

From Ancient Ayurveda to Today's Technology

Tapping into the very basis of ayurveda, literally meaning “the science of life,” Ayush Herbs was founded in 1988 by ayurvedic and naturopathic physicians who believed in healthy living in body, mind and spirit, while simultaneously maintaining the highest quality control standards in the herbal supplement industry.

The Sodhi brothers, three practicing physicians, founded Ayush Herbs in the United States when they experienced difficulty finding products that were free of heavy metals and other dangerous contaminants. After trying products from reputable sources in India, they quickly found out that even these products were too contaminated to satisfy FDA requirements. As a result, the Sodhi brothers decided to begin growing their own herbs. Ayush's herbs are grown in the Himachal Pradesh region of the Himalayas, where indigenous herbs have been used for centuries in ayurvedic medicine. All of its herbs are grown and harvested to the highest quality specifications. Close attention is paid to each plant in every aspect, including the health of the plant, size of the root and timing of harvesting, to ensure optimal potency and quality.

Ayush Herbs also now boasts three product lines: Ayush Herbs for physicians to provide to their patients; R-UVED, offering ayurvedic formulations for consumers; and Ayush Pet Products, offering herbal formulations for pets. They are free of pesticides, insecticides, herbicides and chemical fertilizers, and carry certifications in organic and kosher practices, as well as ISO and good manufacturing practices (GMPs). But Ayush Herbs prides itself on offer-

Ayush Herbs Inc.

2239 152nd Ave. N.E.
Redmond, WA 98052
Phone: (800) 925-1371
Fax: (425) 451-2670
customerservice@ayush.com
www.ayush.com

ing much more than products.

“Our Ayush Herbs catalog in particular started as more product oriented; now we have incorporated more of the educational aspect, as well as what the professionals are looking for,” said Dr. Virender Sodhi, adding that other information offered includes everything from massage tips to breathing exercises. “It provides much more detail for ayurvedic and health care professionals with recommendations for usage, along with information such as contradictions and clinical research. It is a great deal more than simply a product catalog, and was a year in the making.”

Sustainability

The tribal peoples in the Himachal Pradesh region have long wild-crafted native species of plants. However, despite tribal traditions, Ayush Herbs recognized the importance of teaching sustainable practices to ensure the long-term health of these medicinal plants and of the people's way of life.

Throughout Ayush Herbs' history, these sustainability efforts and commitments have won recognition by the Indian government in the form of awards for providing outstanding services to society, technological innovation

and product excellence, as well as recognition of commendable entrepreneurship.

Ayush Herbs continues its commitment to its growers and their communities by providing jobs paying over the market wage; education about sustainable harvesting; community clinics free of charge for those who cannot pay; water facilities for areas that historically had none; and other services, including educational opportunities for the tribal communities in the Himachal Pradesh region.

While Sodhi explained that as a corporation, the company's goals are to increase sales and efficiencies, to promote ayurvedic awareness in general as a path to a healthy lifestyle, and for Ayush to become the leading the ayurvedic authority, the company has more lofty goals for the industry and how it fits in. “First and foremost, we'd like to increase the awareness of ayurveda, and demonstrate that we offer a brand that represents high quality based on a family grown, vertically integrated business model,” continued Sodhi. “We will continue with our green business model, a practice that we have followed since starting the company in 1988. We have always used organic or wild-crafted herbs, and have always ran our business in a green manner as much as possible since 1988.”

From teas to spices, essential oils to massage oils, consumer supplements to physician specialties, Ayush Herbs has distinguished itself as a leader in blending the ancient principles of ayurveda with the latest scientific technology to provide the highest quality products available for good health.



Dr. Shailinder Shodhi,
President of Ayush Herbs



Dr. Virender Shodhi, CEO of
Ayush Herbs

