



Going Back To The Roots, Finally!

Ayurveda has become the need of the hour as immunity defense led products are on everyone's mind

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Wellness became the buzzword as the pandemic redefined our lives. We were forced to rethink our food, health and sleep patterns the age-old wisdom of Ayurveda started to make a whole lot of sense. It was therefore no exaggeration to believe that there was reason in consuming herbs, roots and fresh vegetables and fruits; to sleep as the sun sets and exercise the mind and body too.

The added benefits of quick food could show its massive downturn as many grappled to survive the devastating effects of Covid-19. Amidst all this, many people have decided to return back to their roots. Some entrepreneurs were already talking about the beauty of Ayurveda and its great therapeutic and healing effects, even before the pandemic hit humanity. We spoke to a few such innovators.

Seven Springs

Born out of the love of Teas, Sejal Puri brought out concoctions that had self-healing properties, at a time when the world was looking for ways to get over the fears of falling ill. Her love for infusions got this young entrepreneur to develop into an unassuming tea connoisseur, as she rubbed shoulders with the Brits from early on in her working days. Her eureka moment happened after her pregnancy. "I needed to lose weight, feel good for my own self esteem. While I loved being a mother, I did want to look smarter in my skin. So, I startede trying tea infusions

which helped increase my metabolism and lose weight naturally"

The Coronavirus pandemic happened and her plans to introduce health and lifestyle benefits of natural ingredient-based infusions seem to fall in place. "I wasn't waiting for this to happen. I had been working on my own infusions for close to two years. But Ayurveda and self-healing never made so much sense than now," added Sejal Puri. Puri, while I stopped on the Tulsi Turmeric Tea in my afternoon discussion with her. Born out of the love of the earth, the proprietor went back to the Indian roots of Ayurveda and its power to help us combat viruses like Covid-19 by developing our own resilience. "So, we came out of concoctions that would act as immunity boosters," Sejal said.

Not talking off the cuff, Sejal now works with a passionate team that puts in several hundreds of trials before a concoction can be trademarked for Seven Springs. All the ingredients added by her are packed with many health benefits and each concoction is one of its kind. The new product line has something to suit every taste palate and aid with almost all sorts of ailments to keep people disease-free and ultimately elated. Most ingredients are found in your backyard- tulsi, turmeric, nutmeg, hibiscus, ginger, fennel, clove, marigold... enjoy your cuppa, get a dose of nature and ditch the caffeine, for a while!

