

ARTH

A Resort With A New Perspective

Vasant Bhat

/Bangalore

It is a unique experience to go into a house in Indiranagar, Bangalore that looks fairly normal on the outside. But when you enter, you will experience the soothing smell of herbal roots. Believe it or not, this is a resort.

The first of its kind in Karnataka, Atreya Resorts for Traditional Healing (ARTH) is popular for traditional healing and has been in existence for a year now.

Chromotherapy, Yoga, Meditation, and Pranayama and Shodhana therapies.

Started by two students of Ayurveda, the resort promises a solution to every problem of the people. Since from the student days Dr Prashant and Dr Sanjay, dreamt of doing something special in the medical field. After five years, when they completed the BAMS degree, they started working seriously on their brainchild (ARTH). Today, it has become internationally popular within a short span of time.

"Every system of medicine has its own limitations. But Ayurveda never has the limitation. It is not the treatment. It is a life style. You have to follow certain condition put forth by

It houses all forms of traditional healing from the world over offered under one roof. It offers Ayurveda, Homeopathy, Naturopathy, Unani, Reiki, Pranic healing, Music therapy,

the ancient medical practitioners," says Dr Prashant, MD of the Resort. Started as a pregnancy and child care unit, which is a special field in ayurveda and is not popularly focused among

the ayurveda practitioners, ARTH witnessed an amazing feedback. Later the popularity made the doctors add other therapies. The speciality of the resort is the way in which, the doctors maintain it. In a way, it is a health care centre. But as Dr Prashant puts it, "To maintain the health of the healthy is also the aim of our effort. If you have any problem come to us. Without doing any harm to your body, we will cure your disease only through medicines. If you don't have any, merely come and feel the difference after the therapy."

They focus their attention more on diagnosis. "With visiting experts in each field, available around the clock, we will attend to anybody who come to us, keeping in mind the nature of the disease and body constitute of the guest", says Dr Prashant. ARTH's unique health tuning system offers different packages to bring complete relaxation for the body and mind.

The stress management package is a five day programme which includes specific therapies from ayurveda, Thought Pattern Shift (TPS), Reiki, Acupressure among others. The rejuvenation package is a complete seven-day

programme that includes abhyanga, panchakarma, netra tarpana and acupressure. The Travelers' package is extensively for those who visit only for a day. It enables them to bring back to normal travel sickness or jetlag.

The Computer professionals' package, is a complete seven days package specially designed to cater to the needs of the software professionals, keeping in mind the ailments that they are prone to and the environment conditions they work in and specially their constitution.

Pregnancy and infant care is another area, where the doctors at ARTH believe that good pre-pregnancy care can bring down the number of caesarean deliveries to zero and claim there is an explanation for any problem that crops up post delivery. ARTH has an exhaustive 15 month programme starting right from when a couple intend to have a child till the baby is three months old. It includes specialist consultation, therapies and meditation for the health of both mother and child. The Young peoples' package for the future generation includes



therapies and training programmes to maintain their health. Complete cosmetology therapies for various kinds of skin, hair, and body are carried out as directed in classic literature of ayurveda.

There are a number of therapies offered, some of which are listed below:

Abhyanga: It is one of the preliminary procedures, which precedes all detoxification and rejuvenation therapies. Anointing the body with medicated oils and rolling rhythmically, the therapy aims at dislodging the deep-seated vitiated toxins apart from giving the body its natural luster and circulation.

Swedana: An herbal bath, which aids in eliminating the toxins in the form of sweat, relieves the body of stress and replenishes with vigor.

Virechana: After a preliminary therapy of snehana and swedana, purgation is given. This is also a cleansing procedure and mainly indicated in diseases caused by vitiated pitta.

Vamana: induces emesis so as to eliminate vitiated toxins. Cleanses the system, mainly indicated in disorders caused by vitiated Kapha (cough).

Basti: It is a therapy of choice for all disorders of vata. Given in the form of retention enema or elimination enema using herbalised oils/ghee or decoctions.

Nasya: Nasal installation with medicated oils, decoctions, herbal powders, indicated in disorders of upper respiratory tract and head and neck.

The cost of the treatments will be at least 25-to-30 per cent more than the regular charges in similar centers in other parts of the country. The thoroughness of treatment and cleanliness in the treatment centre are their USP, says Dr Prashant.



Comfort Inn Vijay Residency



Comfort Inn Vijay Residency offers affordable luxury to the discerning traveller. 47 centrally Air-Conditioned Rooms and Suites, Hot and Cold running water, Closed Circuit Television, Channel Music, Direct Dial Telephones and Round-the-clock Service are some of the services it offers.

Silver Spoon: A multi-cuisine restaurant.

Vijay Vihar: Vegetarian restaurant with independent kitchen, specialises in North and South Indian dishes.

Akshatha: A new banquet hall spread over 2 floors with 6000 sqft. and can accommodate 300-500 persons and an ideal place for dealer meets, Big conferences & Product launch.

COMFORT INN VIJAY RESIDENCY

18, III Main Road, Gandhinagar,
BANGALORE - 560 009.

Tel : 080-2203024/25 Fax : 080-2281065.

E-mail : civijay@zee.net.in

Visit : www.vijayresidency.com

RAJEEV'S
TRAVEL
PLAN.

LONDON

PARIS

NEW YORK

TOKYO

BANGALORE

|| arth ||

VISIT US AT
STALL NO.
B13 IITM.
20th to 23rd
July 2000

TRADITIONAL SOLUTIONS FOR
THE MODERN DAY TRAVELLER.

Welcome to ARTH

Atreya Resort for Traditional Healing.

*Proven Therapy,
Modern Approach.*

TRAVELLERS PACKAGE:

Whether you travel on business or leisure little has to be told about the agony you undergo while & after travelling. Change of weather, food, hectic work pressures, jet lag, change in body clock, takes the life out of you. Its for the discerning few like you that we at ARTH, have devised the Travellers Package. You can choose the 24 hrs package to bring you back to normal from travel sickness. It includes therapies for your body, eyes and head, relaxation exercises for the mind through Yoga, Acupressure, Reiki, Music and Meditation.

So the next time you travel make sure your travel plan has ARTH in the end, so that you are fit & fine to travel all over again.



To know more about our health rejuvenation & preservation programmes, please call

ARTH HEALTH LINE on 5288630.

1142/1, 12th Main, 1st Cross, HAL II Stage, Indiranagar,
Bangalore 560 008. E-mail : arthindia@vsnl.com
Visit us at : www.arthworld.com