

# niche

PRESS RELEASE | September 2018

## **AYURVEDA FOR MEN**

**A source of spiritual and physical energy**

**Stressful job? Exhausted? Torn between career, family and day-to-day responsibilities and challenges? It's time to change tack and bring body, mind and spirit together in harmony before things get out of hand. Do this through your own efforts and with the help of European Ayurveda®: Ayurveda Resort Sonnhof's approach to the 5,000-year-old tried and tested philosophy tailored to western requirements. Come to Hinterthiersee in Tyrol and turn your back on burnout, metabolic disorders and depression. Take your first small steps towards great joy.**

The pace of life is getting faster and we are becoming ever more neglectful of our own and other people's needs, with serious consequences for health, wellbeing and vitality. It may be time to get off the hamster wheel, but how can we tackle everyday responsibilities, challenges of work and also have joyful and active lives?

### **A change of tack with European Ayurveda® for men**

Ayurveda's 5,000-year-old teachings on how to live a good and healthy life are now more relevant than ever. Men are particularly at risk of neglecting their health and the balance between body and mind as they negotiate the hectic treadmill of life and the pressure of expectation. No wonder we long for balance, harmony and fulfilment. However, there are relatively simple steps that can be taken to ensure your life is relaxed and happy. 'In our world, the demand for healthy lifestyle alternatives – especially Ayurveda – is constantly on the rise. Our guests travel to Tyrol from all over Europe in the search for more conscious ways of living and to improve their lifestyle sustainably,' say Johann, Christina and Elisabeth Mauracher, the pioneers of European Ayurveda®. In mountainous Hinterthiersee, the Mauracher family have established European Ayurveda® at Ayurveda Resort Sonnhof by adapting the Indian healing art to suit European needs and lifestyles. Tailored to local climatic conditions, culinary habits and modern work challenges, European Ayurveda® places great emphasis on scrutiny, recognition and understanding. Medical and health topics are explored and explained in detail to ensure guests are fully informed and happy to accept and implement recommendations.

### **Say goodbye to burnout, depression, etc.**

'Over the years we have closely observed the effects of Ayurvedic nutrition and treatments within a European cultural setting. We have used these experiences to develop new methods that combine several forms of healing and therapy,' explains Ayurveda specialist Christina Mauracher. For example, Ayurveda PLUS treatments deploy the Indian healing art in combination with acupuncture, kinesiology and manual therapy to achieve their healing objectives. The complementary healing methods provide balance and facilitate a deep healing process. Dr Sinop develops these methods at the Sonnhof specially adapted to the needs of stressed Europeans. While he is responsible for conventional and complementary medical methods of diagnosis and therapy, Gaurav Sharma is the Sonnhof's Ayurvedic mastermind. The best of both worlds – western and eastern therapeutic methods – go hand in hand to deal with modern lifestyle diseases such as burnout, metabolic disorders, migraines and depression. European Ayurveda® consultants and therapists take a holistic approach, treating illnesses not just superficially, but at the deepest level.

### **Balancing the Doshas**

Ayurveda is based on the assumption that all illnesses and personal/mental challenges are caused by an imbalance in the three 'humours', or constitutional types, of Vata, Pitta and Kapha. Illnesses and mental problems do not occur suddenly; they develop from habits that are harmful to our health. Negative thoughts and behaviours interrupt the flow of communication between the tissues, enzymes, genes, antibodies and

# niche

hormones. In turn, healthy habits encourage all-round wellbeing. The solution comes not from the outside world – this would also lead to unwelcome dependencies – but from within. Telling ourselves that ‘I’m not good enough’ and ‘I can’t do it’ makes us sick; positive beliefs keep us healthy. This significantly contradicts the approach of western medicine, which assumes that illness is caused by external factors. In Ayurveda, every person is gently guided to forge their own destiny. Modern western lifestyles increase Vata, which is why European Ayurveda® pays particular attention to Vata-reducing treatments.

## **The Ayurvedic man**

‘Men seek energy and clarity, and they love to be free and independent,’ say Christina and Elisabeth Mauracher. ‘Nothing is forbidden in Ayurveda. The focus is on enjoyment and everything in proportion. We provide an individual programme with clear recommendations based on the interaction between body, mind and spirit. Our analyses determine your dominant element, how you can achieve the perfect balance, how to support your essence and spirit, and the things you should avoid. We highlight your intrinsic needs and your physical and mental strengths and weaknesses. Ultimately, this helps you get to know yourself better, be more conscious of yourself and pay more attention to your desires, strengths and limits,’ say the Ayurveda specialists from Hinterthiersee. Through many years of Ayurvedic practice, the Mauracher family have seen that change is possible. They also say: ‘many of our guests have taken their first steps into a new life here at the Sonnhof. They suddenly see clearly what it is they want and find the courage and strength to embark on a journey of change.’

## **The new you**

In addition to reassessing your life and asking what makes you happy, what is good for you and what you need to be successful – all things that we tend to ignore during our busy everyday lives – there are some recommendations that apply to everyone:

- Find the right balance between relaxation and tension.
- Fresh air and getting ‘back to the roots’ are extremely important for clearing your mind.
- Silence and nature are the perfect setting for personal growth and development.
- Digital detox: put down your phone and look within instead.
- Allow yourself the freedom to do nothing, space to breathe and relax.
- Think life-affirming thoughts: you are what you think. Give up negative thoughts and beliefs to change your life.
- Be kind to yourself with treatments that relax and stimulate your body and nervous system. The herbal oils used in Ayurveda treatments penetrate deep into the tissue and take effect at every level – physical, mental and spiritual.
- Yoga, meditation and mental detox promote introspection and a journey to the self.

## **It’s pretty easy! Tips for a healthy lifestyle with Ayurveda for men**

- In the morning, drink a cup of hot water, have a light, warm breakfast and do some relaxing exercises.
- Do a short breathing meditation (2 to 5 minutes).
- Have a warm shower and choose clothing that will help you feel good.
- Make lunch your main meal, do not drink with your food and avoid cold drinks as a rule.
- Empty your bladder and bowels regularly.
- Eat a light evening meal and relax. Less is (usually) more.
- Clean your tongue with a scraper, rub warm oil into your body and go to sleep early.

# niche

## About the Ayurveda Resort Sonnhof

Guests at the Ayurveda Resort Sonnhof in Hinterthiersee are offered a holistic medical Ayurveda break based on European Ayurveda® and the three pillars of health: Ayurvedic Nutrition, Yoga, and Diagnosis & Treatment. Rather than treat symptoms superficially, they are dealt with at root level by restoring the balance of Doshas via targeted therapies and remedies. The comprehensive programme ranges from the AyurDetox short detox treatments and Fountain of Youth Rejuvenation Weeks to the Rasayana and Panchakarma treatments. At all times during their stay, guests are given advice and encouragement by the Sonnhof team of experts, which includes Ayurveda specialist Gaurav Sharma from India and Dr Alaettin Sinop, a conventional GP and specialist in naturopathic medicine. A fully supervised Yoga and meditation programme forms a daily part of every treatment option at the Sonnhof. The Ayurveda Resort's own culinary brand, European Ayurvedic Cuisine©, forms an equally fundamental component of the Sonnhof which takes into account the nutritional principles of Ayurveda and appeals to European tastes by utilising first-class products sourced from the Resort's own organic farm as well as the region's markets and food producers.

Reservations: [www.sonnhof-ayurveda.at](http://www.sonnhof-ayurveda.at)

Download images:

<https://www.flickr.com/photos/marketing-deluxe/collections/72157623381491743/>

- **niche destinations** is a travellers' kaleidoscope for distinctive places with attitude, owned and managed by like-minded independent individuals, proud of their heritage and assertive about their future.
- **niche destinations** promotes pioneering health retreats, must-go gourmet restaurants, quirky Alpine lodges & hideaways, ski nirvana, mountain Spa paradise, a mysterious encounter with Atlantic Morocco, hidden gems of local art & culture and the glorious beauty of nature.
- **niche destinations** stands for a discovery of the unexpected, a sense of place, responsible & sustainable tourism, relaxed surroundings, understated elegance and generosity as a mind-set.

## PRESS CONTACT niche destinations | marketing deluxe

**Claudia Reichenberger** | Managing Director | [claudia.reichenberger@marketing-deluxe.at](mailto:claudia.reichenberger@marketing-deluxe.at)

**Marlene Fuchs** | Senior PR Consultant | [marlene.fuchs@marketing-deluxe.at](mailto:marlene.fuchs@marketing-deluxe.at)

Wopfnerstrasse 9, 6130 Schwaz/Tyrol, Austria

T + 43 5242 61115

[press@marketing-deluxe.at](mailto:press@marketing-deluxe.at)