



Biodhan

Cure seasonal allergy in natural way ...

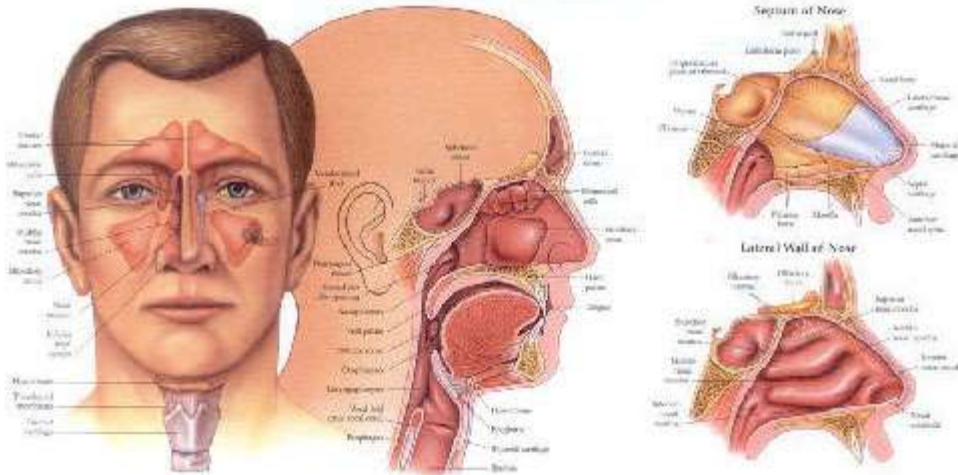
Seasonal Allergy - No Cure?

- Most allergy medicines (Claritin, Flonase etc.) treat only symptoms.
- They do not address the root-cause.
- They have side-effects.
- Often the relief is not 100%.
- People use these medicines throughout their life.



Existing Alternative Solution

- Nasal irrigation (Jala-neti)
 - Available at Pharmacies
 - Online videos etc.



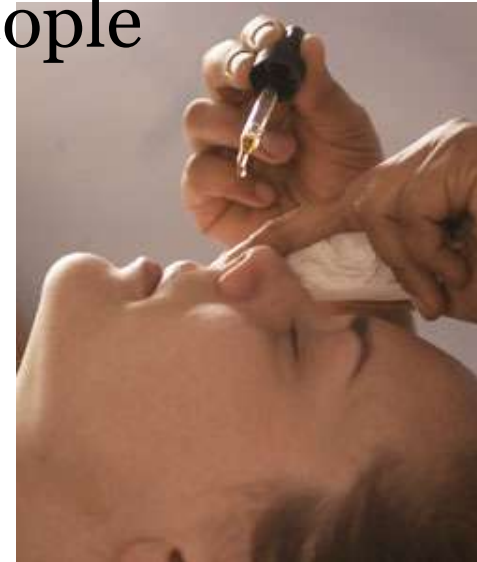
Issues with Existing Solutions

- Difficult to learn through online videos
 - Water : going into the nose is little scary
- The proper techniques are not provided
 - How to remove the excess water?
 - Forceful breathing techniques and postures
 - How to oil the nasal passages
 - Water dries the nose
 - Nasya moisturizes nostrils following neti-pot regimen

Ayurdham Solution

Seasonal Allergy + Dry Nose

- Jala-neti is overwhelming for many people
- Customized herbal oil (nasya)
 - Based on season only
- Nasya oil has many other benefits
 - Cleanse the sinuses
 - Helps in headache/mental lethargy
 - Improves resistant to illnesses and allergens
 - Moisture for dry nose during winter season
 - Helps in nose-bleeds
 - Ease breathing/insomnia



Nasya Bottles

- Based on season only
 - Summer, Fall/Winter, Spring
 - QR Code takes to web-site for detailed information
- The idea to customize for body constitution is dropped
 - Difficult to implement
 - Too many nasya variations

