

# COMPLEMENTARY AND ALTERNATIVE MEDICINE

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*Complementary and alternative medicine (CAM) is the term for medical products and practices which are not part of the standard medical care.*

*Integrative medicine is an approach to medical care that combines conventional medicine with CAM practices that have shown through science to be safe and effective. This approach often stresses the patient's preferences and it attempts to address the mental, physical, and spiritual aspects of health.*

*Conventional medicine is a system in which health professionals who hold an M.D. (medical doctor) or D.O. (doctor of osteopathy) degree treat symptoms and diseases using drugs, radiation or surgery.*

*It is also practiced by other health professionals such as nurses, pharmacists, physician assistants, and therapists. It may also be called allopathic medicine, biomedicine, Western mainstream, etc. Some conventional medical care practitioners are also practitioners. Standard medical care is treatment that is accepted by medical experts as a proper treatment for a certain type of disease and that is widely used by healthcare professionals. Also called best practice, standard of care and standard therapy.*

*Complementary medicine is used along with standard medical treatment but is not considered by itself to be standard treatment. One example is using acupuncture to help lessen some side effects of cancer treatment. Less research has been done for most types of complementary medicine.*

*Alternative medicine is used instead of standard medical treatment. One example is using a special diet to treat cancer instead of cancer drugs that are prescribed by an oncologist. Less research has been done for most types of alternative medicine.*

*For details about specific CAM therapies, NCI provides evidence-based Physician Data Query (PDQ) information for many CAM therapies in versions for both the patient and health professional.*

# *TYPES OF COMPLEMENTARY AND ALTERNATIVE MEDICINE*

- Scientists learn about CAM therapies everyday but there is still more to learn. This list is meant to be an introduction to what types of CAM are practiced but not an endorsement. Some of the therapies listed below still need more research to prove that they can be helpful.*
- People may use the term "natural," "holistic," "home remedy," or "Eastern Medicine" to refer to CAM.*

- *Mind-body therapies*

*These combine mental focus, breathing and body movements to help relax the body and mind. Some examples are*

- *Meditation: Focused breathing or repetition of words or phrases to quiet the mind and lessen stressful thoughts and feelings.*
- *Yoga: Ancient system of practices used to balance the mind and body through stretches and poses, meditation, and controlled breathing*



- *Tai Chi: a form of gentle exercise and meditation that uses slow sets of body movements and controlled breathing*
- *Imagery: Focusing on positive images in the mind, such as imagining scenes, pictures, or experiences to help the body heal*
- *Creative outlets: interests such as art, music, or dance*

- *Biologically based practices*

*This type of CAM uses things found in nature. Some examples are*

- *Vitamins: nutrients the body needs in small amounts to function and stay healthy*
- *Dietary supplements: products added to the diet that may contain ingredients such as vitamins, minerals and herbs to name a few*

- *Manipulative and body-based practices*  
These are based on working with one or more parts of the body. Some examples are
  - *Massage therapy:* A therapy where the soft tissues of the body are kneaded, rubbed, tapped, and stroked
  - *Chiropractic therapy:* A type of manipulation of the spine, joints, and skeletal system
  - *Reflexology:* A type of massage in which pressure is applied to specific points on the feet or hands, which are believed to match up with certain parts of the body

- *Energy healing*

*Energy healing is based on the belief that a vital energy flows through the body. The goal is to balance the energy flow in the patient. There's not enough evidence to support the existence of energy fields. However, there are no harmful effects in using these approaches. Some examples are*

- *Reiki: placing hands lightly on or just above the person with the goal of guiding energy to help a person's own healing response*

- *Therapeutic touch: moving hands over energy fields of the body or gently touching a person's body parts .*
- *Ayurvedic medicine: a system from India in which the goal is to cleanse the body and restore balance to the body, mind, and spirit. It uses diet, herbal medicines, exercise, meditation, breathing, physical therapy, and other methods.*

- *Traditional Chinese medicine: based on the belief that qi (the body's vital energy) flows along meridians (channels) in the body and keeps a person's spiritual, emotional, mental, and physical health in balance. It aims to restore the body's balance between two forces called yin and yang.*
- *Acupuncture is a common practice in Chinese medicine that involves stimulating certain points on the body to promote health, or to lessen disease symptoms and treatment side effects.*

*Naturopathic medicine: A system that avoids drugs and surgery. It is based on the use of water, light, heat and massage to help the body heal itself. It may also use herbal products, nutrition, acupuncture, and aromatherapy, natural agents such as air,*

# *The Safety of CAM*

*Some CAM therapies have undergone careful evaluation and have been found to be generally safe and effective. These include acupuncture, yoga, and meditation to name a few. However, there are others that do not work, may be harmful, or could interact negatively with your medicines.*



## *Natural does not mean safe*

*CAM therapies include a wide variety of botanicals and nutritional products, such as herbal and dietary supplements, and vitamins. These products do not have to be approved by the Food and Drug Administration (FDA) before being sold to the public. Also, a prescription isn't needed to buy them. Therefore, it's up to you to decide what's best for you. Some tips to keep in mind are below.*

*Herbal supplements may be harmful when taken by themselves, with other substances, or in large doses. For example, some studies have shown that kava, a herb that has been used to help with stress and anxiety, may cause liver damage which some people use for depression, may cause certain cancer drugs to not work as well as they should.*

*The National Institutes of Health (NIH) does make a distinction between complementary and alternative medicine. According to them, when it's used alongside traditional medicine, it's complementary.*

*When a licensed healthcare provider uses both alternative therapies and conventional medicine, then it's called integrative medicine.*

*Integrative medicine uses all therapeutic methods to ensure their patients are healthy. Over the years, many of these therapies have shifted into conventional medicine. Alternative therapies can be classified into many categories. The National Centre for Complementary and Integrative Health classifies complementary and alternative therapies*

*Nutritional approach: This includes any diets, dietary supplements, probiotics and herbs used in alternative and complementary therapies.*

*Physiological approach: This includes alternative therapy practices like meditation and hypnosis.*

*Physical approaches: This includes practices like acupuncture and massages.*

# *Ayurveda:*

*Research Shows Ayurveda focuses on using specific herbs, massages, and diet techniques to treat conditions. It's an ancient Indian practice and has been in use for thousands of years.*

*Ayurveda treatments typically involve a purification process, herbal remedies, special diets, yoga, massage, and meditation. Research shows that Ayurvedic medicine can help with conditions such as osteoarthritis, type 2 diabetes, and colitis (an inflamed colon) and certain conditions of Cancer also*

## *Meditation :*

*The practice of meditation has been used for many centuries. There are many types of meditation, but the primary aim of meditation practice is to help you focus your attention and achieve a state of calm and relaxation. This, in turn, can help you cope with*

## *Homeopathy:*

*Homeopathy involves using very watered-down substances to treat a host of ailments from asthma to high blood pressure. It's based on the principle that a substance that causes symptoms can also treat those symptoms.*

## *Acupuncture:*

*Acupuncture is a traditional Chinese medicine technique that involves sticking finely pointed needles in areas of your body known as acupuncture points. This practice has historically been used as a natural pain-relieving technique. It's believed that the needles stimulate specific nerves and muscles, which in turn release natural pain-relieving hormones in your body.*

*In a 2016 study, researchers found that acupuncture was somewhat effective in treating tension and chronic headaches*



## *Herbal Medicine:*

*With herbal medicine, parts of a plant such as its leaves, seeds, or roots are processed into treatment for conditions like chronic pain and allergies. Herbal medicine can come in different forms, from tea to lotions or pills and powders.*

*There's some controversy around the use of herbal medicine, as some of them could be harmful or react dangerously with conventional medication. Before trying out any herbal medicine it's important to inform your doctor.*

# *Uses of Alternative Therapies*

*About 30% of adults and 12% of children have used complementary and alternative therapies in the United States.*

*Alternative therapies have been either alongside or instead of traditional medicine to treat a host of conditions that affect you.*

*Alternative therapies like yoga, acupuncture, meditation, massage, and herbal remedies have been used to treat conditions like depression, anxiety, hypertension, and chronic pain.*

*Before starting an alternative therapy, speak to your doctor to ensure it doesn't interfere with any of your current traditional medicine plans.*

# *Are Alternative Therapies Safe and Effective?*

*More research needs to be done on the safety and effectiveness of alternative therapies. While some such as meditation, yoga, and massages have been used for years and are widely accepted in traditional medicine circles, others like homeopathy and Reiki are still met with scepticism.*

*In regard to safety, many alternative therapies have been used for centuries with little or no safety concerns. It's also essential to do extensive research into the safety and effectiveness of specific alternative therapies before opting for them.*

*Some alternative therapies like meditation, yoga, and acupuncture have been used for years and are considered safe and beneficial.*

*Even though your doctor is more likely to suggest conventional medicine for you, it doesn't hurt to get their opinion on an alternative therapy you want to try, before you do so.*

# AYURVED

The oldest Indian system of medicine with not only history but continued Tradition of health care since more than 5000yrs.

All other medical system are developed from the living science आयुर्वेदो मुतानाम

Always alive science have no change of principles since it's principles are based & correlated to meta physics of the universe.

It is a medical science where The preventive aspects & management aspects of all the diseases are well documented.

*It mention the prognosis diagnosis & management of all the present morbid diseases like BP, Diabetes (Type I & II) Heart & lungs disease and specially Cancer of several types It would be worthwhile to mention here that tomorrow Ayurved would be the drug of choice for Management of fatal & Life treating disease because more than 95% of the hidden treasure has not yet been explored Especially the plan of surgical intervention of various cancerous conditions along with its separate management plan are well versed in the texts but yet to be explored & re validated*

*Every disease could be cured by proper dietary planning both preventive & curative along with restriction of both Diet & habits*

पथ्ये सति गदार्तस्य  
किमौषाध निशेवनम ।  
पथ्येऽसति गदार्तस्य  
किमौषाध निशेवनम ॥

*Only this underline word explains all Ayurved medicines are naturals & suitable for in especially India as became our body & our plants are Co-operative to each other*

यस्य सस्यस्य यो जन्तुः ।  
तब्द्या बस्थी बघ हितम ॥

*Age knowledge (Science or Knowledge regarding Age to know about the healthy and unhealthiness about every moment of the age i.e. child, Youth & old etc. Every ten years change of age happens to be prepared to know about the change which is a must and to prevent & manage in Ayurved as Art & Science of life & living*



# *Diet & Life style*

*Un Compatible*

*Compatible*

*Disease*

*Wellness*

*Teaches  
Ayurved*

*Several Herbal Formulations could  
be used in different Conditions which  
are tested & effective*

**Each Cap Contains :**

separately extract of

*Nardastachys Jatamani* (BPN) 250mg

&

*Valeriana Willachi* (BPN) 250mg

**Indication :** Supportive in sleep disorder

**Dose :** Each 1 cap at bed time or as directed by physician



R & D since 1981

# jataman**SI**TAgara

**Neurohealth**



Marketed By :

**BG BOSS Pharma**

AB Apartment A6/23

Sector CS, Aliganj - 226420

6380117950, 7905211316

Produce of :

**DNA Formulations**

(GMP & ISO Certified Company)

Plot No.1832, Spur-751003

dnafomulations21@gmail.com





**Each Cap Contains :**

*Anacyclus Pyrethrum* (BPN) 250mg (generic)

&

*Asparagus adscendens* (BPN) 250mg (generic)

**Indication :** Neuro Supportive

**Dose :** One capsule each once or twice daily or as directed by physician.

# akarakaRA Musali Rasayan

R & D since 1981

Net Content - 30Caps each

ML No. - OR-377/AYUR

Batch No.-DNAH001

Mfg. date - 11 / 2022

Exp. date - 10 / 2024

MRP : Rs. 599/-

(including of all taxes.)

Marketed By :



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Ayurvedic Proprietary Medicine



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Composition -

Each 500mg capsule contains

Embelia Ribes ext. 250mg BPN

Curcuma Longa (high curcumin) - 250mg

BPN

# BI DANG NISA

Indication - *worms & skin problems*

Dose : Each cap twice daily in empty stomach or as directed by physician.

## Gut & Skin Health

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**Each Cap Contains :**

generic extract of

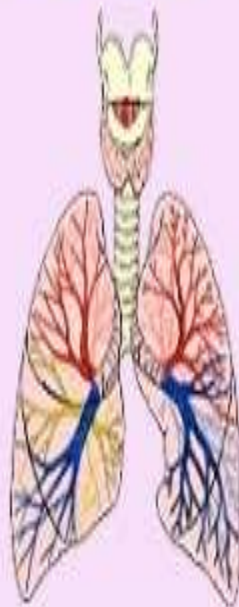
*Ephedra gerardiana* (BPN) 250mg

**Indication :** Bronchinal Asthma

**Dose :** 1cap ihory or hot infusion 2-3 times daily or as directed by the physician.

# SOMlata

## Capsules



**Lungs Health**



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Produce of :

**DNA Formulations**

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Plot No.1832, Spur-751003

dnafomulations21@gmail.com



## Composition -

Each Capsule contains separately  
extracts of:

*Centella Asiatica* - 250mg API

*Acorus Calamus* - 250mg API

Indication - Neuro-Psycho support

Dose - Each cap once at bed time  
with water or as directed by  
Physician.



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# BRAHMIA BACHA

(capsules)

## Brain Health

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**Ayurved Medicine**



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**Composition -**

**Each Capsule contains generic  
green leaf extracts of:**

***Ocimum Sanctum* - 250mg (BPN)**

# GREEN-Tulsi

**Indication - svash, kash**

**(capsules)**

**Dose - one cap bd/tds with honey or  
maybe boiled & infusion taken or  
as directed by Physician.**

**Lungs Health**

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**Each Cap Contains :**

*Comiphera Wighitti*

extract proessed with

*Ricimus Cuminis oip* - 500mg(BPN)

# E-Guggulu

CAP

**Indication :** Arthritis Supportive

**Dose :** One capsule at bed time or as directed by physician.

*Joint & Gut health*

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Ayurvedic Medicine



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Composition -

Each 500mg capsule contains :

Picrorrhiza Kurrowa ext. 250mg

Commiphora Wightii ext. 250mg

Indication - *Liver Support &  
Lipid metabolism*

Dose : Each capsule twice daily or as  
directed by physician.

# KUT<sup>KI</sup> GUGGULU

*Liver Health*

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**DNA**

## *Dasamula Kwatha Churna*

# Rootten - T

**Natural blend of  
Pure organic herbs**



**Ayurvedic Medicine R & D since 1981**

**Composition -**

**Each 10 gms contains :**

Bilva (Aegle marmelos Rt. Bk.	1 part
Shyonaka (Oroxylum indicum) Rt.Bk.	1 part
Gambhari (Gmelina arborea) Rt. Bk.	1 part
Patala (Stereospermum suaveolens) Rt.Bk.	1 part
Agnimantha (Premna integrifolia) Rt.Bk.	1 part
Brihati (Solanum indicum) Rt.	1 part
Kantakari (Solanum surratens) Rt.	1 part
Salaparni (Desmodium gangeticum) Rt.	1 part
Prushniparni (Uraria picta) Rt.	1 part
Gokshura (Tribulus terrestris) Rt.	1 part

**Indication -**

**Analgesic Anti inflammatory energetic Formula**

Ayurvedic Medicine



DNA

# Naagarmustaka

**Dose -** 1-2 caps twice / thrice daily or as directed by  
**Indication -** digestive system disorders & lipid disorders.

**Each 500mg cap contains -**

Zingiber officinale Rz250mg BPN

Cyperus rotundus Rz250mg BPN

(Garden fresh generic herbal preparation)



# Ayurvedic Medicine



## Jatiphala Churna

# Sunid

*Tab / Caps*

**Clinically tested.  
Safe and effective**



### **Composition -**

Each tab contains -

Myristica Fragrance fr. extract - 250mg(BPW)

**Indication -** *Mood Swing, Sleep disorder,  
Neuro muscular pain & anxiety.*

### **Dose :-**

One tab/cap at bedtime after food with  
water/milk or as directed by  
physician.

Ayurvedic Medicine

**Each Tab contains**

*Amorphopus Campanulatus(BPN)* dried extract 1gm

**Indication - Piles & Constipation**

**Dose :**

1-2 tabs twice daily or as directed by physician.



**SURAN**

**Tablets**

**Laxative  
& Stool softner**

## Ayurvedic Medicine

### Composition -

Each 5gms of powder contains -  
Albizia Lebbeck stembark BPN

### Indication -

*Cough, Flu, gingivitis, Lung Problem*

### Dose -

*5-10 gms to be boiled in 1 cup of water then filtered and taken with desired tunidag or as directed by physician.*



# Siris

**Anitoxidant  
&  
Detox herb**



## Ayurvedic Medicine

*Composition -*

*Each tab contains -*

*Parada - 9 parts*

*Gandhak - 5 parts*

*Rasa Karpoor - 9 parts*

*Sudha Gouripasana - 4 Parts*

*(Processed as per textual reference)*

*Indication :*

*Pakshaghata, Amavat, Kasa, Swasa etc.*

*Ref# Ayurved Sara Samgraha*

*Dose: Adult 1 tab twice daily or  
as directed by physician.*

*Children above 12 yrs :*

*1/4 tab twice daily or as  
directed by physician.*

*Keep out of reach of children*



**DNA**

**(MallaSindura 125mg)**

**Malla Vati**





**Ayurvedic Medicine**

**R & D since 1981**

**Composition -**

Each tab/cap contains -

Myristica Fragrance fr. extract - 250mg(BPN)

**Indication -** *Mood Swing, Sleep disorder, Neuro-muscular pain & anxiety disorder.*

**Dose :-**

One tab/cap at bedtime after food with water/milk or as directed by physician.

**Clinically tested. Safe and effective**



# JatiPhalaChurna

**Neuro Health**

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**Contains - Each 5ml :**

*Acorus Calamus*

generic extract powder 250mg(BPN)

honeybase.



R & D since 1981

# VachaMadhu

*Syrup*

**Indication :**

Cough, Sore throat, epilepsy, memory loss  
& neuro problems.

**Dose :** 1/4 + sf to 1/2 + sf 2-3 times daily  
or as directed by physician.

ISO & GMP Certified

Marketed By :



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## Ayurvedic Medicine

Each ml contains equal quantities of :

Curcuma longa Rz, ext. 250mg

(High Curcumin content)

Emblica officinalis, P.Ext 250mg

(Extracted from organic farm fresh amla)

Ref : Baisajya Ratnabali Prameha Chikitsa.

Indication : Improves Immunity, Anti inflammatory and useful in Viral infection, Bacterial infection, Fungal & Protozoal infection diabetes and all sorts of Prameha, Skin Problems like acne, wounds, leucorrhoea & U.T.I. etc.



DNA

# Nisaamlaa

Power of Vitamin - C & Curcumin

Anti Allergic & Antioxidant, Anti Diabetic, Anti Viral,  
Anti Fungal, Anti Bacterial, Anti Protozoal



*Clinically Tested. Safe and Effective*

Dosage : 2 tsf twice dally with water or as directed by the physician.

Net Content : 500ml

*Store in a cool and dry place.  
Protect from moisture & sunlight.  
Re-cap tightly after use. Keep out of reach of children*

Produce of :

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**Each Cap Contains :**

separately generic extract of  
*Picrorrhiza Kurrowa* - 500mg  
&  
*Phyllanthus Urinaria* - 500mg

**Indication :** Jaundice, Enlargement of  
liver & spleen.

**Dose :** one cap each twice daily or as  
directed by physician.



R & D since 1981

# KATUKI TAMMALAKI

**Liver Health**



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*Thanks*

*Get Closer 2 Nature*