunas) of prakruti in order to better understand one's unique make-up.</p>
<p>Assessment of Prakruti: Determining Your Constitution</p> <p>5,200 words</p> <p>Author: Vasant Lad, BAMS, MASc</p> <p>Price \$400</p>	<p>Summary: Discover one's prakruti and vikruti (constitution at birth and current state) using a clear and simple assessment chart. Each of the chart's 32 categories (i.e. physical characteristics, appetite, mental activity, etc.) is described in a detailed manner, including examples of how each dosha manifests in the physical, mental and emotional bodies, to help illustrate the components that determine one's constitution.</p>	<p>Reader Benefits: In this article, the reader is provided with evaluation criteria that assist in determining one's constitution at birth (prakruti). Instructions are given on how to determine one's present state (vikruti), what causes vikruti, and how it may manifest in the physical and mental bodies. Included in the article is an assessment chart to help determine one's prakruti and vikruti.</p>

<p>Manas Prakruti: Your Mental Constitution</p> <p>4,900 words</p> <p>Author: Vasant Lad, BAMS, MASc</p> <p>Price \$350</p>	<p>Summary: Gain insight into the various functions of the mind from an Ayurvedic perspective and how one can determine their manas prakruti (mental constitution). A look at the relationship between the universal and individual mind, including the three universal gunas (qualities) of the mind: sattva, rajas, tamas is examined. The 21 categories of the mind, along with a chart for determining one's individual manas prakruti, are included.</p>	<p>Reader Benefits: Insight into how Ayurveda views both the mind and one's true nature is given. Upon reading the article and by using a simple chart detailing various psychological characteristics, the reader will be able to discover their unique mental constitution.</p>
<p>Kala: The Concept of Time</p> <p>3,200 words</p> <p>Author: Vasant Lad, BAMS, MASc</p> <p>Price \$250</p>	<p>Summary: With reference to the ancient texts, this article draws from Vaisheshika's philosophy of the creation of the universe and its nine causative substances, including time. A wide range of aspects of time according to Ayurveda is covered, taking a close look at chronological time and the planets, biological time or the movement of life, and times for treatment of imbalances.</p>	<p>Reader Benefits: Gain insight into various aspects of time including dosha kala or the times of each dosha, avastha paka kala or the time for the different stages of digestion and avayava kala or organ times. Of further interest are appropriate times for administration of treatment, including herbs, panchakarma therapies, and rasayana (rejuvenation therapy).</p>
<p>Ojas</p> <p>3,200 words</p> <p>Author: Vasant Lad, BAMS, MASc</p> <p>Price \$250</p>	<p>Summary: Detailed information on the immune function, Ojas, is explained along with how it is processed, circulated, and used by the body. Special attention is given to the two types of ojas: apara and para ojas, in conjunction with disorders of Ojas and what causes these disorders.</p>	<p>Reader Benefits: An understanding of how ojas is both formed and transformed as well as how it functions in the body is presented. How meditation enhances the immune function is offered to the reader along with the concepts of displaced and depleted ojas.</p>
<p>Tejas</p> <p>4,350 words</p> <p>Author: Vasant Lad, BAMS, MASc</p> <p>Price \$325</p>	<p>Summary: The second in a series of three articles, tejas, the burning flame of pure intelligence is given attention to. The article brings an understanding of the nature of Tejas by giving a detailed description of its 14 important qualities. Also offered in the article is how tejas manifests in the body and mind through agni (bodily digestive fire), kundalini, and consciousness.</p>	<p>Reader Benefits: A deep understanding of the concept of tejas and its interplay with ojas and prana will be gained. By learning about the qualities of tejas in human life, the reader will better understand the entire process of digestion and transformation of food, water and air into pure consciousness. The reader will highly benefit from Dr. Lad's discussion of consciousness and meditation.</p>
<p>Prana</p> <p>3,385 words</p> <p>Author: Vasant Lad, BAMS, MASc</p> <p>Price \$250</p>	<p>Summary: The third article in a series of three, Prana, the life energy that carries out respiration, oxygenation and circulation, is given an in-depth look. The interplay of ojas, tejas and prana is discussed in detail together with the role they play in carrying out cellular metabolism.</p>	<p>Reader Benefits: Gain knowledge of the functional integrity of ojas, tejas, prana, the three subtle essences of the body, and discover how these essences maintain cellular metabolism. A special technique of practicing awareness for healing is offered to the reader.</p>

Inner Workings of the Mind

3,640 words

Author: Vasant Lad,

BAMS, MASc

Price \$275

Summary: Dr. Lad presents tools for observing the mind and how the mind functions from an Ayurvedic perspective. He combines this Ayurvedic wisdom with the vipassana teachings of the Buddha. Also discussed is the inner journey that unfolds through the meditation process.

Reader Benefits: Discover a holistic approach to psycho-pathogenesis. Learn how Ayurveda views the subjective and objective worlds, what lies beyond these worlds, and how to balance these worlds. Follow the journey of subtle thoughts in the body and understand how toxins accumulate in the mind.

Relationships

3,800 words

Author: Vasant Lad,

BAMS, MASc

Price \$275

Summary: Simple, everyday advice on how to heal and nourish daily relationships is provided. Also addressed are the underlying concepts of what can make relationships unhealthy and various methods to remedy them.

Reader Benefits: Discover an Ayurvedic definition of relationship, and gain insight into the underlying causes of what creates disease in relationships and what the role of clarity, honesty, fragility and the ego is in relationships. Also discussed is the link between relationship and prakruti (constitution). This article will particularly benefit counselors, psychologists, therapists, and couples.

Kundalini, the Divine Mother

2,400 words

Author: Vasant Lad,

BAMS, MASc

Price \$175

Summary: Discover the journey of kundalini awakening through the chakra system. The concept and functions of dormant kundalini are explained in addition to how kundalini affects each chakra.

Reader Benefits: A discovery of kundalini purification through the chakras is offered. The reader is provided with a chart detailing the physical location and pranic vibration of the chakras, along with the corresponding color, deity and herbs for each chakra.

Shamana, Ayurvedic Cleansing Techniques, Part 1

4,600 words

Author: Vasant Lad,

BAMS, MASc

Price \$350

Summary: A general overview of Ayurvedic therapies (chikitsa) to bring about balance in the body, mind and spirit is explored. Shodhana, or the process of detoxification through panchakarma, is briefly explained. Focus is primarily given to shamana, the more gentle palliative therapies used to balance and pacify the doshas. Three of the seven shamana techniques are described in detail, and therapeutic recommendations for specific doshic disorders are provided.

Reader Benefits: An Ayurvedic understanding of the cause of disease, and describes techniques to restore balance in the body, mind and spirit are described. The concepts of agni (digestive fire) and ama (bodily toxins) are discussed as well simple rules for both kindling agni and burning ama are provided. The reader is guided in the proper practice of particular therapies and contra-indications are noted.

**Shamana,
Ayurvedic Cleansing
Techniques, Part 2**

4,600 words

Author: Vasant Lad,
BAMS, MASc

Price \$350

Summary: The second in the shamana series, details on the remaining four of the seven techniques of shamana, or palliation, are given.

Reader Benefits: The reader is guided in the proper administration of four of the seven shamana therapies. An understanding of the appropriate application and contra-indications for the particular therapies described is offered.

**Nutrition at the Cellular
Level: Pilu Paka and
Pithara Paka**

4,250 words

Author: Vasant Lad,
BAMS, MASc

Price \$325

Summary: The Ayurvedic concepts of pilu paka, (the digestive fire of the cell membrane) and pithara paka (the digestive fire within each cell nucleus) are discussed. Included is an explanation of how Ayurveda sees cellular nutrition and its development from the time of conception, as well as the link between cellular respiration and meditation.

Reader Benefits: Benefit from an understanding of how meditation can bring harmony between pilu and pithara paka. Provided for the reader is insight into the function of the conscious and subconscious mind from an Ayurvedic perspective. Knowledge about methods for enhancing gender characteristics of the unborn child in the womb according to ancient Ayurvedic texts is shared.

**The Ayurvedic
Perspective on Asatmya
(Allergies)**

3,500 words

Author: Vasant Lad,
BAMS, MASc

Price \$250

Summary: Learn how allergies are seen from an Ayurvedic point of view. Discussed are the constitutional reaction of allergies (dosharopa), the role that digestive fire (agni) plays in allergies, and the determining factors of allergic reaction. The role of the thymus and spleen is discussed as well as the causes of the different types of allergies according to individual constitution (dosha).

Reader Benefits: How allergies are assessed according to dosha and how agni plays an important role in immunity against allergies is presented. Management of allergies for each dosha is provided using herbal formulas as well as remedies for specific types of allergies including skin, respiratory, food, and seasonal allergies.

The Heart

2,535 words

Author: Vasant Lad,
BAMS, MASc

Price \$200

Summary: Discover the Ayurvedic perspective of the structure and functioning of the heart. Discussed are factors that lead to heart disease, how ojas (immunity or the pure essence of all tissues) is formed and how dosha (individual constitution) plays a role in symptomatology.

Reader Benefits: An in-depth description of the heart's functioning according to Ayurvedic literature (Charaka Samhita) is offered to the reader. How Ojas is formed and transformed and insight into the stages of pathogenesis of heart disease is provided to the reader. Ayurvedic preventative remedies for general management of heart disease, including herbs, yoga, and mantra, are given.

The Ayurvedic View of Hypertension

2,280 words

Author: Vasant Lad,

BAMS, MASc

Price \$175

Summary: Revealed is the Ayurvedic concept of hypertension, which gives equal importance to both venous and arterial circulation in the diagnosis process. Discussed within is hypertension according to the individual constitution (vata, pitta, kapha), where it originates, and how it manifests.

Reader Benefits: Discover the origin of hypertension for each doshic type and how these three basic kinds of hypertension are diagnosed with the help of the pulse. Characteristics of each of the three types of hypertension, etiological factors involved in the development of the disorder, and diet, herbs, lifestyle and yoga postures for each of the three kinds of hypertension are provided.

Jvara Roga: An Ayurvedic Perspective on Fevers

4,640 words

Author: Vasant Lad,

BAMS, MASc

Price \$350

Summary: The concept of fevers is focused on using practical examples to show how the different stages of fevers manifest. A look at signs and symptoms according to individual constitution (dosha) and how fever enters the biological tissues (dhatu) is included.

Reader Benefits: Specifics on how to recognize fever in each of the seven dhatus are given. The reader will learn how to become familiar with different types of fever according to dosha. The article provides both general and specific management of fever including herbs and diet according to each dosha.

Chronic Fatigue Syndrome, Part 1

4,655 words

Author: Vasant Lad,

BAMS, MASc

Price \$350

Summary: Understand the reasons why individuals develop CFS and the role that digestion and cellular metabolism play in the disease. Dr. Lad explores the causes, signs and symptoms, and how to assess CFS in relationship to constitution.

Reader Benefits: Practitioners will benefit from an in-depth look at how to determine the exact type of CFS according to dosha. Characteristics of each doshic type of the disease as it manifests in the tissues (dhatu) is discussed and herbal recommendations for each dosha and dhatu are given.

Chronic Fatigue Syndrome, Part 2

4,790 words

Author: Vasant Lad,

BAMS, MASc

Price \$275

Summary: In Part 2 of this series, various treatment methods of dealing with CFS are considered. Supplements from an Ayurvedic perspective are discussed as well as treating the specific causes of CFS with Ayurvedic herbs. A unique look at the chakras and how they relate to the organs and endocrine system in treating CFS is offered.

Reader Benefits: The reader will gain insight into how to treat CFS using both Western supplements and Ayurvedic herbal remedies. How to take physical and mental constitutional imbalances into consideration for treatment along with Ayurvedic herb recommendations for balancing the chakras are discussed in detail.

Vepathu or Kampa Vata Parkinson's Disease

3,500 words

Author: Vasant Lad,

BAMS, MASc

Price \$275

Summary: A complete description of causative factors, both physical and psychological, of Parkinson's disease is offered. The article provides a holistic approach to managing the disease through herbs and specific Panchakarma (detoxification) treatment for each of the three Ayurvedic constitutional types (dosha) is offered.

Reader Benefits: The reader will gain understanding of the etiology of Parkinson's disease in Ayurvedic terms through an explanation of the different stages of disease manifestation (samprapti). Insight into symptomatology, pathology, and management of the disease is also provided.



The Ayurvedic Institute

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