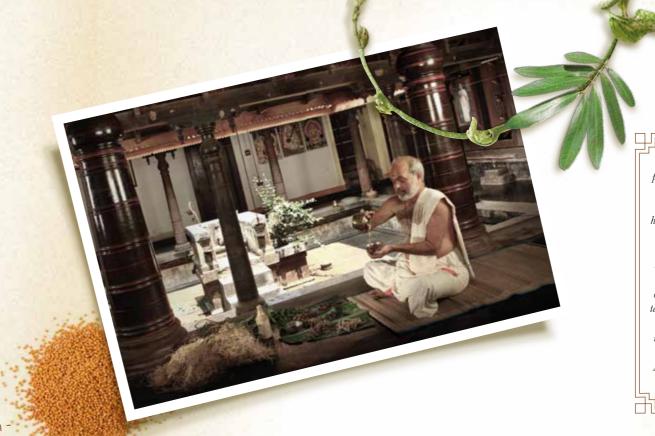


Come home to a thousand-year-old tradition.

Kerala can easily be called the only place that has an unbroken tradition of Ayurveda. Here, this 5000 year old system of healing continued to thrive over the centuries - thanks to the land's geographical isolation even as its fortunes declined across India and elsewhere in the world. For centuries, Ayurveda was sought-after by the people as a prime

option for healing almost every ailment. The Vaidyas (traditional practitioners) – especially the legendary Ashtavaidyas renowned for their magical healing touch -

played a key role in strengthening the tradition of Ayurveda in the State.



Ashtavaidyas, traditional physicians who are experts in the eight branches of Ayurveda, as laid out in Ashtangahridayam, have contributed much to Kerala's rise as a prominent centre for Ayurveda. The unique Ashtavaidya tradition is said to have evolved as a result of the centuries-old interaction between text-based Ayurveda practices and regional folk medical practices utilizing Kerala's rich medicinal flora. Of the original 18 Ashtavaidya families, a few still remain in practice in the State.

Kerala's deeply-rooted Sanskrit heritage which enabled practitioners to interpret the original Ayurvedic Sanskrit teachings was another significant factor that led to the land's supremacy in this natural system of science. In fact, Ashtangahridayam, the user-friendly on Ayurveda is widely used in Kerala - its verses







A year-round pleasant climate. A moderate temperature hovering between 24 to 28 degrees. Ample rainfall ensured by two monsoons. Humid air. Abundant natural wealth...

There is perhaps no other place in the world that provides the perfect natural setting for Ayurveda's healing touch as does Kerala.

Kerala's tropical forests are home to over 900 different Ayurvedic herbs and medicinal plants and Agasthyakoodam, a peak in the southern part, nurtures some of the rarest varieties - most of them endemic to the region.

Kerala's many sacred groves or kavus are also rich preserves of herbal wealth. What's more interesting is that every herb in Kerala is more potent than that found elsewhere in the world – the rich alkaloid content in the soil adding to the potency.

This makes the formulations derived from them extremely effective. Even

the classic preparations have been proved to be superior in effect.

With herbs available across every season, Kerala ensures the continuity and consistency that Ayurveda demands for making treatments effective.

Agasthyakoodam,
a peak south of
Thirwananthapuram, the
capital city, is a treasure
trove of medicinal herbs. The
mountain and the
surrounding Western Ghats
constitute a hotbed of
bio-diversity with over 700
medicinal plants.



Come home to an age-old way of life.

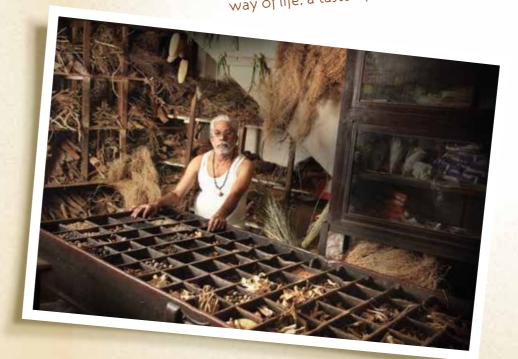
Long before the world woke up to Ayurveda, it was a way of life in Kerala - connected to almost every aspect of daily life. An oil massage was customary before the daily morning bath and every home grew herbs that

went into making simple homemade Ayurvedic remedies. The monsoon season of Karkidaka (July-August), considered as the ideal time for Ayurveda, was kept aside for rejuvenative Ayurvedic massages and diets.



Ayurvedic traditions find expression in Kerala's cuisine too. Sadya - the traditional meal of the State, for instance, follows the Ayurvedic principle of shad rasas and features six flavours ranging from sweet to sour, aimed at harmoniously blending acidity and alkalinity to aid digestion.

Even the elephants in Kerala enjoy an Ayurvedic diet during monsoon and Ayurvedic massages have long been customary for Kalaripayattu (Kerala's traditional martial art) artistes to increase flexibility of the body. Many seasonal rituals and religious ceremonies in Kerala also echo the tenets of Ayurveda. Though times have changed, most of Kerala still follows this exceptional way of life, a taste of which can be had while you are here.





Come home to the world's largest pool of qualified, trained professionals.

Some of the most effective Ayurvedic processes and protocols that have emerged during the last few centuries owe their existence to Kerala. Here, generations of Ayurvedic practitioners have dedicated their lives to

re-interpreting the theories of this age-old science - adapting them into

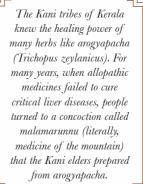
effective healing systems for everyday life. It is in Kerala that Kashaya Chikitsa

(treatment using concoctions) became a standardised

protocol and the Panchakarma treatment, which is mostly a detoxifying phase, became a curative process. The Kerala Vaidyars have also made great strides in toxicology and in the treatment of fractures, arthritis, jaundice etc.



The latest immobilization techniques and hundreds of kizhis (herbal powders tied in muslin bags) were found here. Today, a new generation of physicians, consisting of more than 12,000 Ayurvedic doctors carry forward this tradition of excellence for you. Trained in modern diagnostic techniques, they practise Ayurveda as a scientific discipline backed by research and contemporary anatomical findings.









under the supervision of a qualified physician with a recognised degree in Ayurveda and that all masseurs have sufficient training from recognised Ayurvedic institutions. The therapeutic and rejuvenative programmes offered by these centres are also approved by a special committee and measures are taken to ensure that the medicine used is from an approved and reputed firm.





OLIVE LEAF

The Ayurveda centres in Kerala are graded based on the quality of technical personnel, medicine, health programmes and equipment. Only those centres which are classified/approved are promoted by Kerala



Come home to an inspiring healing holiday.

Acclaimed as one of the fifty must-see destinations of a lifetime.

Kerala lets you blend wellness with leisure. Thanks to the ease

and affordability of international travel as well as the improved and affordability of care, every year thousands of travellers from across standards of care, every year thousands of travellers from across the world arrive here to surrender themselves to the healing power of Ayurveda. In this land hailed as the 'Mecca of Ayurveda', they refresh and rejuvenate themselves, with Kerala's lush greenery and pleasant climate acting as a balm to their weary minds and bodies.

Ancient texts prescribe
the monsoon season
(June-August) as the
ideal time for Ayurveda.
It is during this season
that the atmosphere
remains cool and
dust-free - letting the
pores of the body open to
a maximum, making the
skin most receptive
to therapy.

