Ayurvedic and Unani health and beauty products: Reworking India's medical traditions

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Illustration 1 (Chapter 1.1):
Tulsi (tulasi) or holy basil is one of the most sacred plants of India. It is an erect shrub having many branches and clothed with spreading hairs. The tall plant can be found in many Indian homes, is an essential part of worship and is used in different ceremonies such as weddings. Leaves and flowers have medical value and are employed for the treatment of many ailments such as cough, cold, dysentery, malaria, hepatic infections and skin diseases.
THE INDIGENOUS DRUGS OF INDIA:
SHORT DESCRIPTIVE NOTICES OF
THE PRINCIPAL MEDICINAL PRODUCTS MET WITH IN BRITISH INDIA:

BY
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PAMA PRIMLANE
THE CHRONICA BOTANICA
New Delhi-1 • India
1973

Illustration 2 (Chapter 1.2):
Cover of a book, first published in 1867, on 'Indian plant drugs' written by a Bengali pharmacologist who was in British government service. The publication wants to give information on the identity and medical value of the drugs found in Indian bazaars. As is common for these kind of works humoral concepts and classical pharmacological notions such as samyoga are hardly used in description and categorization. Confer the work of authors such as W. Ainslie, U.C. Dutt, R.N. Chopra and K.M. Nadkarni.
GERIFORTE®
syrup, tablets
HELPES PEOPLE
ADAPT TO STRESS

♦ Provides natural vitamins & minerals
♦ Induces cellular regeneration
♦ Counters fatigue
♦ Acts as an anti-oxidant
♦ Sets in a sense of well-being

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GERIFORTE
the antistress adaptogenic

Illustration 3 (Chapter 1.3):
Geriforte, Himalaya's cyavanapras and one of the firm's biomedical-provider drugs. The ad appeared in Probe, Himalaya's professional magazine.
Illustration 4 (Chapter 2.2.2):
Hamdard University. The exterior of the faculty of Islamic Studies and Humanities which harbors the library and a central dome decorated with the many names of God in Arabic calligraphy.
Zandu Bhattji, state physician of former states of Jamnagar and Navagar (Gujarat), started a rasasala in 1864 to supply medicines to his own patients. His grandson 'joined hands' with the Parikhs, a Gujarati business family, and in 1910 they together initiated the Zandu Pharmaceutical Works in Bombay.
The philosophy of holism believes in a way of life that is integrative. Where man is but a part of nature. And harmony, the essence of life.

Which is exactly what we have been emulating, as authentic practitioners of Ayurveda, ever since our inception over 90 years ago. Treating and curing countless patients, from around the globe. With an approach to medicine, and life, that is wholly holistic.

Because the principles of Ayurveda are but the philosophy of holism, in practice!

Illustration 6 (Chapter 2.2.5):
The Arya Vaidya Sala does not advertise its products. However, by presenting itself as the guardian of Ayurveda the firm draws the attention to its money-generating activities such as the production of classical medicines and the treatment of patients.
Illustration 7 (Chapter 3.1):
The preparation of ashokarisht by a small manufacturer in Kerala.
Illustration 8 (Chapter 3.1):
High tech asav preparation by Zandu in its Vapi (Gujarat) plant.
Illustration 9 (Chapter 3.2):
High Performance Liquid Chromatography in Zandu's laboratory in Bombay. Increasingly, modern technology defines Indian medicines and their ingredients.
Illustration 10 (Chapter 4.2):
The cover of a promotional brochure of Hamdard’s Rooh Afza. Images of traditional culture are among those evoked to frame the product.
Illustration 11 (Chapter 4.3):
The cover of a promotional brochure of Dabur. Tradition, modernity and nature are important themes in the marketing of Ayurvedic and Unani products.
Illustration 12 (Chapter 5.2):
Zandu uses this image of Lord Dhanvantari to convince consumers of the ‘purity and effectiveness’ of its medicines.
Illustration 13 (Chapter 5.3):
The temple on the hospital and factory premises of the Arya Vaidya Sala in Kottakkal (Kerala). Patients gather here to worship and socialize.