

## Role of ayurceuticals in swasthasya swasthyarakshanam (wellness)

**Kalpana Dhuri**

Ayurvedic Consultant, India

Ayurceuticals, a subset of the universe of Food Supplements (FSSAI), are products with documented quality, safety and efficacy, based on the principles and practice of Ayurveda, Unani and Siddha, with consensual and congruent validity of Nutra-Ayurveda.

Its scope for the local and the global markets is humongous. Ayurceuticals can fulfill the unmet needs of the health-care viz. care of the elderly, metabolic & degenerative diseases, promotion of health & development of children, and complementary therapy in cancer, allergy and immune disorders.

Ayurceuticals improve the life style by improving the quality of life. The association of nutraceuticals with traditional medicine Ayurveda is well accepted by consumers.

Ayurvedic concept of 'Ajasrik Rasayana' (general rejuvenation) deals with food products that can be consumed daily for maintaining the health (swasthasya swasthyarakshanam). In this paper, we will discuss the role, scope, need and potential of ayurceuticals.

### Biography

Kalpana Dhuri has got significant experience in clinical research and business development in personal care products, and dermatological, cosmetological and nutraceutical and ayurceutical areas. She has expertise in establishing health spa services as new business ventures and innovating on healthcare, personal care and spa services. She is an enterprising leader with strong analytical, organisational and interpersonal skills currently working as a managing director of a Panchkarma Centre, Kalpanas Ayuhub, Mumbai and consultant to Bioexperts Clinical Research Institute. She is honorary consultant to Nair Hospital and honorary reader at BSAMS Ayurvedic College, Sawantwadi. She had given consultancy to Marico Ltd., Colgate Palmolive, Nicholas Piramal, Brihans Pharma, and Uttam Pharma. She had been medical advisor to Zandu, Head of Department of Natural Products Division, Raptakos, Brett & CO, and had been a part of clinical research team, MRCKHS, Mumbai.

She has published several medical papers in international journals. She is a reviewer to journals of medical science, AIM, JAIM; author of the book, "Home Remedies-Ayurveda Ani Gharache Aushdha"; translated the book, "Saundarya Ani Vanaushadhi" (Marathi) to "Beauty through Herbs" (English); and ex-associate editor of the Heritage Healing magazine and author of the column, Aurvedatun Arogya in a Marathi weekly.

dhurikalpana1@yahoo.com