

Arth lends meaning to holistic therapy

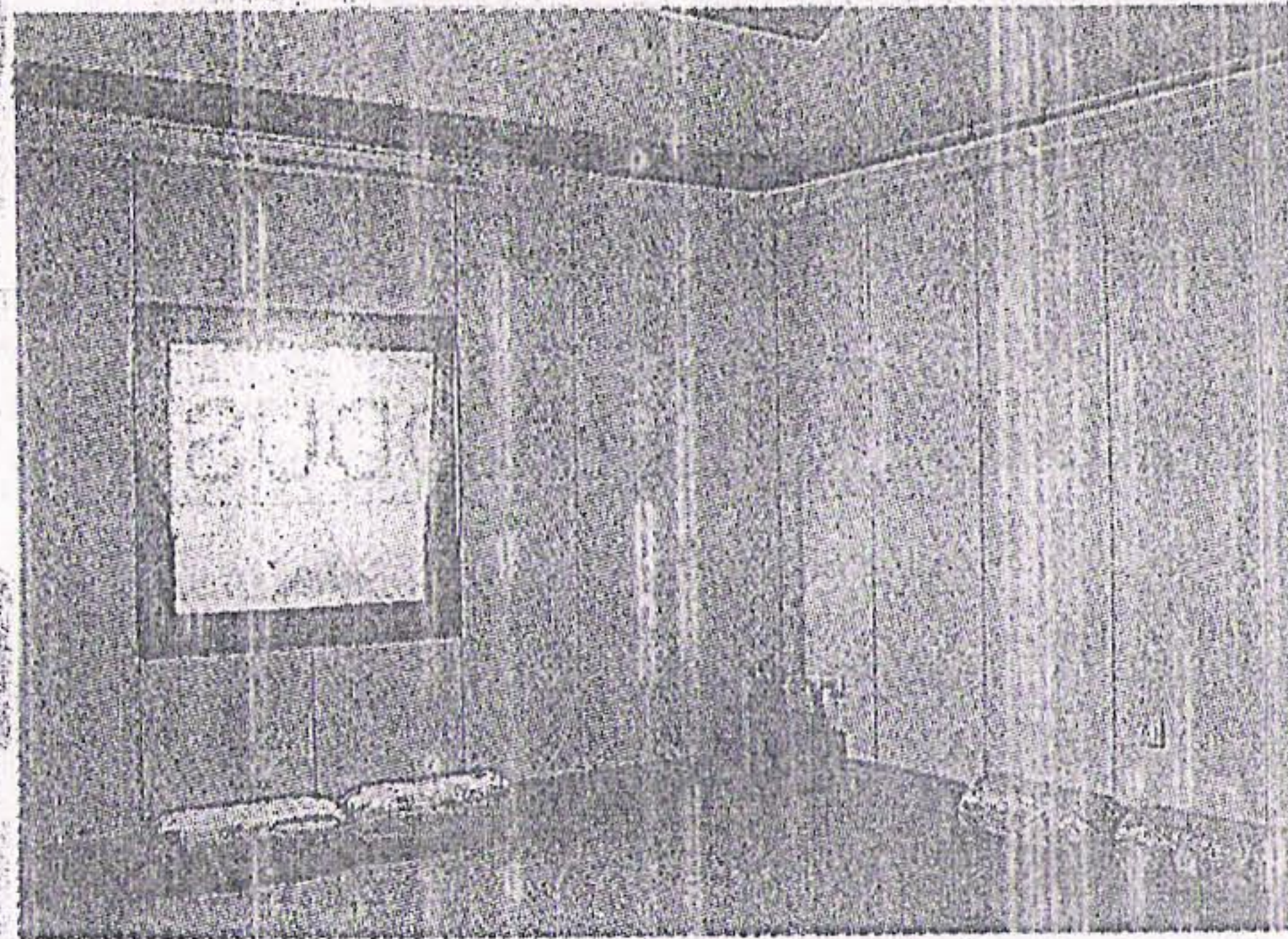
A HOLISTIC health centre is what Arth, acronym for Atreya Resorts for Traditional Healing Private Ltd, promises to be. Integrating systems such as ayurveda, acupressure, aroma therapy, meditation, yoga, nature cure,

TPS (thought pattern shift), hypnotherapy, reiki and music therapy, Arth wants to become the perfect choice for relaxing in a stress-free environment.

It aims "to preserve the health of the healthy and alleviate the disease of the sick", the ayurvedic physicians, Dr. Prasanth and Dr. Sanjay Sharma, say.

Arth, the brainchild of the two, was their dream while studying at Government Ayurvedic College. It became a reality in August 1999.

Bent on promoting ayurveda or the "science of life", practised over 5,000 years, as the lifestyle of the 21st Century, Arth offers com-



A meditation room at Arth.

prehensive fitness programmes, therapies, ayurvedic cuisines and dietary advice. "We want to show

that ayurveda is more than a system of medicine," says Dr. Prasanth. They have chalked out a

variety of packages such as the beauty package, the youth package, travellers' package, hearty package (for heart patients) and another one for IT professionals.

"We have an awareness programme on the occupational health hazards in the IT Industry," the doctors say. The packages come for a price between Rs 1,500 and Rs 15,000.

The "nerds" can take heart. Arth offers a solution for low backache, irritation in the eyes, computer vision syndrome, headache, insomnia, carpal tunnel syndrome and so on. Sixty per cent of the people, working for a minimum of eight hours on a computer, suffer from vision problem, tired eyes, sore eyes, blurring, dry eyes and so on. "We thought prevention is better and have developed a seven-day package that includes a series of

therapies to rejuvenate the body and the mind," they say. A two-day programme for computer professionals has also been evolved by them from a research conducted by 248 people.

Located in a quiet residential quarter of the City (12th main, 1st cross, HAL II stage, Indiranagar. Ph: 5288630/5254655) in Indiranagar, the centre has rest rooms, therapy rooms, a cosmetology unit and a meditation room, which is sound proof and have soothing lighting arrangements.

Bone and joint related disorders, respiratory disorders, neurological disorders, infertility, gastro-intestinal tract disorders, piles, fistula, sinusitis and migraine figure among the ailments treated at the centre. "We have even diabetic patients coming to us," the doctors say.

Padmini Sitaraman