

Tackling that killing back

AYURVEDIC CENTRES are plenty in and around the city. And every centre claims to be different in the nature of treatments and rejuvenation. But the USP of the Ayurvedic centre Arth lies in the fact that it specialises in treating spinal problems, from everyday backaches to serious slip-discs.

Prashanth S. Acharya, the Medical Director of Arth, is the only Ph.D holder on the spinal region in the whole of Karnataka. An equal number of men and women come to Arth, generally in the age group of 25-45 years. People in high stress jobs and those who suddenly become active are more likely to suffer from backaches, explains Dr. Prashant.

Gender equal

Women suffer for much the same reasons, in addition to having problems related to labour, the onset of menopause and the nature of household work such as carrying huge

buckets of water, says Dr. Prashant.

Patients take the treatment and return home the same day or stay for periods up to a week. One patient stayed for 40 days and that has been the maximum period.

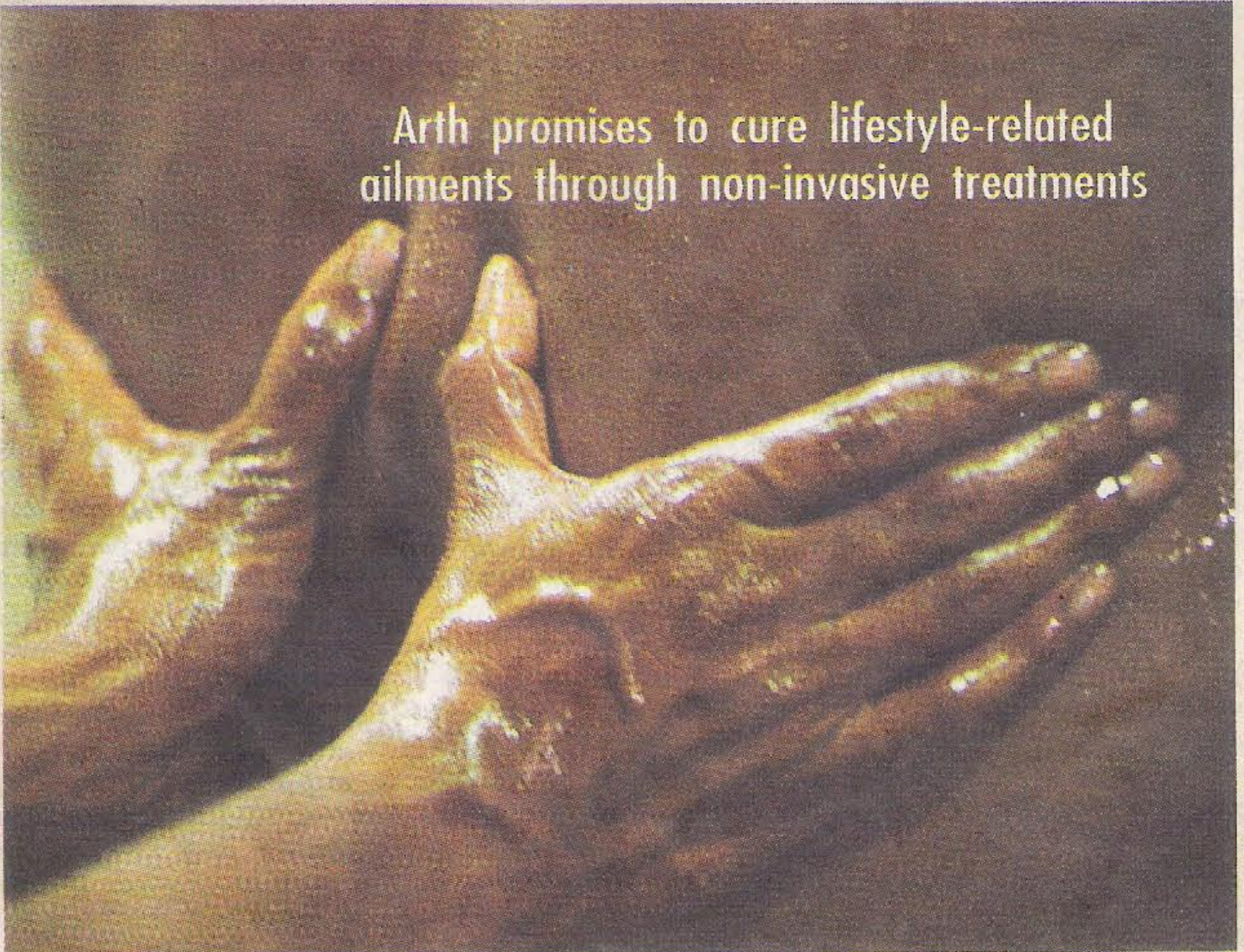
Apart from treating back problems, Arth also attends to the common illness: diabetes, which affects even children. Arth uses herbal drugs as well as Panchakarmas, which are considered "central to Ayurveda in its treatment of ailments minor or major," explains Dr. Prashant. But the centre is not averse to incorporating technology in their treatment programmes. "We make maximum use of modern technology for investigations and treatment," explains Dr. Prashant. "If we find that Ayurvedic treatment is not adequate, we recommend patients to take up modern treatment. We do not want to judge that one treatment is better than the other."

Arth has treatments for other ailments such as hypertension, bone and joint-related disorders, respiratory disorders, sexual dysfunction, neurological problems, stress disorders, occupational hazards such as computer vision syndrome, hair and skin care, gastro-intestinal tract disorders, urinary disorders, skin diseases, sinusitis, migraine and the like.

The centre set up with the help of entrepreneur Rajat Gupta has so far treated more than 1,000 people for backache ailments and over 3,000 people for other ailments over the last five years.

For more information on the centre, contact Dr. Prashant S. Acharya on 25288630/25254654 or e-mail arthin-dia@vsnl.com or visit www.arthworld.com. The centre is located at 1074-E, 11th Main, HAL II Stage, Indiranagar.

G.N.P.



Arth promises to cure lifestyle-related ailments through non-invasive treatments