Herbal Healing

Visitors at the Organic India stall got to sample steaming cups of tulsi tea and learn more about the benefits of natural cures...

Organic India, the first company to bring the wisdom of the sacred Tulsi to the world market, made its presence felt at the Good Housekeeping Show 2013. Visitors were drawn to their stall which was stacked with packages of their herbal teas and health supplements, all promising to bring positive change in their daily life.

The most popular was Tulsi Tea. Steaming hot cups of the tea were on offer for one and all. Organic India experts were busy counselling visitors and distributing leaflets about the benefits of their products. Said Rajni Parmar, one of the visitors, 'I chew on tulsi leaves occasionally, but I was not aware of the benefits till I read their brochure at the show.' Her statement was echoed by Simran Varma, a *Good Housekeeping* fan and a health freak, 'I knew that tulsi tea is good for you, but I was not sure of the taste. Now I will definitely include it in my daily regimen.' Here's some good-to-know that we picked up from their stall: Tulsi is a powerful adaptogen and is rich in antioxidants. Any plant, in this case tulsi, which improves the adaptive processes of the body to fight against stress is termed as an adaptogen. Also rich in phytonutrients, it builds healthy cells and strengthens the immune system too. Tulsi also improves digestion and helps manage weight. Plus, it is anti-asthmatic and purifies the lungs. Prolonged stress leads to diseases such as hypertension, arthritis, bronchial asthma, bronchitis, cancer, chronic fatigue syndrome, colitis and heart disease. Tulsi is an anti-stress agent as well.

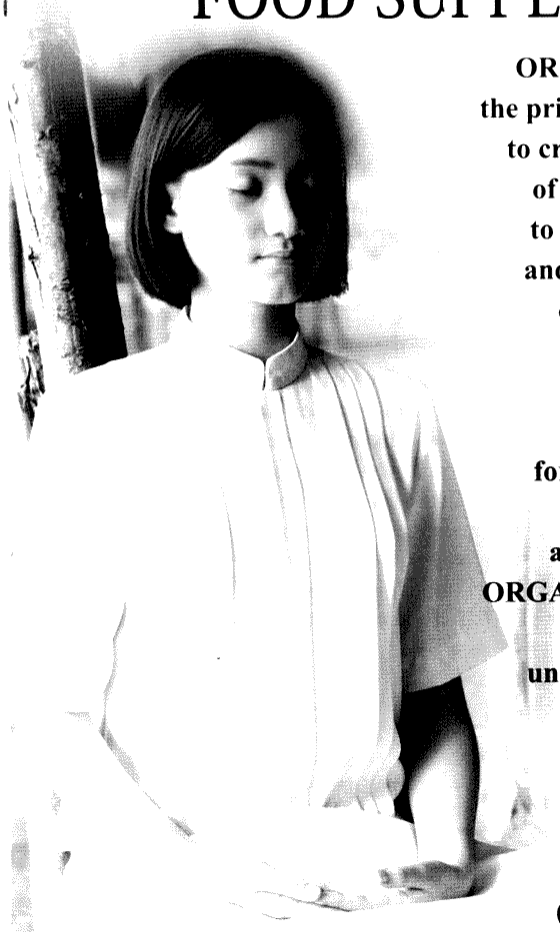
Samples of Organic India teas and supplements were also given out to each visitor as part of the *Good Housekeeping* goody bags.

Dr Ralph Miller, former director of research at the Canadian National Department of Health and Welfare, said, 'When I was first introduced to

CONT....

CONT....

herbal
FOOD SUPPLEMENTS



ORGANIC INDIA uses the principles of Ayurveda to create a unique range of herbal supplements to heal the mind, body and soul. Each of these contains organically grown and ethically wild crafted herbs that are specially formulated to support your natural health and well-being. Each ORGANIC INDIA Herbal Supplement offers unique health benefits. For Example:

ORGANIC INDIA®

- **Lipidcare** is made with well-known and safe lipid controlling herbs. Arjun lowers LDL and increased HDL, lowers heart's work load, is a mild blood thinner and diuretic; Harjor lowers serum lipid level, reduces body fat mass; Amalaki relieves oxidative stress, prevents accumulation of cholesterol on inner walls of arteries (atherosclerosis), etc.
- **Liver Kidney Care** heals and protects liver and kidneys by combating infections, reducing toxicity and regenerating cells. It has herbs like Bhumyamalaki that helps detoxify liver and kidneys and prevents infections, Punarnava that is effective against UTIs and Katuki that is a diuretic, antipyretic and antiparasitic.
- **Weight Balance** promotes weight loss by stimulating fat metabolism and reducing carbohydrate absorption in the intestine. Weight Balance acts on deep tissues to ensure slow and regular weight loss and its effect is enhanced by diet control and regular exercise.
- **Immunity, Amalaki** and **Ashwagandha** prevent winter illnesses by strengthening the immune system. Immunity is also a viral suppressant. Amalaki contains the goodness of Indian gooseberry, a rich source of Vitamin C, and is especially helpful in treating chronic and recurrent common cold, fever, allergy, bleeding gums and skin infection. Ashwagandha enhances vigour and vitality and helps to energise and rejuvenate.
- **Women's Well-Being** Helps to relieve PMS and Menstrual Problems. It restores hormonal balances and corrects irregular periods. It also helps to tone female organs and improve feminine figure and luster. It contains herbs like Shatavari, Guruchi, VanaTulsi and Lodhra.

CONT....

CONT.....

Try These Teas...

Tulsi Green Tea

A unique combination of tulsi and green tea, it helps in weight reduction. Studies suggest that green tea boosts metabolism and helps burn fat. Both tulsi and green tea are rich in anti-oxidants, which eliminate free radicals from the body. Tulsi Green Tea also reduces stress. It's rich in antioxidants and other nutrients, guards against cough and cold, enhances stamina, builds immunity, eliminates toxins, stimulates and revitalises, and enhances respiratory functions.

Tulsi Green Tea – Lemon Ginger

Tulsi Green Tea Lemon Ginger is ideal for post-lunch and post-dinner relaxation. Along with a feeling of freshness, it makes you feel calm, alert and energetic all the time. It's naturally sweet and sugar-free. It helps you relax and reduces stress. Plus, it fight illnesses, cough and cold. It is abundant in antioxidants, and improves digestion and metabolism.

Tulsi Green Tea – Pomegranate

The symbol of good health since ancient times, pomegranate flowers are combined with goodness of three types of tulsi leaves, health-promoting green tea and hibiscus flowers with pleasant raspberry flavor. It helps you relax and reduces stress. It boosts stamina, helps you fight illness, cough and cold, and strengthens immunity. It is also abundant in antioxidants, and improves digestion and metabolism

Tulsi Jasmine Green Tea

Sacred tulsi leaves and sweet-scented jasmine flowers are combined with green tea, chamomile and a touch of ginger for a flavoursome teatime treat. It helps reduces stress, boost stamina and fight illness.

the sacred tulsi, my initial reaction as a western scientist was that of disbelief. This herb sounds too good to be true. There seemed to be far more wide-ranging health benefits attributed to this plant than could be possible for a single agent. Yet, I realised that there must be a compelling reason why tulsi had for thousands of years, remained one of the most cherished of India's sacred healing plants.'

In the near future, tulsi is sure to find its place as a preventor of a broad spectrum of modern-day illnesses.

Organic India are global leaders in organic food. Plus, they support sustainable agriculture and encourage tribal communities and villages in India. 'All our superior-quality products promote health and wellness and are made with love. Each product is one link in a chain of love, respect and connectedness between us, our farmers and the people. By choosing Organic India, you are joining this chain, which provides training and a life of dignity to our farmers, which creates a healthy environment and brings health and happiness to you,' said their spokesperson at the Show. A lot of effort is put into bringing out the best produce. Three rare and potent varieties of tulsi – Rama tulsi, Krishna tulsi and Vana tulsi – are selected for their extraordinary health benefits and great taste. Organic and bio-dynamic fertilisers that enrich and replenish the soil are used.

When you drink the tea daily, you get powerful nutrients that ensure a healthy and stress-free life. Available in packs of 100gm loose leaf tea, 50gm loose leaf tea and a 25 teabag box.

Organic India desi ghee is pure, hygienic and goes through stringents tests to make sure that you get the best quality of ghee at your doorstep. Use it for a healthy living!