

# IMAVF NEWSLETTER

ISSUE No.2 SEPTEMBER 2016

## ***Dear Maharishi AyurVeda Professional and Friends,***

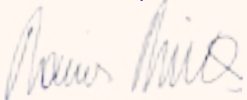
We are excited to see so much success in the five professions of Maharishi AyurVeda, and we are happy to share this news with you.

In this latest issue of our Newsletter you'll also find several in-depth interviews. You can easily access each section by clicking on the title in the Contents table at the right.

If you are not yet an affiliate of IMAVF, I hope you will consider joining us. Affiliates receive a variety of benefits, including reductions on MERU courses and savings on fees for next year's International Ayurveda Congress.

Best of all, as an IMAVF Affiliate, you stay even more connected to Maharishi's mission to create Perfect Health for our beautiful world.

All the best,



Dr. Rainer Picha  
IMAVF Chairman of the Board

## *In This Issue*

- MAHARISHI
- GLOBAL GOOD NEWS
- MESSAGE FROM VAIDYA MANOHAR
- IMAVF BENEFITS
- *Now Open:* PROFESSIONAL FORUMS
- DR. SCHNEIDER ON INTEGRATIVE MEDICINE
- INTEGRATIVE MEDICINE AT MUM
- RECENT UPDATES FROM:  
MPK | MLG | MYA
- MARKETING TIPS
- UPCOMING COURSES & WEBINARS
- VALUABLE RESOURCE & RESEARCH
- EDITORIAL

## **The Second International Ayurveda Congress, London 1-2 April 2017**

***Ayurveda: The Pursuit of Health, Happiness and Long Life -  
Prevention Oriented Health Care.***

New for 2017: The Congress will offer both plenary sessions for all delegates and three parallel sessions when delegates can attend presentations in their choice of six areas of health research:

- Brain Health
- Cardiovascular Diseases
- Youthfulness and Longevity –  
Genetics and Epigenetics
- Skin Health
- Women's Health
- Nutrition, Digestion and Lifestyle.

**Speakers and schedules are still being finalised. Please see details at:**

**NEW:** IMAVF Affiliates receive a 110£ savings for the 2017 International Ayurveda Congress fee.



[www.internationalayurvedacongress.com](http://www.internationalayurvedacongress.com)



**Maharishi Mahesh Yogi**

Founder of Maharishi AyurVeda  
Founder of Maharishi College of Perfect Health

“Some Laws of Nature are involved to transform consciousness into physiology. We want to open those Laws of Nature to our conscious awareness so that we may have a command over that area which is the basic Creative Intelligence of Nature, from where consciousness gets transformed into physiology.”

*Maharishi Mahesh Yogi*

Seelisberg, Switzerland,

31 July 1981

# Global Good News in the Area of Health



## **Serbian Royal Academy of Sciences recognizes Maharishi AyurVeda**

The Serbian Royal Academy of Sciences and Innovative Technologies has bestowed its 2016 Award in the Field of Medicine on Dr. Gordana Marković for her contribution to implementing Maharishi AyurVeda into the Serbian health system. Prof. Dr. Ljubinko Ilić, the President of the Royal Academy, personally honored Dr. Marković and thanked her for introducing the holistic benefits of Maharishi AyurVeda to the medical community and the people of Serbia.



## **Mind-Body Neural Connection Confirmed by Scientists**

Neuroscientists at the University of Pittsburgh, Pennsylvania, USA have identified the neural networks that connect the cerebral cortex to the adrenal medulla, which is responsible for the body's rapid response in stressful situations. As reported in the online Early Edition of the journal Proceedings of the National Academy of Sciences (PNAS), these findings provide solid evidence for the neural basis of a mind-body connection and illuminate how stress, depression and other mental states can alter organ function. The research also provides evidence for a concrete neural substrate that may explain why meditation and yoga can be so helpful in modulating the body's responses to physical, mental and emotional stress.

[www.sciencedaily.com/releases/2016/08/160815185555.htm](http://www.sciencedaily.com/releases/2016/08/160815185555.htm)



## **OPPORTUNITY**

### **For MAV Practitioners: "Ask the Vaidya"**

IMAVF be will offering regular webinars for Maharishi AyurVeda practitioners, conducted by renowned Vaidyas and will be structured around your questions. You are welcome to submit your specific questions about difficult cases, use of herbs, nuances of treatment recommendations – or whatever you would like to have answered. Please email your questions to: [editor@IMAVF.org](mailto:editor@IMAVF.org) with "Vaidya Questions" in the subject line.

# An Inspirational Message from Vaidya Manohar



Vaidya Manohar Palakurthi has been a guiding light of Maharishi AyurVeda for over 35 years under Maharishi's direct guidance, and has dedicated his life to sharing this precious knowledge

## **“Experience of fundamental principle of life – consciousness”**

Physiology is consciousness. To understand the body one should know the root of the body. Consciousness is the root of the body. To nourish, or balance or support the body one needs to nourish consciousness. Water the root enjoy the fruit. If anybody wants to experience total health or to assist others to gain total health the most important action is action supported by wholeness through the experience of Atma.”

“All Maharishi AyurVeda doctors, modern medicine doctors or ayurvedic Vaidyas, what they practice or need to practice is Transcendental Meditation. Transcending brings the experience of consciousness. Knowledge is structured in consciousness, experience of Atma is to gain total knowledge. Total knowledge is the basis for the mistake free action. Action based on total knowledge supports all laws of nature, with this support only can any individual experience perfect health.”

## **“What is Maharishi AyurVeda?”**

“Ayurveda is from Samhita from the Vedas. Why are we adding “Maharishi”?

This is a very important question. The ayurveda that practitioners practice all over the world is fragmented approach, a branch of Vedic literature. Under the guidance of Maharishi Mahesh Yogi, Prof. Nader's discovery shows that there is a one-to-one relationship between the 40 branches of the Veda and the structure and function of the body. This is total approach to health, and this is what MAV practitioners practice. Ayurveda is not just Vata, Pitta, Kapha and prescribing some herbs. The total Ayurveda is known through the knowledge of Veda and 40 branches of Vedic Literature. This is what is not known to most practitioners of Ayurveda.”

## **“In Maharishi AyurVeda we use total approach, what is total approach?”**

“Experience of consciousness. The relationship between the small self to the cosmic Self and also harmony with the planets,

**“The most important thing is Ayu – means life, Veda means knowledge. Every action based on knowledge in life is called Ayurveda. Ayurveda means the science of life.”**

Sthapatya Veda, living in a house where support of nature is gained and physiological procedures, prevention, behaviors, routine, seasonal routine, Pancha Karma, herbs, all the different multi-modality physiological procedures.

## **“What are all the Maharishi AyurVeda multi-modalities?”**

“The Maharishi AyurVeda multi-modalities include:

- 1. Manas Shanti** – a peaceful mind through the direct experience of pure consciousness and gaining Total Knowledge through Transcendental Meditation
- 2. Vastu Shanti** – peace within the house through proper orientation and layout, Sthapatya Veda
- 3. Graha Shanti** – peace with the planets, our cosmic counterparts through Jyotish and Yagya
- 4. Deha Shanti\*** – peace in the physiology

Deha Shanti includes prevention, diet, yoga, pulse diagnosis, MVVT, MLG, MAT, Maharishi Vedic Sound therapy and all related procedures. All these programs are designed to enliven the peace in the body. Peace is the forepoint of health. The state of peace is the state of coherence. No animosity is entertained. So in the state of peace, it is a state of communication, a state of balance, a state of purity.”

“Deha means „body and Shanti means „peace“. The term „Deha Shanti“ is used by Vaidya Manohar to indicate that all ayurvedic modalities are meant to create balance and peace in the functioning of the physiology.

## **Editor's Note:**

Many thanks to Dr. Manohar for taking the time for this insightful interview. Powerpoint and video presentations explaining the multi-modalities of Maharishi AyurVeda are being edited and will be posted on the IMAVF online platform soon to inspire and educate all the MAV Doctors about these powerful modalities. Please watch for updates in upcoming IMAVF Bulletins and Newsletters.”

# What are my Benefits as an IMAVF Affiliate?

**IMAVF Affiliates: See your success story published in our newsletter!**  
Email your news to: [editor@imavf.org](mailto:editor@imavf.org)

**Whether you are a professional in Maharishi AyurVeda, Maharishi Aroma Therapy, Maharishi Light Therapy with Gems, Maharishi Yoga Asana or Maharishi PanchaKarma, IMAVF was created to serve all your needs.**

As an IMAVF Affiliate you are fulfilling Maharishi's desire to bring all the professions of Maharishi AyurVeda together into one family.

IMAVF Affiliates are entitled to a wide range of benefits and cost reductions on courses, webinars and conferences:

## **KNOWLEDGE BENEFITS**

- Free subscription to our regular bi-monthly newsletter and regular news bulletins – keep up with all the inspiring news about Maharishi AyurVeda from around the world, and in all the disciplines.
- Access to Affiliate-Only downloads, recorded webinars and presentations.
- Access to our online Professional Forums in the departments of Maharishi AyurVeda. Post your questions, receive answers by the experts, share your experience and tips of your practice.

## **SAVINGS ON COURSES, WEBINARS & CONFERENCES**

- 10% reduction on course instruction fees on all health-related MERU courses.  
(This 10% discount is valid for course fees, not meals or lodging costs - not valid with other offers.)
- 50% reduction on advanced webinars.
- **New:** 28% congress fee reduction (110£ savings) on the 2017 International Ayurveda Congress to be held in London, England.  
(10% course fee reduction on future congresses.)
- 10% savings on Maharishi Light Therapy with Gems.

## **PROFESSIONAL SUPPORT & COMMUNITY**

- You will be able to announce your local or regional Maharishi AyurVeda health related events in our online events calendar.
- You will receive a Affiliate certificate plaque to display in your practice and an Affiliate ID card for your future course discounts.
- Share your news and research results with the extended community of Maharishi AyurVeda professionals worldwide.
- Affiliate membership in the IMAVF gives you all these benefits for only 80 Euro per year.  
[Click here to enroll.](#)  
(40 Euro for professionals from underdeveloped countries, MERU staff and Mother Divine.)
- If you are not a Maharishi AyurVeda professional, you may join the IMAVF as a Supporter for only 80 Euro (40 Euro from underdeveloped countries.)  
[Click here to enroll.](#)

# New Benefits for Maharishi AyurVeda Professionals

## **Maharishi AyurVeda Professional Forums Now Open!**

IMAVF Affiliates are invited to participate in new interactive forums for three of the five professions of Maharishi AyurVeda. Each forum will be moderated by experienced practitioners in the respective field, and will support your professional practice with access to knowledge, case studies, and special discussion topics.

### **In each forum you will be able to:**

- Introduce yourself and post your photo
- Network with colleagues
- Share your news, knowledge and practical experience
- Ask questions and get guidance from your peers and from forum moderators

## **Maharishi AyurVeda Forum**

The forum moderators are Dr. Wolfgang Schachinger, Dr. Oliver Werner and Dr. Gerrit- Jan Gerritsma who are all experienced long-term MAV health practitioners who have worked directly with Maharishi. They invite you to join the MAV Forum.

## **Maharishi Aroma Therapy Forum**

Nadine Thomas is one of the co-creators of the Maharishi Aroma Therapy Consultant Training Courses and is delighted to have the opportunity to answer questions from MAT Consultants. Nadine invites you to visit the MAT Forum to view the latest news and submit your questions.

## **Maharishi Yoga Forum**

Gudrun Buchzik and Reinhard Rau are the teachers of the Maharishi Yoga Asana TTCs who will act as MYA Forum moderators. They look forward to supporting you and they invite you to ask questions and share your experiences in the MYA Forum.

## **Maharishi Pancha Karma Forum for Maharishi AyurVeda Health Centres**

Randol Oberson and Kathryn Nolan have been the principal International MPK trainers and they welcome all Maharishi AyurVeda Health Centres to participate in the MPK Forum.

They invite all MPK technicians of MAV Health Centres to report on their experiences and pose their questions in the MPK Forum.

This Forum is still in development – please watch your bulletin and newsletter for updates!

## **Maharishi Light Therapy with Gems**

Joachim and Iris Roller will be happy to respond to MLG Therapists questions and will post answers to the MLG Website in a special Q&A Section.

To access the forum of your profession, please log in to your Affiliate account here: [www.imavf.org/login](http://www.imavf.org/login) and then click on your forum name. If you are not yet an IMAVF Affiliate please join our Affiliate Programme here: [www.imavf.org/benefits](http://www.imavf.org/benefits)



### Interview with Dr. Robert Schneider MD, FACC Dean of the Maharishi College of Perfect Health at MUM

*“These are new deeper ways of learning that no doctor has had the opportunity to do before”*

Dr. Robert Schneider is an internationally recognized physician-scientist-teacher and leader in the field of science-based, integrative medicine. Dr. Schneider is a specialist in preventive medicine, hypertension and preventive cardiology and is a fellow of the American College of Cardiology and the author of Total Heart Health, one of the main textbooks of integrative cardiology.

Beginning in 1984, Dr. Schneider was one of the first physicians in the United States to practice, teach and research Maharishi AyurVeda. Over the past 30 years, Dr. Schneider had directed or co-directed more than \$25 million in grant support from the US National Institutes of Health and other agencies for clinical research on Vedic Health Care. The results of these studies have been published in more than 100 peer-reviewed articles.

#### Tell us about the new Degree Programs in Maharishi AyurVeda from MUM

“The MUM masters degree that I am most involved with is the Dual Degree MD/MS programme, where you go to medical school to get an MD degree and take our MS in Maharishi AyurVeda and Integrative Medicine Degree Program at the same time. This is the first Dual Degree integrative medicine training in the world that we are aware of where you can simultaneously study modern medicine and have that linked or tied to the studies of natural medicine to make it a truly integrative medical education. The practice of this new form of medicine brings together the best of modern medicine and the best of natural prevention oriented medicine. We are featuring Maharishi AyurVeda and teaching introductions to other systems secondarily – introductions to traditional Chinese medicine, osteopathic, chiropractic, homeopathic and other systems.”

#### What is different about the MUM Integrative Medicine Program?

“What is new here that we are training doctors from the very beginning of their medical education, so it is not an add-on later on. In the very beginning when they are forming their neuronal circuits while they are forming their patterns of practice, from the very beginning we are saying this is anatomy from the modern point of view, this is anatomy from the Ayurvedic point of view. Here are the doshas, here are the prakritis, here is DNA and here is how they relate, so at every step of medical education we’re doing this parallel teaching. So these are new deeper ways of learning that no doctor has had the opportunity to do before. So in that sense it is the first group from this training that is so thorough over four years and beginning from the first week of medical education.”

“This is the only medical school programme that trains doctors to use modern medicine and Maharishi AyurVeda together in an integrated manner from the very beginning of their medical training in this thorough way.”

#### What if you do not have the pre-med background?

“You do need a pre-med background but MUM also offers a pre-medical studies track. So if you want to go to medical school you can come to MUM and take the prerequisite courses – physics, biology, chemistry, organic chemistry – in a consciousness-based education setting which is unique in the world. Then you can also study Maharishi AyurVeda during the pre-med courses so you will be prepared on both sides for medical school. We have a winter entry, so you can enter in January 2017 or you can also apply for the fall in 2017.

Come for a year, for a semester or for 4 years, whatever you need.”

#### Do you have a special message for our readers?

“From a personal point of view I have been working in the area of heart health and aging health for 30 years now. As a modern doctor I have been looking into ayurvedic methods and researching, practicing and writing and publishing a book, Total Heart Health, and we have a forthcoming book, on the ayurvedic anti-aging programme, that brings together modern science and Maharishi AyurVeda for anti-aging. From that background of research, practice and teaching I am really thrilled to bring this knowledge to the next generation of doctors, because I think that will change the health care system.”

“I am delighted to be part of this initiative at MUM which is also supported by our Global Ministry of Health to respond and change the system by changing the practitioners – by training the next generation of medicine to create the new health care.”

# MUM Offers Academic Degrees in MAHARISHI AYURVEDA<sup>SM</sup> and INTEGRATIVE MEDICINE



**1. BS IN PRE-INTEGRATIVE MEDICINE** The BS in pre-integrative medicine at Maharishi University of Management (MUM) offers foundational courses in both modern science (pre-med) and Maharishi AyurVeda<sup>SM</sup>. The program prepares students for a range of graduate training in Integrative Medicine.

[www.mum.edu/academic-departments/physiology-and-health/undergraduate-programs/pre-integrative-medicine/](http://www.mum.edu/academic-departments/physiology-and-health/undergraduate-programs/pre-integrative-medicine/)

**2. PRE-MED, PRE-REQUISITE COURSES** For students with an undergraduate degree, but who now want to go to medical school, it is now possible to get your medical school prerequisites, such as chemistry, organic chemistry, biology, and physics, taken care of at MUM. [www.mum.edu/application/](http://www.mum.edu/application/)

### **3. MS IN MAHARISHI AYURVEDA AND INTEGRATIVE MEDICINE**

This degree is offered in one Distance Education and two In-Residence tracks to health professionals who are looking to enhance their practice. In the MUM Master of Science in Maharishi AyurVeda<sup>SM</sup> and Integrative Medicine program students learn to provide clinically-effective, side-effect-free healthcare through a wide range of ayurvedic knowledge. Classes will go over the physiology, pathology, diagnosis and treatment of disorders of the eight organ systems from the perspective of Maharishi AyurVeda, as well as short introductions to other major systems of natural medicine

**Therapeutics for mind, body, and environment from Maharishi AyurVeda to prevent and treat common and chronic disorders, including:**

- Herbal supplements that are beneficial for specific imbalances and organ systems.
- Traditional purification therapies (PanchaKarma – Maharishi Rejuvenation Therapy).
- Five sense therapies (sound, touch, sight, taste, smell).
- Principles of Vedic architecture.
- Principles of biological rhythms and their effects on health (Maharishi Jyotish).
- Principles of Vedic exercise, including Maharishi Yoga Asanas.

**MUM in Fairfield, Iowa is a pioneer in offering specialised training in Maharishi AyurVeda<sup>SM</sup>. The goal of these programs is to train dedicated individuals to practice health care with a scientific but natural approach which is rooted in the knowledge of Maharishi AyurVeda:**

**An introduction to the clinical applications and fundamentals of Traditional Chinese medicine, homeopathy, osteopathic manipulative therapy, and modern integrative medicine.**

**1. An In-Residence MUM Campus track** at MUM in Fairfield, Iowa. Duration: one year, full time.

**2. A Distance Education track** with online courses and one 5-day, in-residence, full-time clinical practicum intensive at the end of each year. Duration: three years, part time.

**3. A Dual Degree track (MD MS) In-Residence track** in collaboration with the American University of Integrative Sciences, St. Maarten School of Medicine (AUIS), which offers the MD degree. Students will earn the MS in Maharishi AyurVeda and Integrative Medicine and the MD simultaneously. The duration of the dual degree track is four years, full time.

**Details:** [www.mum.edu/academic-departments/physiology-and-health/dual-md-ms-degree-program/overview](http://www.mum.edu/academic-departments/physiology-and-health/dual-md-ms-degree-program/overview)

**Note:** The three MS tracks are essentially the same in content and in outcomes. However, the tracks differ in duration, educational setting, mode of delivery, and organization of course content.



[www.mum.edu/application/](http://www.mum.edu/application/)



<https://auis.edu/apply-now>





The The Maharishi whole body Marma massage training course (based on Kalari Marma Uzhichil) took place from 14-23 July in Skelmersdale, England, taught by Randol Oberson, the international Maharishi Pancha Karma technician trainer. This powerful technique involves dynamic body work aimed at fortifying Prana. Maharishi Marma Massage does not focus on the Individual Marma points, but primarily on that which connects all these Marmas: the flow of the inner Intelligence of the body, also called Prana, which governs all the innumerable parts of the body and connects the individual physiology with the cosmic physiology.

***Here is a comment from one of the course participants:***

**My introduction to the Maharishi whole body Marma massage based on Kalari Marma Uzhichil, the famed healing massage from Kerala**

By Peter Brown, *Maharishi AyurVeda therapist, Maharishi AyurVeda Health Centre, Skelmersdale, UK*

Kalari Marma Uzhichil, or Uzhichil for short, is a complete treatment in itself. This is what Randol Oberson, an experienced Maharishi AyurVeda trainer, explained to me when he came to our clinic in Lancashire, England, to teach me this therapy. In practice, Uzhichil has a broad range of benefits and is not just confined to the treating of muscle, joint and back injuries and pain. Randol explained how it stimulates the Prana, or life-force, within the body and that this Prana goes on to heal any imbalance that may be found. Both patient and the practitioner feel increased energy and vitality after its practice.

The massage is vigorous and the strokes are applied firmly and energetically, in a relatively quick rhythm. The first few days of the course were hard work. What really surprised me was how great I felt at the end of each day. I would be dripping with sweat – Uzhichil is normally given in a warm environment – but I felt on top of the world and highly invigorated. Any massage requires your full attention on every stroke and this is even more the case with Uzhichil. Randol would notice any slight inattention on

my part and would immediately point out where I went wrong. The wonder of it all is that he never, ever got annoyed and he corrected me with humour rather than irritability. His powers of concentration and patience are phenomenal.

The volunteers who allowed us to practice on them were delighted to receive this massage and wanted to come back again and again. One said, "At one point I felt my body become a single connected unit. It then seemed to become smaller and smaller and at the same time my awareness kept expanding." The same volunteer had severe knee problems and reported a marked improvement after receiving Uzhichil.

Maharishi whole body Marma massage (Kalari Marma Uzhichil) is now available at the Maharishi AyurVeda Health Centre in Skelmersdale – email [info@maharishi-ayurveda.co.uk](mailto:info@maharishi-ayurveda.co.uk) or call +44 1695 735351 to book your appointment. Alternatively, if you are part of a group of 10 or more and would like to receive the massage in your locality, please contact us by email or telephone.

Peter Brown also offers Maharishi AyurVeda cooking courses. Please contact him on [info@maharishiayurveda.co.uk](mailto:info@maharishiayurveda.co.uk) or call +44 1695 363088.



Eva Bergmann

**“Such amazement and wonder how nature’s intelligence works so beautifully for each individual”**

### **Maharishi Light Therapy with Gems**

Interview with Eva Bergmann, MLG Practitioner who has given over 4,500 treatments



#### **Was Maharishi involved developing this Light Technology with Gems?**

“Yes, he inspired it and he was involved: Joachim Roller would develop it, and then he would come and show it to Maharishi, who gave advice to do this and don’t do that. In 1978 Maharishi invited Joachim to come to a meeting, where he asked him about gems and Joachim asked, what he could do with gems to help people’s evolution. Maharishi answered that he should look into Ayurveda and combine the ancient wisdom of gems with modern technology for the improvement of health. So he really inspired Joachim to combine ancient ayurveda with modern technology. It has been used for many years in Europe and then in 2007 Maharishi met with Joachim and said that now it is the time to bring it out to the rest of the world.”

#### **So Maharishi basically structured the basic procedures? Also, what light is being used? Is this a laser light?**

“The number of coherent light beamers, where they are put, where they are not used .... many things Maharishi contributed. It is not laser light but it is a trade secret of Joachim. He developed the technology. It is a special kind of light: we use the term ‘coherent light.’”

#### **Tell us about your experience as a MLG practitioner**

“When I give sessions, this state of silent wonder and gratitude comes. It creates such amazement and wonder how nature’s intelligence is working so beautifully for each individual. And it has really confirmed how our body is an expression of nature’s intelligence to see how, even if people do not tell what their problems are, the energy goes to that area. This happens all the time.”

#### **What experiences are typical for people during a MLG session?**

“The most common experience, I hear people report, is of great peace, relaxation and well-being. Many people say, this is the deepest state of relaxation, they ever experienced. I see when the inner intelligence is being enlivened, it will work in a way to balance whatever is there. The interesting thing is that a huge amount of people have reported, that after they have had some little warmth in an area, and later the pain seems to go away. I

have also seen people experiencing insights, creativity, relief of grief and emotional trauma.”

“Many people experience that the first time the energy goes to different places and they experience various sensations, where they have some weakness and in the second and third session people often experience a deepening experience of the body being consciousness. So it goes in layers. It’s like a little mini retreat. So if you do not have time to go on a TM retreat, it is great to do MLG.”

“In terms of Ayurveda, I have sometimes experienced this curious balancing effect on the doshas. For example many people with vata imbalance they will experience the opposite of vata during the treatment – great warmth and a feeling of immobilizing peace. Sometimes people with kapha imbalance may feel lightness, as if they are floating off the table.”

#### **You have been successful in giving treatments in many countries – how do you advertise MLG?**

“Firstly, it is important to use the mailing lists available at the centers and from National office. Now there are good websites, and I have my own website and made a 4-minute video of people who came for sessions. I have given a lot of lectures and shown the videotaped testimonials, and one of my colleagues said that after he showed the 4-minute video, everyone signed up. I have spent some money on advertising, but I have not seen good results. The best results came from articles, which is only a few hours of work for me to do, because I give journalists complimentary sessions, and they write about their experience and publish the article. I have done talks and radio and TV shows, but I think, if journalists speak from their experience, this is really the best.”

#### **Tell us about the MLG Training Courses**

“At this point in time the courses are only for Governors, because people go into such deep level of consciousness, that you have to have some experience of taking people in and out of transcendence. Also there is an initial investment, so if you do not have the money, perhaps people can get together as a group and share the gem beamer set. There are many creative ways of doing it.”

### The powerful effects of Maharishi Yoga Asana on Our Health Maharishi Yoga Asana Course Reports from Participants

Gudrun Buchzik, Dept Head of Maharishi Yoga Asana regularly leads the MYA Teacher Training Courses at MERU, and for the first time she taught this course in Thailand to participants from four continents in November-December of 2015. Here are some comments from the students:



#### **“The results far exceeded my expectations”**

“I have been practicing Maharishi Yoga Asana for many years performing the third set. When first seeing the new set #1 which is taught and practiced during this course, I thought it will be more like stepping down in my practice, but the experience came out to be the exact opposite.

Every day with more new Asanas introduced I felt a profound enlivenment in yet another area of my physiology. I experienced very deep enlivenment and blood flow in deep muscles. Every day I felt lighter and lighter, more and more flexible, more and more grounded in my body. The very powerful effects also came as a result of the posture corrections by the course leader. The results far exceeded my expectations. Due to the expanded daily group practice and Yoga theory lessons a beautiful wholeness was created every day both in theory and most especially in practice. Thank you so much for this wonderful course.”

#### **“I was invincible and immovable both physically and within”**

“As far as I can remember I could never sit on a chair without starting to feel physically restless after 10 minutes. I wondered why I wasn’t able to find one comfortable chair anywhere. A couple of days after the start of the course I suddenly discovered that I was sitting on the chair without making any move. My back

and neck were straight, my two feet both on the ground, and for the first time I felt comfortable, centered and my body was happy. I was invincible and immovable both physically and within yet I was sitting on the same kind of chair I used to sit on. I later found that I was walking differently, having my back erect and stepping on the ground with confidence.”

#### **“I am able to perform activities with happiness, greater focus and joy”**

“For 55 years I have had ear problems, now it has come back to normal and I am so glad for my improvement from this course. Thank you for the knowledge that I gained. I have more vitality and energy than before. The whole day I am able to perform activities with happiness, greater focus and joy. I felt the state of transcending during my sleep had experiences of witnessing my dream. I am so confident about this training and will practice regularly and spread the knowledge to society. Thank you!

Soon we will post on the IMAVF platform a presentation on MYA that explains the mechanics and the effects proper practice has on our physiology.

Please see the [Upcoming Courses section](#) with details on the next Yoga Asana courses.

#### **Send us NEWS and UPDATES!**

IMAVF is here to serve you – and to help you spread the news of your successes. Maybe you have news, a success story, a testimonial from one of your clients, or even a practical tip about running your practice that you would like to share with your colleagues. Send your news to [editor@imavf.org](mailto:editor@imavf.org) with “news” in the subject line. Thank you!

# Marketing Tips to Keep Your Practice Growing

## Marketing Tips to Keep Your Practice Growing

### *What's the best way to grow your Maharishi AyurVeda Professional practice?*

The most successful individual practitioners and clinics use smart business-building techniques. In each issue we will give you a checklist of tips to help you build your practice.

We also invite you to share your marketing successes with fellow practitioners. Please email your tips and send them to [editor@imavf.org](mailto:editor@imavf.org) with "Tips" in the sub-ject line.

### Checklist: How well are you keeping track of your clients ?

- You keep a physical card or computer file on each client, with the list of their appointments and services they have received.
- You have both the email address and phone number of each client
- You always suggest a follow-up appointment at the end of each session
- You ask the client if it is OK for you to follow up in a month by email if the client is not yet ready to fix a date for the next appointment.
- You send them a thank-you email after each visit – and include a reminder about the appropriate guidelines for getting the most out of the session.  
(If you don't yet do this, consider including suggestions for post-session behaviors (drink more water, get extra rest, pay attention to \_\_\_\_\_, etc.) This email should also have a reminder about the next appointment or if no appointment was made, a one or two sentence summary of the benefits of follow-up appointments and an invitation for them to call or email)
- If the next appointment is within the next 10 days, you email a reminder 2-3 days before.
- You call them the day before the appointment and leave a brief friendly reminder message.
- If your client did not make a follow-up appointment, you email them 3-4 weeks later with an invitation to come in again. (Consider including in this email a brief summary of the benefits of follow-up sessions, and if possible, a testimonial quote about benefits from one or two of your other clients.)

**BONUS TIP:** Hand the appointment card (yes, a physical card!) to the client and ask them to fill in the time and date. (Research shows clients are more likely to remember the appointment if they write it down!)

Next issue's tip will be on how to get great testimonials from your clients.

**IMAVF Affiliates: See your success story published in our newsletter!**  
Email your news to: [editor@imavf.org](mailto:editor@imavf.org)

# Upcoming Courses



**22-25 September and 6-9 October, Austria**

## **Maharishi Yoga Asana Training Courses for Ladies**

The MYA 16-lesson course will be held in Austria at the same time at two different locations: Innsbruck, Tirol and Heiligenkreuz, Burgenland, led by Karin Wechselberger and Barbara Maria Gibiser. The course dates for both courses are:

MYA Block 1: 22-25 September

MYA Block 2: 6-9 October

All aspects of Yoga are considered in this course: Yoga Asana practice, Yoga Philosophy, traditional Yoga literature, Ayurveda principles, routine and diet.



**31 October – 21 November 2016, MERU, Holland**

## **Maharishi Light Therapy with Gems, Training Course Phase 2**

The goal of this advanced course is to strengthen experienced MLG practitioners to be even more successful in their endeavours to expand the range of the application of MLG.

IMAVF Affiliates receive a 10% reduction on MAV course fees at MERU in addition to other [Affiliate benefits](http://imavf.org/benefits/). [imavf.org/benefits/](http://imavf.org/benefits/) To register for the course, please apply at: [www.merucourses.com/event/maharishi-light-therapy-with-gems-phase-2/](http://www.merucourses.com/event/maharishi-light-therapy-with-gems-phase-2/)



**17 September 15:30 to 17:00 Maharishi Aroma Therapy Webinar**

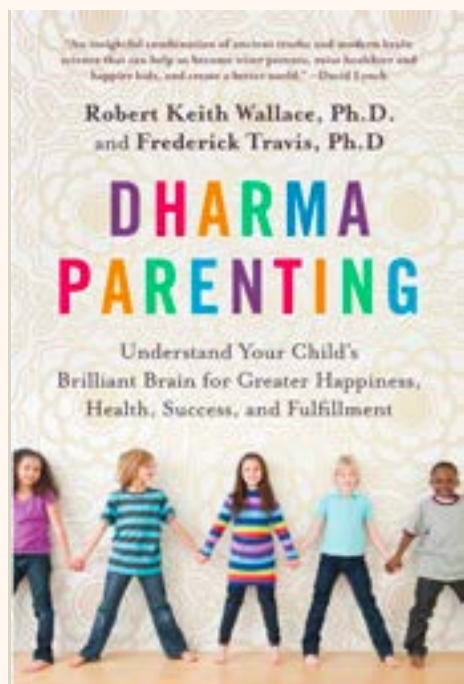
For MAT Practitioners Only: Claudette Maurin led this interactive webinar with an introduction on hydrolates, where they come from, and how to use them as a complementary MAT treatment. Includes suggested treatments for common disorders. Participants had a week to work with the new material before a follow-up Q&A webinar on Sept. 24.

To view the webinar [log in to your account](#), click on News & Events and Webinar Archives. If you are a MAT professional but not yet registered as an IMAVF Affiliate or Webinar Participant [please register here first](#) (Affiliates receive a 50% discount).

**Send us NEWS and UPDATES!**

IMAVF is here to serve you – and to help you spread the news of your successes. Maybe you have news, a success story, a testimonial from one of your clients, or even a practical tip about running your practice that you would like to share with your colleagues. Send your news to [editor@imavf.org](mailto:editor@imavf.org) with “news” in the subject line. Thank you!

# Valuable Resource and Research



## Parenting from an Ayurvedic Perspective *Dharma Parenting* Published August 2

MUM Professors R. Keith Wallace's & Fred Travis are renowned researchers into consciousness and the benefits of Transcendental Meditation; their new book on enlightened parenting – Dharma Parenting – has just been published.

This is the first book that features pioneering research into the neuroscience of child development, supported by profound insights from Ayurveda. This practical guide gives parents an insightful tour of their children's brains through contemporary science and ancient Ayurvedic typology (parents can „type“ their kids and themselves) for a wealth of methods and insights to maximize your child's learning and behavioral style.

Visit the Dharma Parenting website here. [www.dharmaparenting.com/](http://www.dharmaparenting.com/). Kindle and print versions available: <https://goo.gl/ExkszV>

Update: Special MUM Online Course on Dharma Parenting: 5-Lesson Course starts in October.  
[www.mum.edu/mum-online/short-courses/dharma-parenting/](http://www.mum.edu/mum-online/short-courses/dharma-parenting/)

## New Research Study by Fred Travis, PhD: Role of Transcending in Cognitive Development

Reported by Jim Karpen

A new paper by Professor Fred Travis in *the Annals of the New York Academy of Sciences* discusses how specific experiences help promote cognitive development at various stages as one grows, culminating in the experience of transcendence as a driver of further development once an individual reaches the adult stage of rational thought.

Citing research on cognitive development, Dr. Travis outlines how nurturing caregiving is crucial in the first two years, and how language learning is the driver of cognitive development for ages three to 10. During the teen years, problem-solving has been shown to be the driver. In Piaget's classic model of cognitive development, the final stage is adult abstract reasoning, which is characterized by hypothetical deductive reasoning.

However, Dr. Travis suggests that a further stage of development can be achieved and that the driver is transcending thought, which can result when practicing meditations in the automatic self-transcending category, the main practice in this category being the Transcendental Meditation technique.

Building on research of the late Dr. Skip Alexander, Dr. Travis suggests that to go beyond hypothetical deductive reasoning, one needs to transcend language. Quoting Dr. Alexander, Dr. Travis writes „An intervention to transcend language may be as necessary to cultivate higher states of consciousness beyond ordinary waking, as language learning was to developing adult thinking.“

Dr. Travis writes that in practicing the Transcendental Meditation technique, one transcends thinking and explores the source of thoughts. And just as research has shown that any experience changes the brain, so does this experience of transcending thinking „change one's experience of inner self and therefore transform how one experiences the world.“

He then cites studies showing that the practice of the Transcendental Meditation technique does indeed have an effect on cognitive development. Research on children has found greater psychological differentiation, general intelligence, self-concept, analytical ability, and general intellectual performance compared to controls. Studies on adults have found growth in ego development, higher moral reasoning, a more stable sense of self, greater openness to experience, and lower anxiety. [You can download the whole research paper here.](#)

# IMAVF Newsletter Editorial

Editorial Board:

**Dr. Rainer Picha, Dr. Walter Mölk, Lothar Pirc,  
Dr. Girish Momaya, Dr. Kingsley Brooks,  
Dr. John Fagan, Prof. Dr. Subhash Ranade**

Editor:

**Thomas C. Selleck**

Managing Editor:

**Silvia Hawkins**

Contributors:

**Vaidya Manohar Palakurthi, Eva Bergmann, Dr. Robert Schneider,  
Peter Brown, Dr. Fred Travis, Gudrun Buchzik**

Contributing Research Reporter:

**Jim Karpen**

Editorial Research:

**Martin Rickinger, Rolf Gründler**

PDF Newsletter Designer:

**Hans-Jürgen Metz and Monika Schwarz**

## Send Us Your News – and Your Ideas!

- Which topics or issues would you like us to report on?
- What results, news, discoveries or successes would you like to share?
- Share your news with other MAV professionals.
- We are eager to hear your suggestions for new articles or columns.

**Just email your news and ideas to:** [editor@imavf.org](mailto:editor@imavf.org)



The IMAVF newsletter is published every other month by  
IMAVF, Station 24. 6063 NP Vlodrop, The Netherlands.

**Send address changes to:** [editor@imavf.org](mailto:editor@imavf.org)

*Save the Date: 1-2 April 2017*



## **International Ayurveda Congress in London**

*Ayurveda - The Pursuit of Health, Happiness and Long Life*

You are warmly invited to attend the 2nd International Ayurveda Congress at the Novotel Hotel in London, 1-2 April 2017.

This congress promises to be one of the largest Ayurveda conferences in Europe. It is jointly organized by the International Maharishi AyurVedaFoundation, the All India Ayurvedic Congress, and the International Academy of Ayurveda.

Internationally renowned scholars from India, Europe and USA will present scientific research that showcases the effectiveness of Ayurveda in solving health challenges.

The list of keynote and guest speakers is still being finalised, but you can count on fascinating topics and outstanding speakers in many areas of Ayurveda.

***For congress details and schedule, and to register, please go to:***

**[internationalayurvedacongress.com](http://internationalayurvedacongress.com)**

***NEW: IMAVF affiliates will receive a 28% discount (110 £ savings) on the congress fee.***