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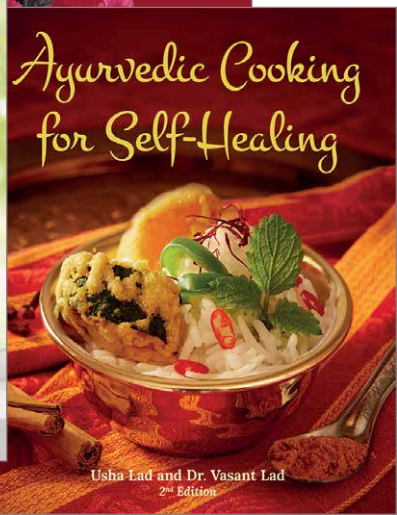
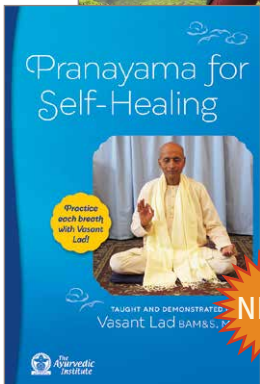
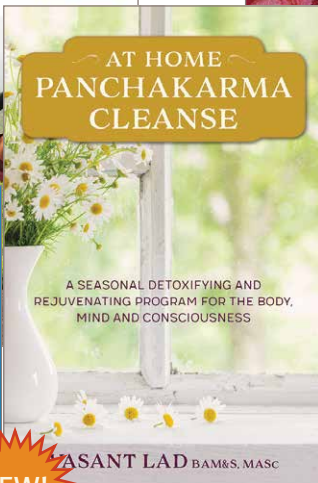
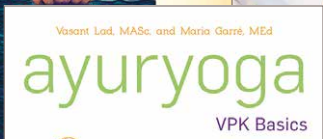
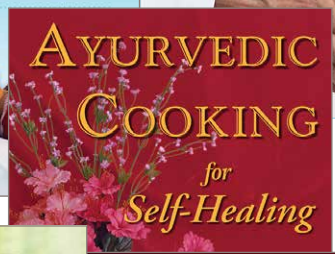
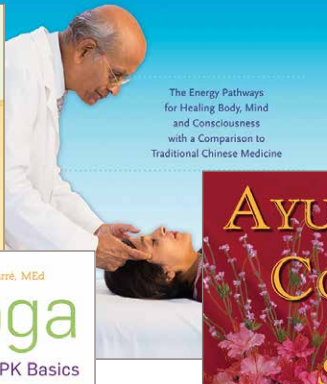
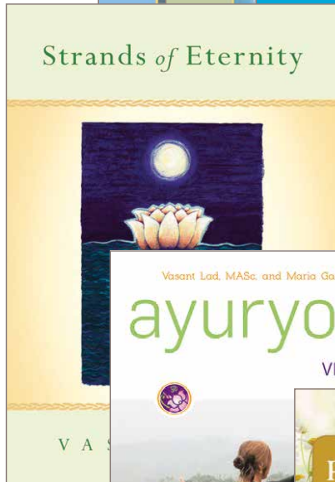
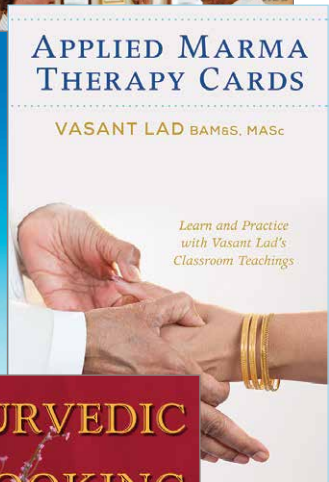
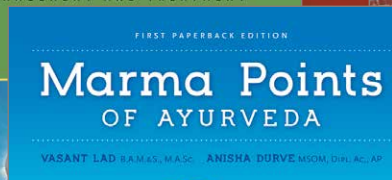
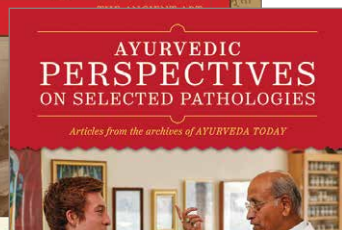
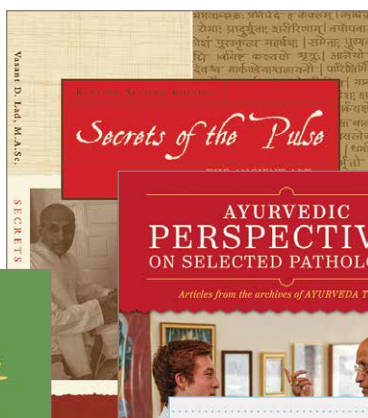
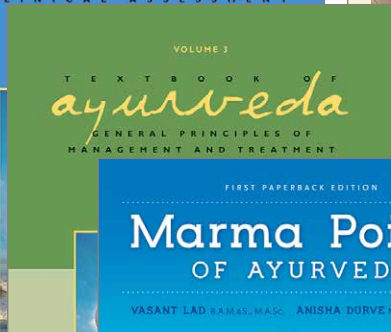
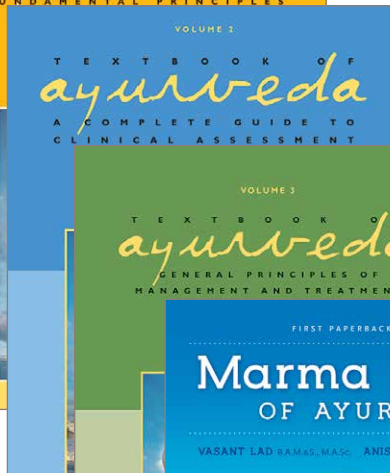
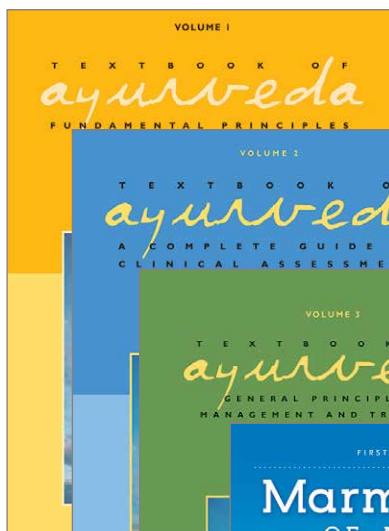
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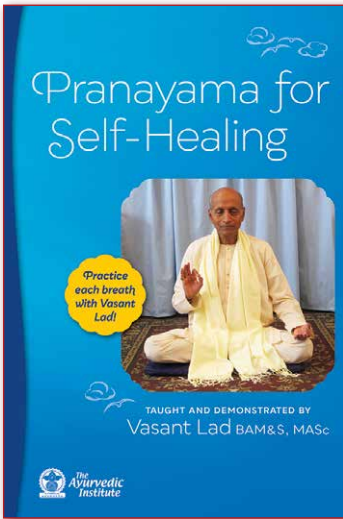
Vasant Lad,
BAM&S, MASc

With more than 40 years as a physician, educator and author, Vasant Lad brings a wealth of classroom and practical experience to the United States. A native of India, he served for three years as Medical Director of the Ayurveda Hospital in Pune, India. He was Professor of Clinical Medicine at the Pune University College of Ayurvedic Medicine for 15 years. He holds a Bachelor's of Ayurvedic Medicine and Surgery (BAM&S) degree from the University of Pune and a Master's of Ayurvedic Science (MASc) degree from Tilak Ayurved Mahavidyalaya. Vasant Lad's academic and practical training include the study and practice of Allopathy (Western medicine) and surgery as well as traditional Ayurveda.

Beginning in 1979, he has traveled throughout the United States sharing his knowledge of Ayurveda. In 1984 he came to Albuquerque as Director, principal instructor and founder of The Ayurvedic Institute. Respected throughout the world for his knowledge of Ayurveda, Vasant Lad is the author of 14 books on Ayurveda as well as hundreds of articles and other writings. With over 500,000 copies of his books in print in the US, his work has been translated into more than 20 languages.



FAVORITES



*2nd Edition now includes
a practice rounds section!*

Pranayama for Self-Healing

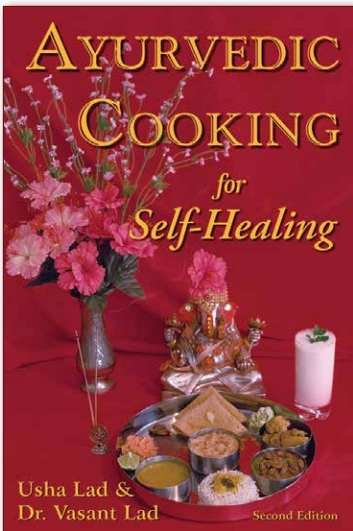
Demonstrated by Vasant Lad, MASc

ISBN 978-1-883725-29-7

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These special breathing exercises unfold cellular intelligence and make the individual happy, peaceful and blissful. Vasant Lad provides complete anatomical explanations of the effects and physiological benefits of practicing each pranayama exercise. He shares examples of his patient's case histories and the wonderful results from these practices.

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Ayurvedic Cooking for Self-Healing

Usha and Dr. Vasant Lad

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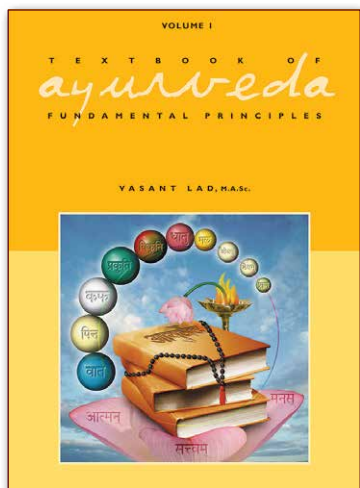
256pp | 6 x 9 | \$15.00



Ayurveda teaches that food plays an essential part in one's health and sense of well-being. Direct from Dr. Vasant Lad and his wife Usha's kitchen comes an authentic guide of the Ayurvedic approach to food. More than 100 recipes help balance individual constitution using herbs and spices. Each tasty recipe includes the effects of foods on individual constitution

along with the medicinal properties of many of the foods. This book also serves as an Ayurvedic home remedy resource with nearly 300 simple remedies using familiar household herbs, fruits and vegetables.

TEXTBOOK OF AYURVEDA SERIES



VOLUME ONE

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Vasant Lad, BAM&S, MASc

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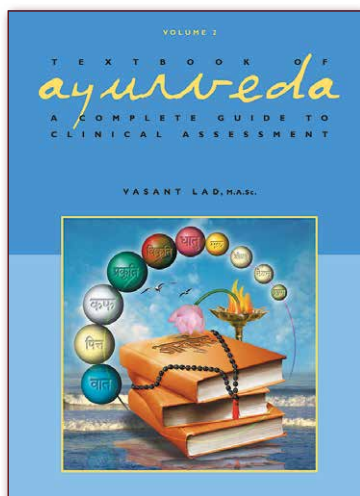
Hardcover | 7 x 10 | 368pp | \$40.00

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COPIES
IN PRINT**

In his Ayurvedic Studies Program, Vasant Lad teaches Ayurveda as a science of moment-to-moment living. Each lecture that he gives flows from his own heart in a river of healing wisdom. This textbook conveys the philosophical and fundamental principles of Ayurveda in a dynamic and inspirational way, providing a detailed foundation upon which to pursue deeper knowledge.

“With the publication of The Textbook of Ayurveda, Ayurvedic education enters a new era. This...(book) should facilitate the development of the first true Ayurvedic colleges...”

—ROBERT E. SVOBODA, BAMS, AYURVEDIC PHYSICIAN



VOLUME TWO

The Textbook of Ayurveda: A Complete Guide to Clinical Assessment

Vasant Lad, BAM&S, MASc

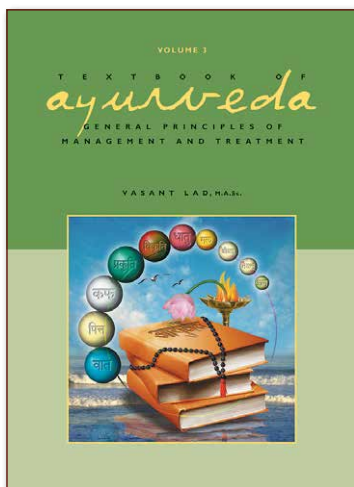
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Hardcover | 7 x 10 | 416pp | \$50.00

Vasant Lad presents in this book a systematic method for identifying the causes of illness and the stages in which a disease unfolds. This paradigm of cause and effect (etiology and pathogenesis) is the key to understanding how disease can be prevented through awareness

of the subtle energetic disturbances that precede structural or functional damage. Sharing from a wealth of clinical experience, Dr. Lad imparts principles and methods of assessment using a combination of the most helpful Ayurvedic and modern techniques.

TEXTBOOK OF AYURVEDA SERIES



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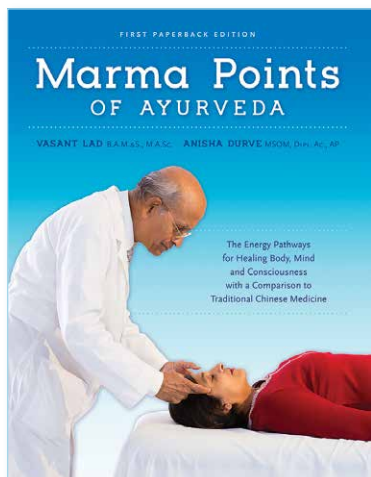
Vasant Lad, BAM&S, MASc

ISBN-13: 978-1-883725-14-3

Hardcover | 7 x 10 | 668pp | \$80.00

This book brings forth the practices of Ayurveda from the ancient texts and presents them in a systematic organization that is readily accessible to a Western audience. Vasant Lad provides comprehensive information on therapeutic modalities

including diet and lifestyle recommendations, palliative and cleansing therapies, subtle healing methods including individual rejuvenation protocols, yoga and pranayama practices, and herbal substances as well as management techniques according to dosha, dhatu, srotamsi, and the subtle essences. Each section clearly explains the principles of the healing techniques, often with the steps outlined for the reader, in addition to the herbal substances and their practical application. It is an essential reference for the Ayurvedic practitioner.



Marma Points of Ayurveda

The Energy Pathways for Healing Body, Mind and Consciousness with a Comparison to Traditional Chinese Medicine

Vasant Lad, BAM&S, MASc, Ayurvedic Physician, and Anisha Durve, A.P., M.S.O.M.

ISBN 978-1-883725-19-8

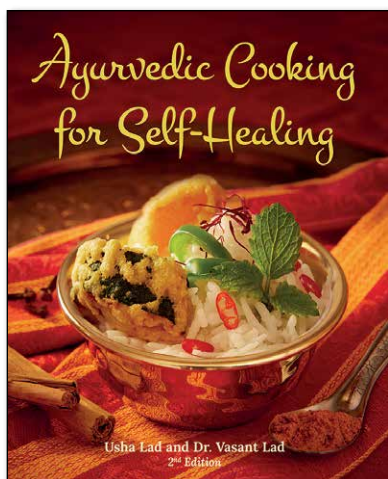
Paperback | 8½ x 11 | 368pp | \$50.00

**Now with full color illustrations
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Marma points are an important element of Ayurveda's healing power. Developed in India centuries ago, these energy points profoundly affect the body, mind and spirit

and facilitate the deepest levels of healing. Prana is the current of energy that infuses every cell within the body. Stimulating marmani (energy points) directly taps into this reservoir of energy and promotes health. A valuable resource for Ayurvedic practitioners and acupuncturists as well as medical doctors, massage therapists and yoga therapists. It serves as a foundation to develop tools for one's own self-healing.

NEW FROM THE AYURVEDIC PRESS



Ayurvedic Cooking for Self-Healing

Usha and Dr. Vasant Lad

ISBN 978-1-883725-25-9

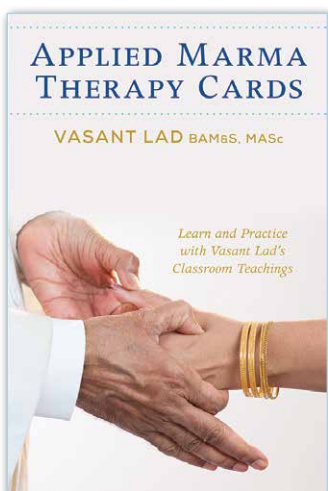
Hardcover | 288pp | 8 x 10 | \$31.00

NEW!

Ayurveda, the ancient healing art of India, teaches that food plays an essential part in one's health and sense of well-being. Here is an authentic guide of the Ayurvedic approach to food and tasty vegetarian cooking. The recipes are formulated using herbs and spices to help balance the constitution of each person. The effects of the foods on individual constitution are

included with every recipe together with the medicinal properties of many of the foods. This is a cookbook and much more.

Illustrated with delectable photographs of the recipes throughout the book, this cookbook will inspire you to revisit your favorite foods and try some new ones as well. The hardcover edition includes all of your favorite tips and healing recipes from the original text, making it a book to be treasured for years to come.



Applied Marma Therapy Cards

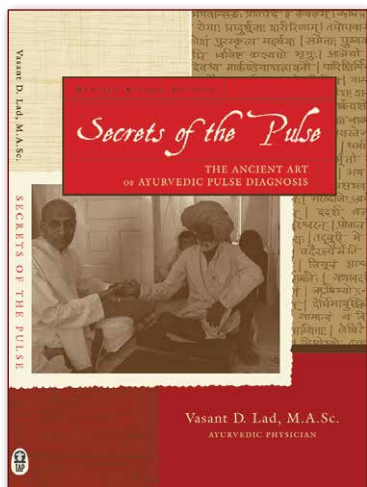
Vasant Lad, BAM&S, MASc

ISBN 978-1-883725-18-1

30 – 5 x 7.5" CARDS | \$30.00

Based on Vasant Lad's more than 40 years' Ayurvedic clinical and classroom experience, this 30 card set is sourced from his popular Marma Therapy seminars. Each full color card has a larger illustration with the name of the point and its location, for practice. The other side of the card has a more detailed illustration with the therapeutic applications of each point listed, for study.

Includes Healing through Energy Points; Emotions, the Organs, and Marma Points; Guidelines for Touch and Pressure; and much more.



*Lad distills his 25+ years...
experience...explaining how to
determine constitutional type, organ
health, tissue strength...from the pulse.*

—AMADEA MORNINGSTAR,
YOGA INTERNATIONAL

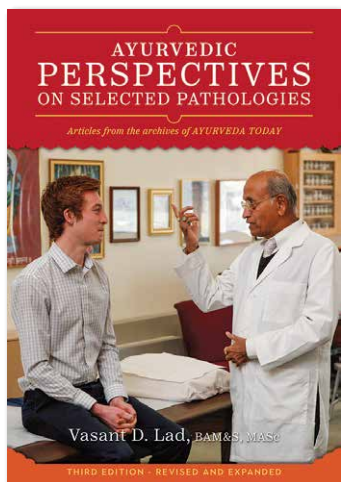
Secrets of the Pulse: The Ancient Art of Ayurvedic Pulse Diagnosis

Vasant Lad, BAM&S, MASc

ISBN 978-1-883725-13-6

172pp | 7" x 10" | \$20.00

Showing the principles and application of Ayurvedic pulse diagnosis, this book springs from the ancient Vedic traditions as taught to Vasant Lad from guru to disciple, as well as his own clinical experiences and practice over the last 30 years. Written with the health practitioner in mind yet still accessible to the layman, this book can be used as a classroom text or as a self-study guide in learning to read your own pulse. There are hundreds of charts, diagrams and drawings that illustrate how the pulse feels under the tips of the fingers, while detecting the status of organs and systems of the body.



Ayurvedic Perspectives on Selected Pathologies 3rd Edition

Vasant Lad, BAM&S, MASc

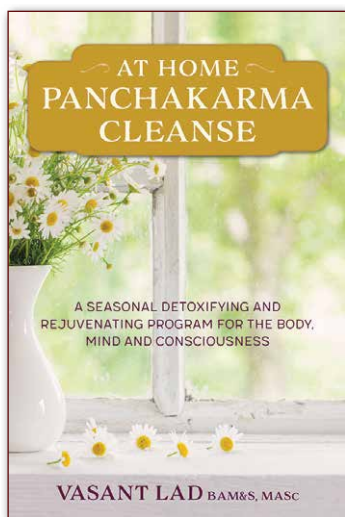
ISBN 978-1-883725-24-2

Paperback | 7 x 10 | 480pp | \$29.00

Available
Now!

This unique compendium is a testament to the relevance of Ayurveda in our modern world. Applying time-honored insights from this ancient science, it establishes an approach to disease management that is free from unwanted side effects. This book has arisen from Vasant Lad's decades of clinical and classroom experience. By elucidating the

fundamental imbalances that lead to a range of diseases, these articles guide practitioners toward addressing causes, alleviating symptoms and eliminating the conditions that allow a disease to reoccur.



At Home Panchakarma Cleanse

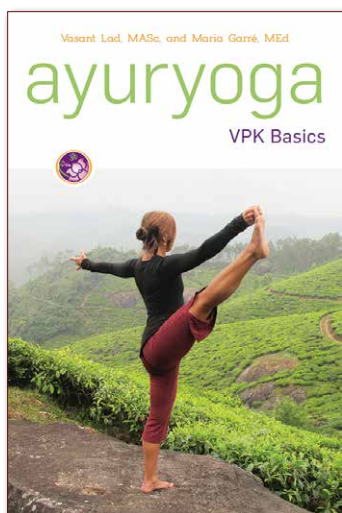
Vasant Lad, BAM&S, MASc

ISBN 978-1-883725-27-3

24pp | 6 x 9 | \$7.50

Designed to be used at the time of seasonal transition, each season has specific dietary programs. Additionally, there are separate plans for each dosha type to follow for maximum benefit. Like traditional panchakarma, this program includes a post-cleanse rejuvenation plan as well.

Taking the time to care for your health enhances your self-reliance and vitality as well as your mental clarity. Enjoy the benefits of this relaxing cleanse.



Ayuryoga: VPK Basics

Vasant Lad, BAM&S, MASc and

Maria E. Garré, M.Ed., E-RYT-500

ISBN 978-1-883725-20-4

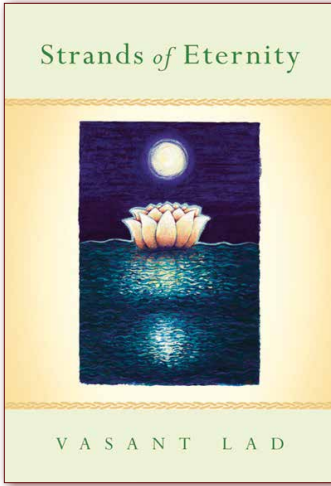
24pp | 6 x 9 | \$5.00

Designed for those seeking to increase balance in their lives through yogasana, pranayama and meditation. This booklet offers practical guidelines to practice yoga using the wisdom of the doshas to lead one's practice.

A brief introduction to the doshas enhances one's understanding of their constitution, allowing the reader to select the optimal asanas, meditation, and pranayama that

support their unique body, mind, and consciousness.

All practitioners can benefit from a greater understanding of the doshic constitution and then apply this to their yoga practice. Yoga teachers can recommend this useful booklet for their students and clients as a take-home handbook. This beautiful, full color booklet offers balancing guidelines for the three doshas, Ayuryoga® instruction for each dosha, pranayama recommendations, and meditation for your constitution and includes 57 illustrated poses.



Strands of Eternity: A Compilation of Mystical Poetry and Discourses

Vasant Lad, BAM&S, MASc

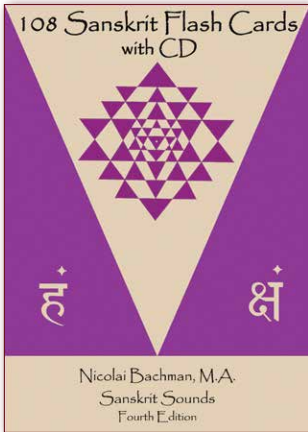
ISBN 10: 1-883725-10-0

Hardcover | 6¼" x 9¼" | 78pp | \$10.00

The Sanskrit word *sutra* means thread or suture. It is the 'Strand of Eternity' that sews our two selves back together and reawakens us to that which we already are. This gorgeous book of poetry will act as a catalyst to your reawakening.

With clarity, compassion and humor, each of Vasant Lad's poems is derived from the ancient sutras of Ayurveda imparting timeless truths that can radically transform your perceptions and your way of being in the world.

LEARN SANSKRIT AT HOME



108 Sanskrit Flash Cards with CD

Nicolai Bachman

ISBN 978-1-883725-02-0

114 Cards, Booklet and CD | \$33.00

Learn how to read, write and pronounce the Sanskrit alphabet. 108 color-coded cards with accompanying audio CD takes you through the letters in alphabetical order leading up to words. Designed for those who want to correctly read, pronounce and alphabetize letters and words in the Devanagari script of Sanskrit. Cards include:

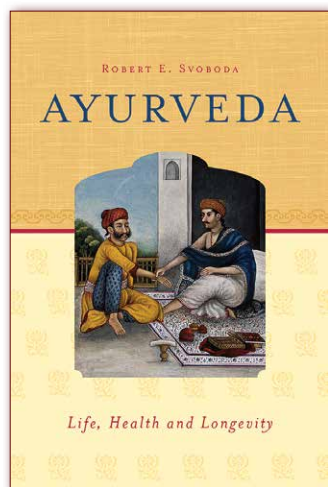
- » Devanagari on the front and transliteration on the back
- » Reference cards include an introductory verse, a mouth position diagram, the alphabet, vowel abbreviations, digits 0-9 and accent marks

*"... should, without doubt,
be in the yoga library of every
teacher and serious student."*

—YOGA JOURNAL REVIEW

ORDER ONLINE AT AYURVEDA.COM

BOOKS BY DR. ROBERT SVOBODA



Ayurveda: Life, Health and Longevity

Robert E. Svoboda, BAMS

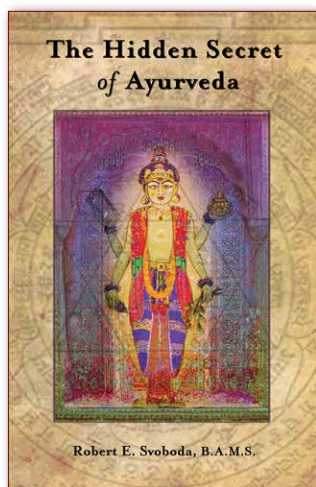
ISBN 978-1-883725-09-9

258PP | 6 x 9 | \$15.00

Ayurveda addresses the well-being of the entire being – physical, psychological and spiritual – in an approach to health and healing that is as relevant to the modern world as it was to the ancient world from which it emerged. Herbs and minerals, nutrition and purification, affirmative ways of living are a few of the ways in which Ayurveda treats not just the ailment but the whole person, emphasizing prevention of disease to avoid the need for cure. The Ayurvedic principles and practices outlined in this book form a sound basis for accessing optimal health in balance.

“Dr. Svoboda has beautifully explained the history of Ayurveda, its basic principles and applications in our daily lives. This book is a practical guide for the student and layperson alike.”

—VASANT LAD, BAM&S, MASC



The Hidden Secret of Ayurveda

Robert E. Svoboda, BAMS

ISBN 978-1-883725-04-4

96PP | 5½ x 8½ | \$6.00

The Hidden Secret of Ayurveda is a basic introduction and overview Ayurveda. Offering fundamental information on the teachings of Ayurveda, ways to stay in balance and the factors that affect your balance, and a brief treatise on treatments and the esoteric aspects of Ayurveda. The book provides the reader with working principles of Ayurveda and shows how to adapt and integrate these into life in a practical way, for today's health needs.

ROBERT E. SVOBODA is the first Westerner to graduate from a college of Ayurveda and be licensed to practice in India. The author of a dozen books on Ayurveda and Jyotish, he teaches throughout the world. Both books are available on Amazon.com as Kindle eBooks.

The Ayurvedic Press

The Ayurvedic Press is a division of The Ayurvedic Institute that primarily publishes Vasant Lad's new books and articles, along with other traditional Ayurvedic and Vedic works.

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