

PLANETARY®

AYURVEDICS

Planetary Ayurvedics: A Focus on the Most Ancient of Healing Systems

2008 marked the 25th anniversary of Planetary Herbals, the first American manufacturing company to produce and introduce classic Ayurvedic products to the U.S. health food market. To highlight this rich herbal tradition and the beauty and power of Ayurveda's time-tested ancient formulas, Planetary Herbals has introduced Planetary Ayurvedics. This dedicated Ayurvedic line features key herbs and formulas that are the cornerstone of Ayurveda and have been used in the more than 30 years of clinical practice of renowned herbalist and acupuncturist Michael Tierra, Planetary Herbals' primary clinical formulator.

Planetary Herbals Introduction to Ayurveda & Ayurvedic Classics



In 1978, Michael Tierra, L.Ac., traveled to India to study Ayurvedic medicine and vedic philosophy. There Michael learned about Triphala, a classic formula with a history of use extending back to 800 BC. Michael subsequently studied Ayurveda with Baba Hari Das, the highly respected founder of the Mount Madonna Yoga and Retreat Center in Watsonville, CA. Today, Mount Madonna offers the only accredited Master's Degree program in Ayurveda in the U.S.

Ayurveda: The Science of Life

Although not well known in the West, Ayurveda is considered to be the most ancient and continually practiced system of health care on the planet. It spans a time frame of more than 5,000 years and embraces a detailed and unique understanding of the universal tenets that unite humans with our environments. Plants are considered the ideal health-promoting agents for us to take because humans, like plants, are an extension of nature and share the same fundamental disposition and needs. The following time-tested, classic formulas are featured in Planetary Ayurvedics with more to come as the line grows.

Traditional Wisdom With Modern Clinical Support

Many of the classic herbal formulas of Ayurveda date back to one of the earliest herbal texts of India and the world, the *Charaka Samhita* (ca. 300 BC) and continue to be used in the exact same manner and for the same purposes as today. Ultimately, the purpose of utilizing Ayurvedic herbal formulas is to maintain and restore health to the body. Thus, Ayurveda is a system that focuses on health care, in contrast to the Western reductionist approach that focuses predominantly on disease care. Coupled with this is the more than 30 years of clinical use of these formulas by Michael Tierra, which makes Planetary Ayurvedics all the more relevant for 21st century health care needs. This initial offering of Ayurvedic formulas is just the beginning. Planetary Ayurvedics will continue to add more classic Ayurvedic herbs and formulas to this collection of Ayurvedic classics.



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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Vata, Pitta, Kapha: The Tri-Dosha Principles of Ayurveda

According to the principles of Ayurveda, all substances and people are described according to varying qualities that are reflected in nature, namely: Vata, Pitta and Kapha. In Ayurveda as in nature, Vata is characterized by movement and dryness (wind); Pitta by strength and heat (fire); Kapha is heavy and moist (water). Every human, food, herb and herbal formula can be described according to these doshic principles. Generally speaking, the closer we can keep to our genetic nature, known in Ayurveda as the Prakriti, the healthier we are. Equally important is the appropriate use of foods, herbs, formulas and lifestyle changes to help us maintain or regain our doshic balance. Table 1 below describes the characteristics of the doshas and the corresponding herbal formulas. Refer to Table 1 to get an idea of which dosha is most prominent in you.

Table 1 Characteristics of Vata, Pitta, Kapha in Ayurveda

	Vata	Pitta	Kapha
Body movement	Walk quickly.	Walk fast.	Relaxed, slow pace.
Body temperature	Cold; discomfort in cold climates.	Hot; discomfort in hot climates.	Cold; discomfort in damp climates.
Body type	Tall or short; thin frame; slightest of three body types.	Medium, strong, well proportioned.	Heavy, dense muscle mass.
Characteristic	Light, cold, dry, mobile, dispersing, erratic.	Light, hot, hard, oily, sharp.	Heavy, cold, oily, slow, slimy, dense, soft.
Digestion	Variable appetite and digestive efficiency.	Strong appetite, strong digestion.	Sluggish.
Emotion/mental outlook	Excitable, changeable moods, act on impulse; nervous or fearful.	Assertive, self-confident, creative; aggressive, demanding. Enjoys challenges.	Affectionate, loving, devoted.
Energy level	Short bursts of high energy; tires easily.	Strong, explosive, good endurance but can run into exhaustion.	Slow to move but good endurance.
Mental status	Creative, mentally quick, imaginative, easy to learn, easy to forget.	Sharp mind, clear, strong focus, drive and will power. Good comprehension.	Slow to learn, but never forgets.
Sleep pattern	Disturbed, waking up throughout the night.	Uninterrupted; sleeps soundly.	Sleeps soundly and prolonged.
Speech	Quick, poor public speakers.	Clear, articulate, good public speakers.	Slow, deliberate, as if thinking.
Typical health issues	Dry skin, digestive complaints, constipation, anxiety.	Hot skin conditions, hot digestive complaints.	Good health generally; colds, congestion, depression, sluggish digestion, overweight.
Herbs to balance dosha	Triphala, Holy Basil, Bacopa, Hinga Shtak, Guggul, Harada	Fennel, Coriander, Triphala, Amla, Gymnema	Triphala, Hinga Shtak, Trikatu, Guggul, Behada, Bacopa, Gymnema

Triphala (three fruits) is the most highly revered of all Ayurvedic herbal formulas in India, consisting of three uniquely sour and astringent fruits, amla, harada, and behada. Triphala is a potent, yet gentle formula, designed to support the body's natural digestive and intestinal cleansing processes – assimilation and elimination. Planetary Ayurvedics **TRIPHALA GOLD™** is made from sustainably wild-harvested and certified organic fruits. Planetary Ayurvedics Triphala products are available in capsules, tablets and vegetarian caps. Triphala exemplifies the underlying principles of Ayurveda, which is to maintain or restore body system balance. Key to this goal is supporting digestion and elimination, while providing nourishing tonifiers.

Holy Basil, known as Tulsi in Ayurveda, is one of the primary botanicals used in India for promoting a centered sense of mental and emotional well-being. According to recent scientific research, holy basil can help reduce the negative effects of stress by lowering cortisol production in the adrenals. In vitro research shows that the ursolic acid in holy basil may inhibit the inflammatory COX-2 enzyme and balance cortisol levels. As a powerful adaptogen, holy basil helps to maintain normal blood sugar levels when used as part of our diet, as well as to promote focused clarity.

Hinga Shtak is a combination of warming, spicy, pungent carminative herbs, designed to support normal digestion and assimilation. It is especially useful for alleviating the occasional gas and bloating that occurs with digestion and candida. This blend also includes atracylodes, a highly regarded Chinese digestive tonic, and dandelion root, a valuable digestive bitter from European and American herbal traditions.

Trikatu (three spices) has been used for more than 1,000 years in Ayurveda. This warm, spicy blend has traditionally been used to support digestion, the lungs and sinuses. Trikatu is used to counter the excessive production of mucus in the digestive system. Modern research has shown Trikatu to increase digestive absorption and assimilation by promoting rapid absorption through the intestines. It has soothing qualities with the addition of licorice and marshmallow and it supports healthy digestion with ginger. Trikatu is especially helpful for age-related changes affecting normal digestive functions.

Guggul is the most widely used of all Ayurvedic resins and is similar to myrrh. Guggul is traditionally classified as being both purifying and rejuvenating. Modern research shows that it supports cholesterol levels already in the normal range, increases fat metabolism, and promotes healthy thyroid function. Planetary Ayurvedics

GUGGUL CHOLESTEROL COMPOUND is based on the legendary Yogaraj Guggul, which is the most widely used guggul preparation in Ayurveda.

Gymnema has been valued in Ayurveda for centuries. Gymnema maintains healthy blood sugar levels when used as part of the diet. Scientific research has shown that gymnema supports healthy glucose metabolism by mediation of insulin release and activity, and by enhancement of healthy pancreatic function. Planetary Ayurvedics **FULL SPECTRUM™ GYMNEMA** is standardized to 25% gymnemic acids and delivers the same potency used in scientific research.

Full Spectrum™ Turmeric (*Curcuma longa*) is a traditional Ayurvedic botanical. Curcuminoids, the active constituents in turmeric, have strong antioxidant properties and have been shown through scientific research to support a healthy inflammation response. Planetary Herbs offers certified organic liquid turmeric with Bioperine®, a specialized extract of black pepper for enhanced bioavailability of turmeric's curcuminoids.

Arjuna bark has been used in traditional Ayurvedic herbalism for generations, primarily as a heart tonic. Arjuna has been found to have antioxidant properties similar to vitamin E and to help maintain cholesterol levels already within the normal range according to preliminary clinical studies. Arjuna may work primarily through supporting healthy cardiac muscle function and pumping of the heart.

Ashwagandha is a rejuvenating Ayurvedic herbal adaptogen, which helps our bodies to adapt to physiological and psychological stress. In India it is known as a rejuvenating tonifier. Adaptogens are substances that enhance general adaptive responses. They increase resistance against external stressors and stabilize normal body functions.

Bacopa, which supports mental acuity, is one of the most important herbs in the 5,000 year old Ayurvedic tradition of India. Bacopa works on specific pathways for memory, learning and relaxation. In various human studies, bacopa intake has been associated with faster information processing, increased learning rates, improved memory retention and reduced testing anxiety.

Narayana is a traditional botanical-infused oil and is among the most revered of all Ayurvedic herbal oils for muscle flexibility. Its nourishing qualities are derived from some of the most precious herbs in Ayurveda. Traditionally narayana is massaged into the temples and joints and used to enhance the suppleness of muscles and tendons. In East India such oils are also commonly used to moisten nasal passages.