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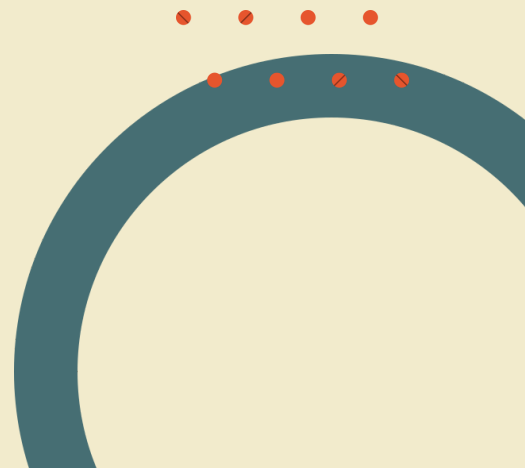


Bikalp Herbals



# SUMMER WELLNESS BOOKLET

DIGEST BETTER. LIVE LIGHTER.



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# BIKALP HERBALS: A LEGACY OF SCIENCE AND SIMPLICITY

Bikalp Herbals is the result of a unique collaboration between two generations—Dr. V. K. Lal and his daughter Stuti Lal—bringing together deep scientific knowledge and modern entrepreneurial vision.

Dr. Lal, an IIT-BHU alumnus, devoted his life to integrating Ayurvedic wisdom with scientific rigor. From researching medicinal plants across India to serving in key national roles, including CCRAS under the Ministry of Ayush, he contributed significantly to the standardization of Ayurvedic medicines, including developing monographs for the Ayurvedic Pharmacopoeia of India. During COVID-19, his scientifically standardized kadha highlighted the importance of reliability in Ayurveda—an idea that laid the foundation for Bikalp Herbals.

Building on this legacy, Stuti Lal, with a background in business analytics and experience in education and technology, founded Bikalp Herbals to create simple, effective, and trustworthy health solutions for modern lifestyles. Supported by premier institutions like IIM Kashipur, CSIR-IITR, and MANAGE Hyderabad, and guided by industry experts, she has shaped the venture into a forward-looking, innovation-driven startup.

Together, their journey represents a powerful blend of tradition and modernity—making Ayurveda accessible, practical, and relevant for everyday life.

“Eat from the heart... Digest with ease”

A philosophy where science, tradition, and lifestyle come together.

## Bikalp Herbals

*Digest Better. Live  
Lighter.*



# WELCOME TO

## SMARTER SUMMER

## WELLNESS

02

Summer brings warmth and vitality, but it also challenges your body in unique ways. As temperatures rise, your digestive fire—known as Agni in Ayurveda—naturally weakens. This seasonal shift affects how you process food, absorb nutrients, and maintain energy throughout the day. Understanding this ancient wisdom helps you work with nature, not against it, for optimal wellness.

The summer heat doesn't just make you feel tired—it fundamentally changes how your body functions. Your metabolism slows to conserve energy, digestion becomes sluggish, and toxins can accumulate more easily. Many people experience bloating, fatigue, and low energy during summer months without understanding why. At Bikalp Herbals, we believe that true wellness begins with understanding these natural rhythms and supporting your body through each season.

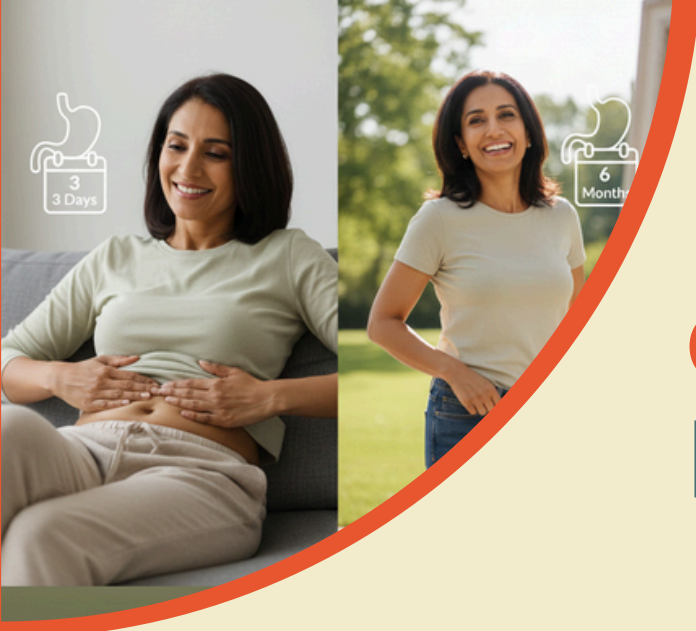
This booklet is your guide to thriving during summer. Discover how to support your digestion, boost your energy naturally, and embrace the cooling wisdom of Ayurveda. When you digest better, you live lighter—and that's what summer wellness is all about.

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### **Bikalp Herbals**

*Digest Better. Live Lighter.*





# CORE & PHILOSOPHY

## AGNI

In Ayurveda, Agni is your digestive fire—the transformative force that converts food into energy, vitality, and consciousness. A strong Agni doesn't just digest food; it processes emotions, thoughts, and experiences. When Agni burns bright, you feel light, energetic, and clear-minded. When it weakens, toxins (Ama) accumulate, leading to sluggishness, bloating, and imbalance.

## WHY IT MATTERS

- Eating healthy isn't enough—you must digest well to truly nourish your body and mind.
- Strong digestion transforms nutrients into usable energy and cellular vitality.
- Weak digestion creates toxic buildup that affects immunity, mood, and long-term health.
- Summer heat naturally disturbs Agni balance, making mindful digestion even more essential.

## OUR PHILOSOPHY: FROM ILLNESS TO WELLNESS

Most people only visit a doctor during emergencies or for acute cases. However, our goal is to keep you healthy and thriving in your daily life. We focus specifically on your Daily Wellness and Digestion. When your gut health is optimized and your lifestyle is balanced, you can stay away from illnesses in the long run.

**The Doctor:** Handles emergencies and acute medical cases.

**Our Role:** We help you improve your everyday health and lifestyle habits.

**Doctors treat the crisis; we treat the lifestyle.**



## ANCIENT WISDOM

In Ayurveda, everything in the universe—including our bodies—is composed of five fundamental elements: Earth (Prithvi), Water (Jal), Fire (Agni), Air (Vayu), and Space (Akash). These elements combine to form our physical constitution and govern all bodily functions.

## THE FIVE ELEMENTS

Earth provides structure and stability. Water governs fluidity and nourishment. Fire controls transformation and metabolism. Air enables movement and circulation. Space creates room for growth and expansion. Together, they form the blueprint of life itself.



## BALANCE IS KEY

When these five elements are in harmony, we experience optimal health, vitality, and mental clarity. Imbalance leads to discomfort and disease. Summer's intense heat can disturb this delicate equilibrium—making elemental awareness essential for seasonal wellness.

# PANCH TATVA



# THE ROLE OF AGNI IN DIGESTION

Agni is your metabolic fire—the vital force that transforms food into energy, nutrients, and consciousness. When Agni burns bright, it efficiently converts what you eat into fuel for your body and mind, ensuring every cell receives proper nourishment. This digestive fire is the foundation of all metabolic processes in Ayurveda.

Strong Agni eliminates Ama (toxins) from your system, strengthens immunity, and maintains internal balance. When your digestive fire is robust, you experience vibrant energy, clear thinking, and natural disease resistance. Weak Agni leads to incomplete digestion, toxin buildup, fatigue, bloating, and compromised immunity.

Summer heat naturally disturbs Agni's delicate balance. The external warmth can either overstimulate or weaken your digestive fire, leading to seasonal discomfort. Understanding this rhythm helps you adapt your diet and lifestyle to maintain optimal digestion throughout the warmer months. Balance your Agni, balance your life.

TRANSFORM

PURIFY

BALANCE



# WHY DIGESTION MATTERS



## ENERGY

Strong digestion transforms food into vital energy that powers your day. When your Agni is balanced, you feel naturally energized without relying on stimulants or caffeine.

## IMMUNITY & WELLNESS

Your digestive system is the foundation of immunity. A balanced gut strengthens your body's natural defenses and supports long-term wellness.

## MENTAL CLARITY

A healthy gut directly influences your mind. Poor digestion creates Ama (toxins) that cloud thinking and reduce focus. Clear digestion means a clear, sharp mind ready for life's challenges.

**Remember: A healthy gut is the foundation of a healthy life.**



# 7-DAY ADAPTATION ROUTINE

Reset your digestion. Align with summer.  
Feel lighter—day by day.

Summer wellness isn't achieved in a single step—it's built through small, consistent habits. This 7-day routine helps your body gradually adapt to seasonal changes, strengthen Agni, and restore balance without overwhelm.

DAY  
1

## LIGHT START

- Begin your journey by simplifying your meals.
- Choose light, easy-to-digest foods like fruits, khichdi, and steamed vegetables.
- Avoid heavy, fried, or overly spicy meals.

DAY  
2

## HYDRATION RESET

- Focus on mindful hydration.
- Introduce herbal waters, infused drinks, or cooling beverages throughout the day.
- Sip slowly instead of gulping.

DAY  
3

## MINDFUL EATING

- Eat without distractions.
- Chew thoroughly and allow your digestive system to engage fully.
- Notice how your body feels after meals.

DAY  
4

## SUPPORT YOUR AGNI

- Add gentle digestive aids—like warm water after meals or herbal support.
- Avoid overeating and maintain a 3–4 hour gap between meals.

DAY  
5

## COOLING PRACTICES

- Incorporate cooling habits like pranayama, short rest during peak heat, and lighter dinners.
- Reduce caffeine and processed foods.

DAY  
6

## ROUTINE ALIGNMENT

- Stabilize your daily rhythm.
- Eat meals at consistent times and sleep early to support digestion and recovery.

DAY  
7

## COMPLETE THE RITUAL

- Follow the full cycle: Eat → Digest → Sip
- Reflect on how your body feels—lighter, calmer, and more balanced.

## — CLOSING THOUGHT —



*Small shifts create lasting transformation.  
When you align with nature, your body responds with ease.*



# ADAPTATION CHECKLIST

Track your rhythm. Stay consistent. Feel the difference.

Use this simple checklist to stay aligned with your 7-day routine.

Small checkmarks. Big shifts.



## DAILY HABITS

- Ate light, easy-to-digest meals
- Stayed well hydrated (herbal / infused drinks)
- Practiced mindful eating (no distractions)
- Maintained gaps between meals
- Avoided overeating



## COOLING PRACTICES

- Included cooling foods or beverages
- Took rest during peak heat
- Reduced caffeine / heavy foods
- Practiced calming breath or stillness



## ROUTINE ALIGNMENT

- Ate meals on time
- Had a light dinner
- Slept on time
- Followed a calm daily rhythm

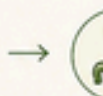


## DIGESTIVE RITUAL

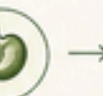
- Followed: Eat → Digest → Sip
- Noticed how my body feels after meals



EAT



DIGEST



SIP



## END OF DAY REFLECTION

- Felt lighter and less bloated
- Energy levels were stable
- Mind felt clear and calm

## Signature Note

Consistency creates clarity.  
Check in daily. Transform naturally.



# SUMMER WELLNESS ESSENTIALS



## HYDRATE WITH PURPOSE

Summer demands mindful hydration. Choose beverages that do more than quench thirst—opt for herbal infusions and Ayurvedic coolers that support digestion and maintain electrolyte balance naturally.

## EAT LIGHT, FEEL LIGHT

During summer, your Agni (digestive fire) naturally decreases. Honor this by choosing lighter, easily digestible foods—fresh fruits, cooling vegetables, and simple grains that nourish without overwhelming your system.



## BALANCE YOUR ENERGY

Summer's heat can deplete vital energy. Practice mindful rest during peak hours, embrace cooling pranayama, and maintain a gentle daily routine. Small, consistent habits create lasting wellness throughout the season.



# SUMMER

## RITUCHARYA

## BEVERAGE

Ritucharya means "seasonal regimen" in Ayurveda—the ancient practice of aligning your diet and lifestyle with nature's rhythms. Summer brings intense heat that can deplete your body's fluids and disturb your digestive fire. Our Summer Ritucharya Beverage is crafted following these time-tested principles, combining cooling herbs with digestive spices to help your body adapt naturally to the season's demands.

This isn't just another summer drink. It's a thoughtfully formulated blend that honors centuries of Ayurvedic wisdom while meeting modern wellness needs. Each ingredient is selected for its cooling properties (Sheeta Virya) and ability to support healthy digestion without suppressing your natural Agni. The result is a beverage that hydrates deeply while promoting nutrient absorption and gentle detoxification.

Don't just hydrate—hydrate intelligently. When you drink with purpose, every sip becomes an opportunity to nourish your body, support your digestion, and maintain the delicate balance that summer heat tends to disturb.

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### Seasonal Wisdom

*Bikalp Herbals*



# SUMMER COOLERS



1 Mint Cooler

Tulsi-Mint Cooler



2



3

Mango Mint

Watermelon Cooler



4

Cooler



5

Lemon Ginger Cooler

# KHAO-PACHAO SIP

## BENEFITS

Khao-Pachao Sip is your daily digestive companion, crafted with Ayurvedic wisdom. It reduces gas and bloating naturally, improves digestion after every meal, boosts energy levels throughout the day, and supports gentle detoxification. Experience lighter, more comfortable digestion with every sip.

## DAILY RITUAL

- **Eat → Digest → Sip:** The simple three-step ritual for better digestion.
- Enjoy your meal mindfully and let your body begin the digestive process.
- Allow 15-20 minutes for natural digestion to start working.
- Sip Khao-Pachao to support complete digestion and nutrient absorption.
- Make this ritual a daily habit for lasting digestive wellness.



# WELLNESS SIP COLLECTION



1

Wake-Up Sip

BreatheEase Sip

2



3

AYU-Immune Sip

Khao-Pachao Sip

4



5

D-Stress Sip

At first glance, digestion and a wearable device may seem unrelated. But your body functions as a connected system—when digestion is disturbed, subtle physiological signals begin to shift. Fitbit helps you see these patterns early.

## 1. Resting Heart Rate & Gut Stress

An unhealthy digestive system—gas, bloating, heaviness—can activate stress responses in the body.

Slightly elevated resting heart rate

Feeling uneasy after meals

**Often reflects that the gut is under strain**

## 2. Sleep Disturbance After Meals

Poor digestion commonly disrupts sleep quality.

Restless sleep

Frequent waking

Reduced deep sleep

**Late-night heaviness or acidity often shows up as poor sleep data on Fitbit**

## 3. Low Energy Despite Eating

When digestion is weak, food is not efficiently converted into usable energy.

Fatigue even after meals

Midday energy crashes

**Fitbit may show low activity levels or poor readiness.**

## 4. Heart Rate Variability (HRV) & Gut Balance

The gut and nervous system are closely linked.

Low HRV → reduced adaptability

Often seen with digestive discomfort, irregular eating, or stress

**Indicates imbalance in the gut-brain axis.**

## 5. Post-Meal Body Signals (Subtle but Important)

Watch for patterns:

Increased heart rate after eating

Lethargy or heaviness

Reduced movement after meals

**These are early signs of inefficient digestion.**

## What Fitbit Cannot Tell You

- Fitbit does not diagnose conditions like:
- Acidity
- Irritable Bowel Syndrome
- But it highlights patterns that often accompany them.

## Connecting to Daily Wellness

- From Signal → Understanding → Correction
- Fitbit shows how your body reacts
- Your routine determines how your body recovers

**This is where a structured, gentle approach like Dip-n-Sip fits naturally:**

- Supports digestion throughout the day
- Helps reduce heaviness and irregularity
- Aligns with your body's daily rhythm





















## Key Takeaway

- Your digestion may not speak loudly—but your body always signals.
- Fitbit helps you notice the signals.
- Your daily habits help you correct them.

# What Your fitbit Is Telling You About Your Metabolism



Your body gives signals every day.  
Fitbit helps you see them.

 FITBIT DATA	BODY SIGNAL	WHAT IT MEANS	 DAILY CORRECTION
 <b>High Resting Heart Rate</b> (RHR)	 Body under stress	 Sluggish metabolism	 Light, digestible diet + hydration
 <b>Low HRV</b> (Heart Rate Variability)	 Poor adaptability	 Metabolic strain	 Calm routine + herbal infusions
 <b>Poor Sleep</b> (Quality / Disturbances)	 Incomplete recovery	 Hormonal imbalance	 Cooling evening habits
 <b>Low Energy</b> (Fatigue / Tiredness)	 Inefficient fuel use	 Weak digestion	 Sip-based metabolic support (Dip-n-Sip)

## YOUR BODY SPEAKS IN PATTERNS

-  Not a disease yet
-  Not visible in reports
-  But already affecting energy, digestion, and mood



Early signals often lead to:



Metabolic Syndrome



Type 2 Diabetes

## FROM SIGNALS TO BALANCE



Track with technology  
Fitbit shows the imbalance

Correct with tradition  
Dip-n-Sip restores the rhythm

**bikalp**<sup>®</sup>  
HERBALS  
**DIP-n-SIP**

Daily. Simple. Effective.  
For Real-Life Balance.



**Balancelife** = Balance + Rhythm + Lifestyle

Not perfect balance. Real-life balance that fits your daily routine.



Nature  
Trusted



Science  
Backed



Daily  
Sustainable



You  
Empowered

# The Bio-Feedback Bridge

## Sync Your Bio-Data with Herbal Wisdom

Use your Fitbit to bridge the gap between ancient Agni and modern science.

### 1. Digestion & Sleep

- **The Check:** Monitor your Sleep Score and Restoration levels.
- **The Insight:** Low scores indicate a sluggish Agni due to high systemic stress.
- **The Ritual:** Enjoy a Khao-Pachao Sip earlier in the evening to ensure complete digestion before rest.

### 2. Stress & Hydration

- **The Check:** Track your Heart Rate Variability (HRV) trends.
- **The Insight:** A drop in HRV suggests your body is struggling with summer heat or dehydration.
- **The Ritual:** Regulate your internal temperature with a cooling Mango Mint Cooler.

### 3. Smart Recovery

- **The Check:** Sync Active Zone Minutes with your daily energy levels.
- **The Ritual:** Use Fitbit Silent Alarms for "Sip Reminders" to maintain your summer wellness consistency.

**The Result:** Use your Health Metrics Dashboard to see the proof—improved HRV and stable Resting Heart Rate (RHR) through balanced Agni.





# BRAND

# & PROMISE

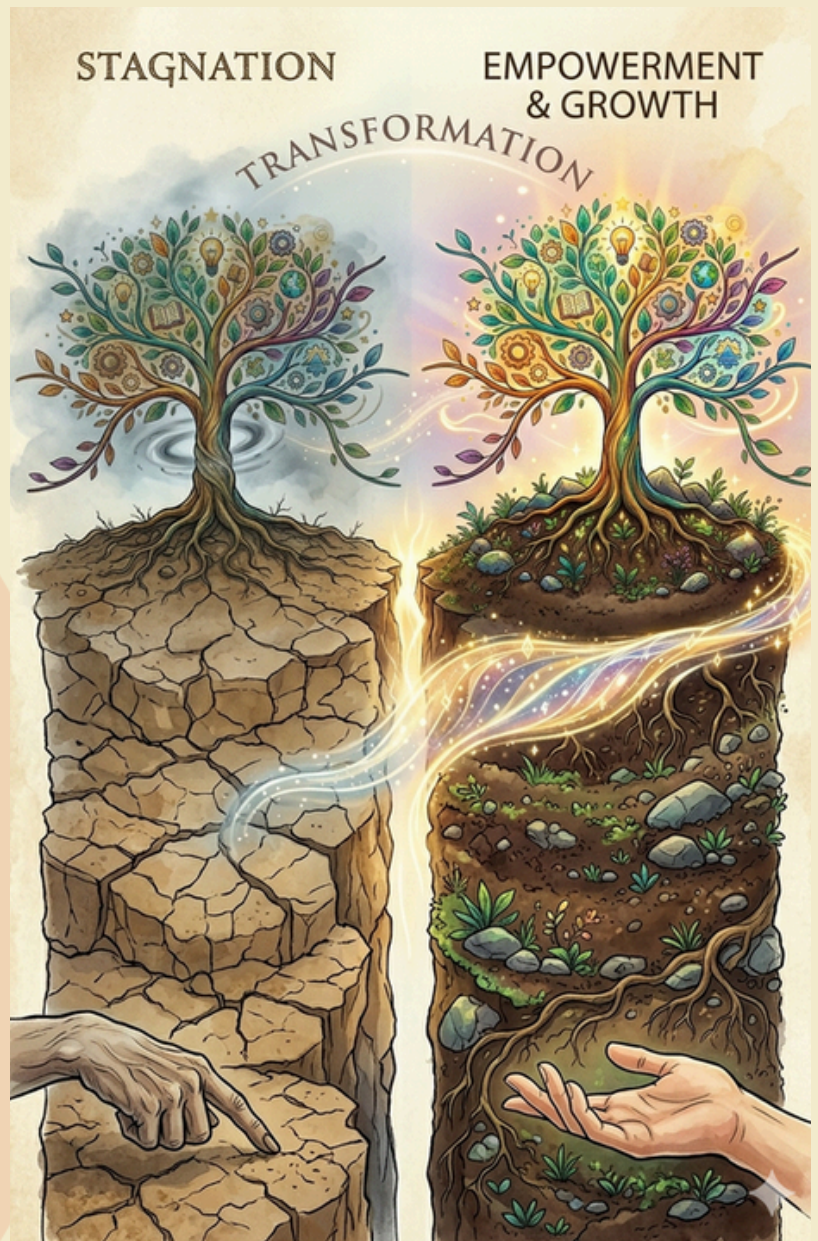
## OUR PHILOSOPHY



Rooted in Ayurveda. Designed for Today. Simple. Natural. Effective. At Bikalp Herbals, we believe ancient wisdom should serve modern lives. Our formulations honor time-tested Ayurvedic principles while fitting seamlessly into your daily routine. No complicated rituals—just pure, purposeful wellness.

## YOUR TRANSFORMATION

- Small habits lead to big health transformation.
- Light body. Clear mind. Balanced life.
- Don't just eat better—digest better.
- Preventive Healthcare. Simplified.



# CONNECT WITH US



## Sustainability You Can Taste

Our commitment to your health extends to the planet.

- **Plastic-Free Infusions:** Every Khao-Pachao bag is crafted from 100% plastic-free paper.
- **Eco-Friendly Packaging:** We prioritize sustainable materials to ensure your wellness routine leaves no footprint.
- **Ethical Sourcing:** By choosing Bikalp, you support small herbal farmers and traditional agriculture.

## Simple Summer Relief

While we honor the ancient wisdom of Agni (your inner digestive fire), our goal is simple: helping you feel better every day.

- **Beat the Bloat:** Specifically formulated to provide rapid relief from summer gas and heaviness.
- **Cool Your Gut:** Gently rebalances your system after spicy or heavy meals.
- **Accessible Wellness:** Designed for everyone, from busy professionals in the city to families in Tier 3 and 4 regions.

## Order Your Wellness Pack

**Ready to transform your digestion this summer? Get your Khao-Pachao and the full Wellness Sip Collection delivered to your doorstep.**

- Call/WhatsApp to Order: 9897210865
- Official Website: [www.bikalpherbals.in](http://www.bikalpherbals.in)
- Manufacturing Hub: Crafted with care at, Lucknow.

**Note: Bikalp Herbs Dip-n-Sip is a registered trademark and represents our commitment to quality in every cup.**



WEBSITE

[WWW.BIKALPHERBALS.IN](http://WWW.BIKALPHERBALS.IN)



PHONE

+91 9897210865



EMAIL

[STUTI.LAL@BIKALPHERBALS.IN](mailto:STUTI.LAL@BIKALPHERBALS.IN)



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