

5th International Meeting on
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&
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Managing an authentic ayurveda clinic and treating 25,000 patients with panchakarma (ayurvedic detoxification and rejuvenation therapy) at the Maharishi AyurVeda Health Centre in Bad Ems, Germany

Lothar Pirc

Maharishi Ayurveda, Germany

The ayurvedic principal of the gradual development of imbalances into the six stages of its manifestation into disease and there unique early detection is explained. An overview of major Vedic approaches to create health is presented which include consciousness through Yoga and Transcendental Meditation, health education, diet, daily and seasonal routines, ayurvedic lifestyle, herbs, Panchakarma, Vedic sounds and vibrations, Jyotish, Yagya and even collective health. A short overview of scientific research on the benefits of the Transcendental Meditation technique (TM) shows according to health insurance data a significant reduction of health care costs by up to 50%. TM also has proven to lower high blood pressure. A brief presentation of published research on the Maharishi Panchakarma programme (though not conducted at our clinic) will include: a 58% elimination of environmental toxins including pesticide residues and heavy metals (which would normally take decades to leave the body), improvements in 16 parameters of physical and mental health, reduction in aggressive oxygen free radicals, and decrease of total cholesterol. Maharishi AyurVeda Health Centre

in Bad Ems Germany has treated 25,000 people since it opened 26 years ago, and is probably the largest dedicated residential Ayurveda clinic outside India. It has official status as a private hospital, has 90 staff, has been featured in 1200 favourable press reports and 300 TV appearances; and has received 15 significant awards and honours, from Germany, India, Russia and elsewhere. The average stay in the clinic is 10 days but there are programmes offered for up to 28 days. We will share our experience and insights into what makes a clinic successful, and how to overcome the many challenges faced by any Ayurveda clinic in the West. These include: extremely labour-intensive treatment in countries where labour costs are high; treatments are not yet reimbursed by health insurance; high expenses from consumables and laundry; legal restrictions in some countries preventing the presentation of research to the general public. We offer a lively optional supporting programme at the clinic, which offers added attraction and tends to enhance the patient's long-term benefit, with health education on diet and daily routine, yoga exercise, gem-light therapy, Gandharva music therapy and Transcendental Meditation.

Biography

Lothar Pirc is a dynamic business leader, an engaging speaker, and an international proponent of Ayurveda and holistic health. He is founder and president of the award-winning Maharishi AyurVeda Health Center Bad Ems, Germany. Over the last 25 years, he has introduced the health benefits of the natural time-tested approaches of Maharishi AyurVeda to thousands of people around the world. He has spoken to many groups of physicians, national health organizations, and government and business leaders in Europe, Russia, India, Japan, the Middle East, Africa, Mexico, Brazil, Canada, Nepal and the US. He is a certified teacher of the Transcendental Meditation Program and has been active in its international programs for world peace for over 40 years. He was awarded the Global Hakim Ajmal Khan Award 2007 for Organizational and Social Vedic Services presented by the Chief Minister of the State of Delhi, India, for its work in research, application, and expansion of Ayurveda around the world.

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