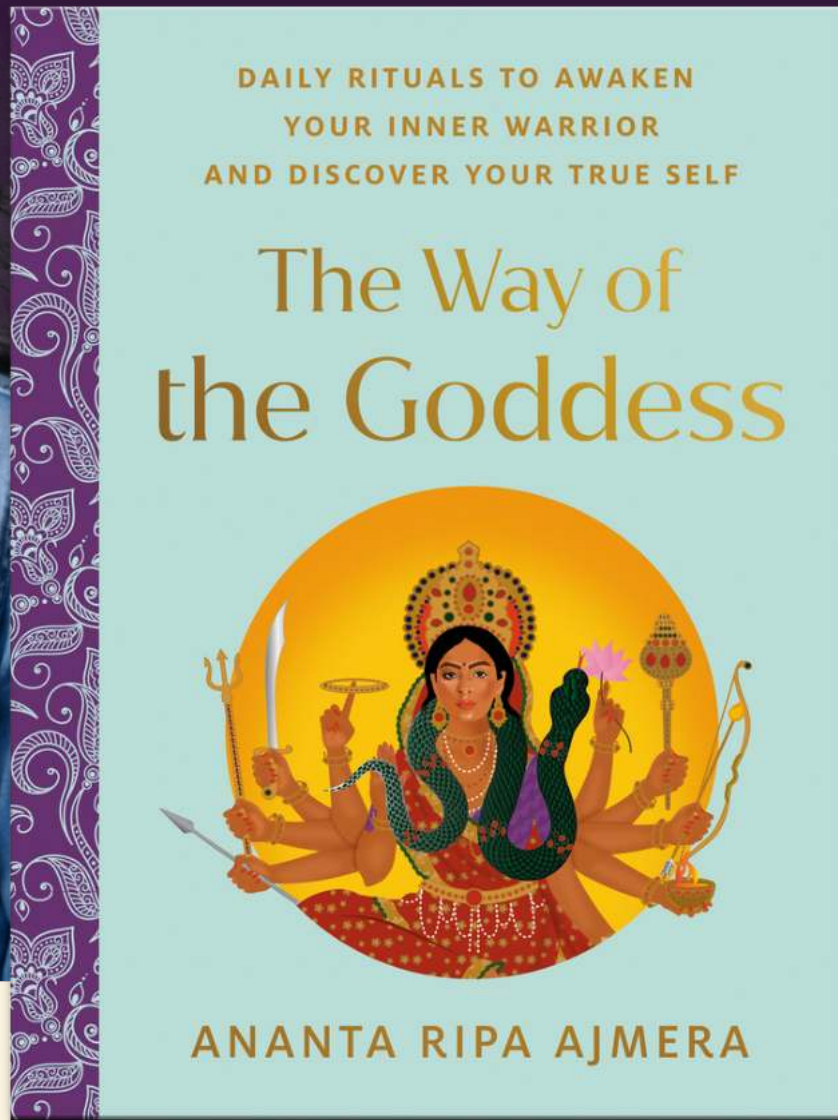


Ananta Ripa Ajmera

Award-Winning Author, Spiritual Teacher, Ayurveda Practitioner, Yoga Instructor, Podcast Host, Co-founder and CEO of The Ancient Way



Press Pack

2023

ABOUT THE BOOK

A Hero's Journey from a Divine Feminine Perspective

Become the hero of your own spiritual journey with empowering daily rituals from the ancient Indian goddess tradition

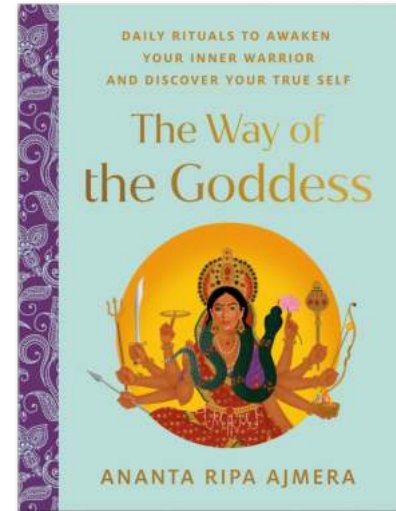
The Way of the Goddess – by Ananta Ripa Ajmera

Inspired by the nine-night fall goddess festival of Navratri from the ancient Vedic spiritual tradition that gifted the world Yoga and its sister science Ayurveda, *The Way of the Goddess* is an invitation to embark upon your own sacred hero's journey. Author and spiritual teacher Ananta Ripa Ajmera shares her story of how she overcame trauma and all forms of abuse with the spiritual power of love, to give you a roadmap to reclaim your own power.

Weaving together mythological storytelling, memoir, and inspired rituals, this is a step-by-step guide to balance each of your chakras. Each chapter leads you through simple daily rituals to reclaim nine spiritual superpowers, of stability, creativity, transformation, love, voice, intuition, truth, rejuvenation and intention. Along the way, you'll meet nine mythological Indian mother goddesses who represent each superpower within your own being. Their stories, along with Ananta's personal experiences of overcoming sexual abuse, codependency, betrayal, eating disorders and narcissistic abuse, will spark your own fire of transformation and healing.

Whether you're looking to overcome trauma, deepen your spiritual practices, or simply to reconnect to what matters most, the daily spiritual practices in this vibrantly illustrated and empowering guide will help you reflect, rejuvenate, and most of all, inspire you to become the hero of your own spiritual journey.

WILL BE TRANSLATED TO SPANISH



Philosophy, Personal Growth, Spirituality

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September 13, 2022

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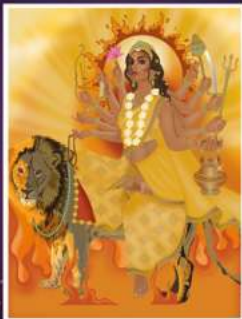


Penguin
Random
House



tarcherperigee

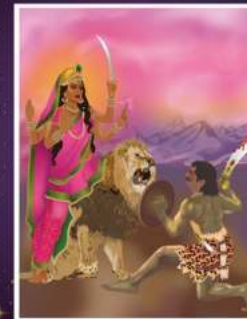
Igniting the Fire of Transformation



with Goddess Chandraghanta, the one who burns away fear, sorrow and resistance

Knowing and understanding that the soul is eternal gives us unparalleled power in the face of fear when we try to overcome obstacles in our lives and free ourselves from karmic cycles. Transformation necessitates a death of the old ways, which can feel terrifying and cause us to remain attached to our pain, suffering, and "victim story." When we truly learn and develop faith in who we really are, as embodied eternal souls, we can rid ourselves of the attachments we have to any kind of victimhood and rise above feelings of oppression."

Defining and Maintaining Healthy Boundaries



with Goddess Katyayani, the granter of blessings

Full Color Illustrations

ABOUT THE AUTHOR

Ananta Ripa Ajmera is an award-winning author and spiritual teacher who believes that the greatest teachers are those who push you to own your true power. Ananta wrote *The Way of the Goddess* to share wisdom from her journey of healing from trauma, to inspire others on their awakening journeys, from the darkness of emotional turmoil to the inner light of spiritual wisdom. Despite growing up with her physical needs taken care of, she once felt there was a void in her life that she sought to fill in all the wrong places. After years of searching, she found answers in ancient Indian spirituality, especially in its goddess tradition. By immersing herself in over 12 years of deep study with master lineage-based teachers from the Vedic spiritual tradition, she writes about ancient spirituality in a way that blends seamlessly with modern psychology and healthy living.

Ananta is also an Ayurveda practitioner, yoga instructor, co-founder and CEO of The Ancient Way, an organization that supports you to embody ancient wisdom to unfold your true Self. The Ancient Way offers a Spiritual Warrior Certification, Wellness Ambassador Program, and Circle of Life Community. Ananta is host of the *True to Yourself* Podcast and advisor of Ayurveda at THE WELL, a modern wellness club, where she teaches, writes articles, and works with a team of integrative medical practitioners. Her first book, *The Ayurveda Way*, won a Silver Nautilus Book Award and Gold Foreword INDIES Book Award. Ananta has taught at Stanford Medical School, NYU, and UNICEF and lives in Southeast Florida



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AWARDS AND PRAISE



"This beautiful book radiates with the light and compassion of the mother goddess herself. With clear language, an empathetic voice, and a vibrant vision for what is possible for any of us, Ananta shows us the many faces of love. For what is that power within us to survive, to thrive, to overcome, to rise and rise again, but the power of love saying yes and yes and yes to life. Inviting you on an enchanted journey from embattled darkness to hope-filled illumination, this is a hero's journey from a deeply poetic, profound feminine point of view."

LAURA PLUMB

Author of the bestselling *Ayurveda Cooking for Beginners* cookbook, Vedic practitioner, teacher and storyteller, founder of VedaWise



"Ananta is a generous and authentic practitioner of Vedic spiritual traditions, and this book leads you on a transformational journey of ritual, reflection, and rejuvenation at all levels."

DR. FRANK LIPMAN

New York Times bestselling author of *How to Be Well, The New Health Rules, Revive and Total Renewal*, trailblazer in integrative medicine, Chief Medical Officer at THE WELL



"Reading *The Way of the Goddess* is like taking a deep dive into the divine feminine, finding our own power and precious gems of self-worth, and awakening to the goddess within. Ananta brings the esoteric powers of Goddess Durga to life in the most accessible way, making something ancient so relevant to our lives and inspiring the belief that this can help us live a more meaningful and spiritually connected life. A powerful read."

MIRA MANEK

Author of *Prajna* and bestselling cookbook *Saffron Soul*, health coach and founder of *Chai by Mira*



"The Way of the Goddess is a stunning and special invitation to learn about nine Indian goddesses and put their wisdom into practice in your daily life. The rituals Ananta shares are fresh, approachable, and—most of all—impactful."

EMMA LOEWE

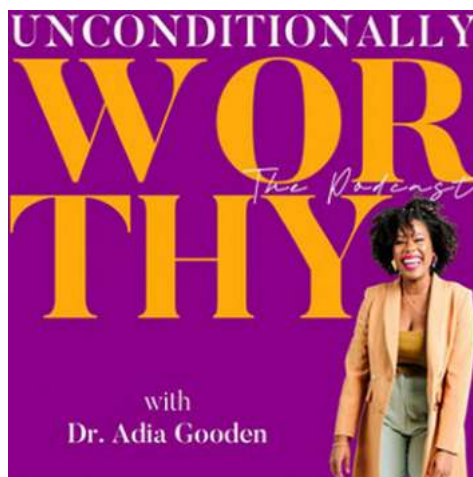
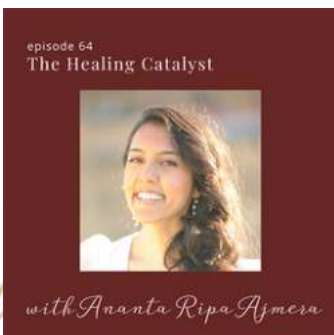
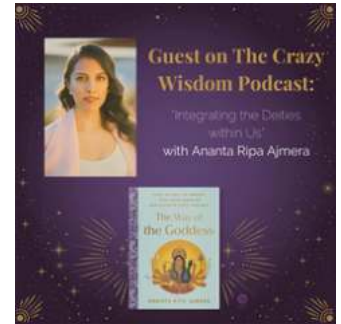
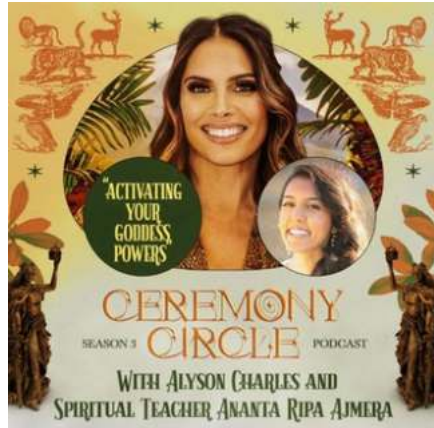
Author of *Return to Nature* and *The Spirit Almanac*, Senior Sustainability Editor at *MindBodyGreen.com*




The Way of the Goddess

PODCAST INTERVIEWS

ANANTA REGULARLY INTERVIEWS WITH HOSTS OF TOP 100 APPLE PODCASTS



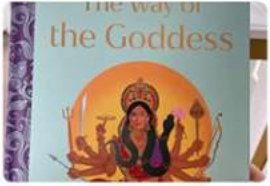
TESTIMONIALS

 Susan Davis

★★★★★ Verified Purchase


Wow! A Great Gift!

Reviewed in the United States on September 20, 2022



What a beautiful gift! This book is a powerful story of hard won transformation. It is accessible wisdom—modern and ancient—that all humans need. It is a gift for yourself and the perfect gift for most anyone, anytime. It is not for Hindus. It is for Evangelical Christians, Muslims, Buddhists and nonbelievers...i.e. everyone. Books get labeled and pigeon holed for marketing purposes. But this is the authentic story of a girl from Ohio and her journey to wholeness. She draws upon the wisdom of her cultural heritage the way we all might use our roots to become better grounded. I am truly in awe.

Treat yourself to this beautiful book. You won't regret it.

 Author Dr. Darnetha Chester

★★★★★

Harness Your Spiritual Journey with this Revolutionary Book with Both Eastern & Western teachings

Reviewed in the United States on November 10, 2022

This book is an amazing read for anyone looking to improve their emotional and mental wellbeing. It weaves together western psychology insights for taking inventory and assessing where you need to heal, along with eastern wisdom practices to heal step by step. I would highly recommend this book to anyone seeking a more holistic approach to improving their mental health.


 Nisha

★★★★★ Verified Purchase

Beautiful spiritual book !

Reviewed in the United States on September 25, 2022

This book immensely helped me in my healing journey. While reading this book I was able to identify my own emotional childhood traumas and how it's affected my adulthood. Ananta so beautifully articulated her stories and teachings. As I understood her connections I was able to understand my own. This book has been a spiritual gift for me and if you take the time to read this book, do the work, and keep an open heart it will very likely be a spiritual gift for you too.

 Michell Velasquez

★★★★★

ABSOLUTELY LIFE CHANGING!

Reviewed in the United States on October 10, 2022

WOW, this book is WOW, first of all, the way it's all organized. first with purpose, abundance, pleasure, and spiritual liberation. The images in this book are also top-notch, but the chapter that really got me thinking was when she speaks about boundaries, and how to use your energy and intuition to set boundaries and especially with narcissistic people we come across in life. EXCEPTIONAL book!!

Find Yourself as Ananta Helps You Get Through The Clutter

Reviewed in the United States on September 19, 2022



Ananta gifts us with her vulnerability in this lovely memoir/step-by-step guide to reclaiming and celebrating our authentic selves. Learn about Ananta's personal journey finding her inner Goddess as she shares practices and techniques that have helped her to reconnect with her true self and balance each of her chakras. Follow her step-by-step guides to clear and balance each chakra. Find out what resonates with you, and then feel free to put your own personal spin on it! Because this book is as much about YOU and YOUR journey as it is about Ananta's.

This book is a great guide no matter your religious or spiritual background. It is such a joy to learn more about the Hindu Goddess Durga and her nine avatars, and reflect on how her messages and lessons resonate through the teachings of other great spiritual paths.

 Lia

★★★★★

Unparalleled authenticity and wisdom

Reviewed in the United States on September 15, 2022

Ananta's wisdom about living a purpose-driven and free-spirited life is accessible, transformative and inspiring. She has a beautiful way of communicating—sharing the brilliance of an elder in the voice of a dear sister or friend, as a result, she made me feel more comfortable welcoming in parts of myself that feel hard to access or approach. Ananta doesn't just share wisdom intellectually, she personalizes it with heart—letting readers know how authentic and vulnerable she is in her own healing and growth processes. I am SO grateful I read this book, a much needed reminder of the power of ritual in returning home to the self. If your looking for a journey to guide you inward to lead a more authentic and alive life, this is the book for you.

★★★★★

An Empowering Guide for Everyone!

Reviewed in the United States on December 23, 2022

This book is a unique blend of Ayurveda, Vedanta, and Yoga to help heal and awaken the spiritual power from within. There are many exercises given to awaken/ balance a particular chakra, along with a detailed explanation of how they are related to a particular goddess. The illustration work on all gods and goddesses is nice.

 Tabetha Hedrick

★★★★★

Inspiring

Reviewed in the United States on September 18, 2022

Absolutely consumed this book. It is both a deeply personal memoir and a practical action guide of how Ananta transformed her suffering into awakening by letting the Goddess invoke her inner guru. Step by step, the practices, rituals, and asana she writes about in her book welcome anyone and everyone to the warrior path.

Heartfelt, inspiring book.

I highly recommend you add it to your reading list asap

 Emma Janet

★★★★★

East meets west; soul meets quest.

Reviewed in the United States on December 14, 2022

Over the years, I've found myself attracted to eastern faith traditions such as the tradition commonly referred to as Hinduism in the west. In "The Way of the Goddess," Ananta Ripa Ajmera demonstrates how knowledge of the Indian spiritual world including Durga and her nine avatars can enhance our lives and lead us on a journey which culminates in well-intentioned right-minded leadership. Unlike many books which cite eastern religions, this book is surprisingly substantive and serious. Well worth the read for people of many faiths. It is also beautifully illustrated. Five stars.

★★★★★

Gorgeous and Thorough Spiritual Inspiration

Reviewed in the United States on September 25, 2022

This book is wonderfully educating on all the archetypes of Goddess Durga with beautiful illustrations. If you are on a spiritual journey, this is a book for you! It takes you through each chakra, defines it, and gives you practices to balance them and heal on your spiritual journey from trauma and difficulty.

I highly recommend this book, and it will remain a staple of reference for me.

I am so excited to celebrate Navratri tomorrow and every day!

 lenka hales

★★★★★

Beautiful book about discovering your true self

Reviewed in the United States on September 16, 2022



This book has been the ultimate guide to my healing spiritual journey. I had the honor of being one of Ananta's students and learning from this beautiful book before it was published. The day has come and this beautifully written guide to Spiritual Wellness has been inspired by the true story of Self acceptance, forgiveness and love is here. The Way of the Goddess is the way.

 Levis Lennard

★★★★★

An ode to femininity

Reviewed in the United States on October 24, 2022

This is a beautiful book for goddesses and men who wish to learn more about the feminine principle. It is really well written and informative due to the author's own tales. I'm going to give it to my girlfriend as I feel it will inspire and empower her, and I know she's been wanting to learn more about the spiritual traditions of yoga and Ayurveda. This is the book for every woman who wishes to encounter her own Goddess inside and cultivate a ritual practice of reverence for herself and creation. The illustrations and images add to the overall aesthetic impression of the work as well!

PREVIOUS BOOK - *The Ayurveda Way*



Recipient of the prestigious 2017 Silver Nautilus Award for books that inspire and make a difference in the Health and Healing category



Recipient of the 2017 Foreword INDIES Gold Award in the Body, Mind, Spirit category

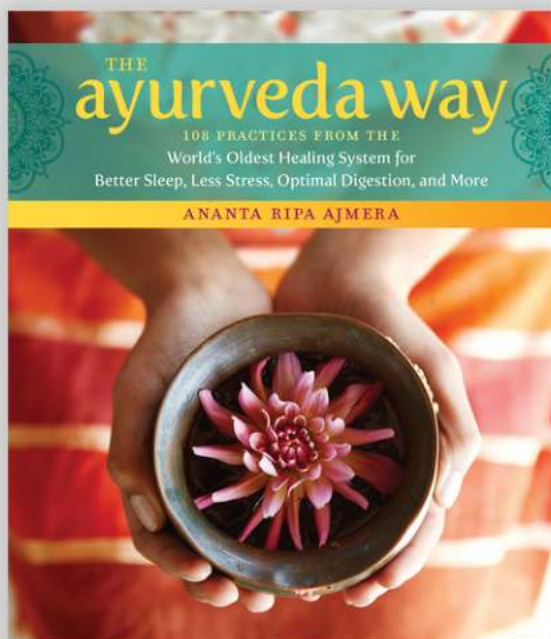


Repeat #1 Amazon.com Bestselling Book in Ayurvedic Medicine, Alternative Medicine, Holistic Healing, Alternative Therapies, Alternative Holistic Medicine categories and Top 1,500 Books on Amazon Kindle



Adopted as curriculum textbook at San Francisco State University (SFSU) Institute for Holistic Health Studies

Over 20,000 copies sold!



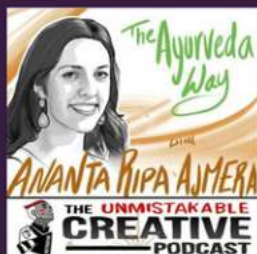
Translated into Slovak



Named one of the 11 Best Advice of 2017 by The Cut - New York Magazine

"The best advice I had all year was to learn the principles of the Ayurveda Way and take away as much or as little of it as you can. It will change everything in your life for the better. Basically, it means working with the Earth's natural rhythm: sleeping when it's dark, waking when it's light. Eat with the seasons. This lifestyle leads to balance, better sleep, better digestion, everything. Give it a shot."

FEATURED IN



Spirituality & Health



CureJoy

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THRIVE GLOBAL

MOTHER EARTH NEWS
THE ORIGINAL GUIDE TO LIVING WISELY

HEALING LIFESTYLES

House of G
GLOBAL GLAM

FOX 5
NEW YORK

6 Root Chakra Exercises To Relieve Stress & Connect With Mother Nature



Certified Ayurvedic Practitioner
By Ananta Ripa Ajmera ⓘ

3. Embody Goddess Shailputri in Mountain Pose.

[Standing in Mountain Pose](#) is a simple grounding practice, especially if you are dealing with a lot of anxiousness and insecurity. Starting your mornings in Mountain Pose can help you face the unpredictability of the day with steadiness and stability, like the majestic goddess Shailputri, especially when you approach the practice with this intention.

Connect with Mother Earth from the ground up. Close your eyes while standing, and visualize a mountain and how stable it is. You can then affirm that "I am stable as a mountain" and "I am secure inside myself." The affirmations and posture connect with the spirit of Goddess Shailputri, residing steadfastly in [your first chakra](#).

Then really root your feet into the ground; stand tall, firm, and strong, with shoulders back. Fix your gaze at the horizon. Or look into your own eyes in a mirror. Breathe deeply for several breaths until you feel more confident, stable, and strong.



Gaby Gohlar / The Way of the Goddess

4. Experience Goddess Shailputri's stability in Tree Pose.

[Tree Pose](#) is an excellent practice to root and balance your first chakra, as well as to stabilize your legs and feet (any discomfort in these areas of your body is a definite sign of [first-chakra imbalance](#)). Studies have shown that the practice of Tree Pose has positive effects on [overall balance](#)¹⁴, stability, and physical coordination.

Begin in Mountain Pose (see prior description for details). Close your eyes here and imagine your favorite tree. It could be a tree you used to climb during childhood. I personally love to imagine the bodhi tree, under which the Buddha gained enlightenment. Though I have not yet seen it in real life, its large roots and widespread branches suggest comfort and security.

Trees inspire because they are stable, rooted firmly in the earth. As you plant one foot firmly in the ground, feel yourself rooting more deeply into the earth. Imagine that you are as grounded as Goddess Shailputri, that nothing can shake your resolve. From this place of inner resolution, slowly lift your opposite leg and place your foot on your standing leg, either below or above your knee, but never right on your knee.

Keep your hands pressed together, with your thumbs touching your heart, then extend them above your head. As you stand on one leg, contemplate how you can be like Goddess Shailputri and live with greater resolve to know your true Self.

Your Summer Self-Care Guide 2020: 8 Health And Wellness Tips From THE WELL

Tanya Klich Former Staff
I am a Lifestyle reporter at Forbes, focusing on beauty & style.

7. Light a candle with intention.

“The light of a candle represents knowledge, illumination and winning a victory over the darkness of your negative thinking, addictions, destructive habits and excessive emotional reactions,” says Ajmera. “When you light a candle while connecting with your purpose and intention for adopting a wellness practice, it is a simple way to strengthen your resolve for embracing the practice.”



Light a candle with intention.
ROCKAWAY CANDLE CO.

There are endless candle brands that are equal parts pleasing to the visual and olfactory senses. [Rockaway Candle Company](#), for starters, is a women-owned soy candle company based in the beachside, blue-collar town of The Rockaways in Queens, N.Y. Its Amber Noire scent remains my favorite, year-round.

8. See your destiny in your hands.

“Gazing at your hands and affirming that wisdom and power lies in your hands first thing in the morning sets the tone for your day in a powerful way that has the potential to shape your destiny and help you be the change you wish to see in the world,” says Ajmera. She also recommends starting the day by simply stepping outdoors and feeling the warm sun on your face for a few moments, especially during these summer months.



Listen to mantras and meditate.
THE WELL

If you'd like to learn more about the Ayurveda lifestyle, follow THE WELL's [Reemerge](#) digital series.

Follow me on [Twitter](#). Check out some of my other work [here](#). Send me a secure tip.



Tanya Klich

PRESS FEATURES - Cosmopolitan



COSMOPOLITAN

A Deep-Dive Into the World of Ayurvedic Beauty



Photographs by Damien Fry, Lauren Balsamo

October 12, 2022 · 3 min read



Photo credit: Damien Fry/Khadija Horton

"I believe that Ayurvedic beauty is becoming more mainstream in Western culture because we are starting to, through these times of global health crisis, return to nature for health, healing, and beauty," says [Ananta Ripa Ajmera](#), a yoga instructor, spiritual teacher, and [adviser of Ayurveda at The Well](#), a wellness retreat in NYC. Wellness-focused beauty has been a thing for years now, of course, but the cultural component hasn't been talked about as much, says [Michelle Ranavat](#), founder and CEO of Ranavat. "Now the two things are coming together—you're really getting the full picture."

AYURVEDA FOR THE UNINITIATED

The 3,000-year-old science is "new" again, and it's got some very modern surprises.

PHOTOGRAPHS BY DAMIEN FRY | WORDS BY LAUREN BALSAMO
SHOT ON LOCATION AT THE FOUR SEASONS RESORT MAUI

Let's start with what Ayurveda is not. Despite what your feed may tell you, it's not a trend, it's not a fad, and it's definitely not a novel idea. What it actually is, an ancient science, specifically the science of life (in Sanskrit, "sur" means life or vital power and "veda" means science or knowledge), that's been studied and practiced in Indian culture for millennia. "Ayurveda is a holistic way of looking at life that is now being more widely recognized and practiced in the Western world, especially in the beauty space," says dermatologist Kiran Man, MD. Some tenets: "Your outer beauty is a mirror for what's going on internally, encouraging you to look deeper and treat an issue like a breakout or a rash not just at the surface but also at the root, where triggers like seasonal changes, diet, or just the constant stress of today's world can create imbalances in your system. "When someone comes to me with acne, I'll write them a prescription, but I'll also help them adjust their daily habits to help reduce inflammation too," Dr. Man says.

But you don't need to go to a dermatologist to do some Ayurvedic exploration—Sephora's coolest new brands (like [Ranavat](#) and [Fable & Mane](#)) are based on its holistic principles, and traditional Ayurvedic herbs and plant-derived ingredients like turmeric, bakuchiol, gotu kola, rose water, and ashwagandha are becoming mainstays. In a few years, the Ayurvedic beauty market is expected to be valued at a whopping \$14.9 billion.

"I believe that Ayurvedic beauty is becoming more mainstream in Western culture because we are starting to, through these times of global health crisis, return to nature for health, healing, and beauty," says [Ananta Ripa Ajmera](#), a yoga instructor, spiritual teacher, and [adviser of Ayurveda at The Well](#), a wellness retreat in NYC. Wellness-focused beauty has been a thing for years now, of course, but the cultural component hasn't been talked about as much, says [Michelle Ranavat](#), founder and CEO of Ranavat. "Now the two things are coming together—you're really getting the full picture."

How does this play out in your products? Balance. Turmeric, for example, is now being combined with retinol in topical medications to help temper retinol's potentially irritating side effects. For those experiencing hair loss or hair thinning, Dr. Man encourages patients to combine daily Rogaine with weekly or biweekly hair oiling, a major Ayurvedic practice (see sidebar) that involves massaging your scalp and strands with a nourishing oil. "Rogaine's main ingredient, minoxidil, works to dilate blood vessels and stimulate blood flow to the scalp, and that's essentially what hair oiling does with the massaging," says Dr. Man.

Every expert [Cosmo](#) spoke to for this piece said they want to share Ayurveda with the world. The brands on these pages make that possible. Each is inspired by different Ayurvedic philosophies and practices and can help with everything from acne to split ends. "I always try to make it clear: Ayurveda isn't just for Indian people or people who grew up practicing it," says [Ranavat](#). "It's the same thing with these beauty secrets and products: They're meant for everyone."

PRESS FEATURES- Yoga Journal

THRIVE | TREAT YOURSELF

RISE & SHINE

Here, advice from experts at The Well—a new wellness club in New York City that integrates Eastern and Western healing practices—on daily things you can do to stay healthy and grounded.

BY YELENA MOROZ ALPERT



THE WELL

WEBSITE: THE-WELL.COM | INSTAGRAM: @thewell

BUILD A FOUNDATION

Start your mornings in Tadasana (Mountain Pose) to feel grounded and steady during fall's unpredictability. "Mountain Pose is solid and enduring and represents the potential for dealing with anything," says Joyce Englander Levy, director of Mindful Movement. "It's a reminder that you can cultivate a broader vision for your life." Build the pose from the ground up: Anchor your feet, stand tall, and hold your gaze at the horizon or into your own eyes in the mirror. Breathe mindfully for 5-10 breaths, or until you feel a sense of confidence. If at any point of the day you feel overwhelmed, revert to Mountain Pose for 5 more breaths.

SAVOR THE SUNLIGHT

Tempting as it may be to hunker down indoors when it gets chilly, sunlight helps sync your body with the natural rhythm of the changing weather. "Natural light lets your brain and your hormones know when it is time to wake or go to sleep," says Amanda Carney, director of Health Coaching. "Exposure first thing in the morning supports this cycle and can positively affect your mood, energy levels, and mental clarity throughout the day." When natural light hits your retina, it sends a direct message to your brain that triggers alertness. A few minutes outside, even on a cloudy day, provides tangible benefits.

TAKE TULSI

"In Ayurveda, tulsi is considered a *rasayana*—an immunity-boosting herb," says Ananta Ripa Ajmera, director of Ayurveda. "It enhances the body's power to withstand the negative impact of stress and helps restore normal physiological functioning." To help boost your immunity this fall, try this homemade tulsi supplement: Mix 1 tsp honey, ¼ tsp ground black pepper, and ½ tsp tulsi leaf powder until ingredients bind together. Take once a day, preferably in the morning, about an hour prior to breakfast, Ajmera says.



PHOTOS COURTESY: THE WELL

relationships

Knowing the Goddess Kushmanda: The Art of Self-Love

An Excerpt from *The Way of the Goddess*

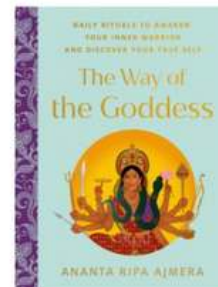
by Ananta Ripe Ajmera



Kushmanda, mother of the entire universe, can guide you into knowing and loving yourself more deeply. Learn more about her, and enjoy a heart-opening rose recipe.

Goddess Kushmanda is called the Smiling Goddess, and the meaning of Kushmanda is "little cosmic egg." After taking on the ferociously loving form of Chandraghanta, Durga transforms herself into Kushmanda, the mother of the entire universe.

Before the universe came into being, when darkness ruled, Kushmanda produced a little cosmic egg with her beautiful smile. This served to fill the universe with the radiant light of the sun. Kushmanda dwells in the land of the sun and gives energy to all beings, who she created from her vast being. She is so powerful and loving that she even gives guidance to the Sun God!



Kushmanda as the Mother of Creation

After creating the universe, Mother Kushmanda created beings to reside in her divine cosmic creation. The first three were Goddesses Kali, Lakshmi, and Saraswati, who represent the powers of purification, abundance, and wisdom. Kushmanda, as the power of all creation in the universe, made it so that these three powerful goddesses gave birth to three powerful male gods. She matched each god with a different goddess.

From there, the male gods were imbued with the seed of creation of new living beings. Kushmanda is the cosmic egg of all creation on earth, and she also lives in our hearts. The fact that she is smiling reminds us that we too are our most creative when we are smiling and feeling positive, courageous (a quality of the heart), and strong.

Kushmanda as the Reminder of Love

The fact that this goddess, like Chandraghanta, rides a lion shows that the power of love is just as potent as the fire of transformation. It reminds us that the ability to love comes from *inner strength*. When we feel clouded by fear, anger, and grief, it can be difficult to imagine one day having the strength to love again. But Kushmanda is here to remind us that, no matter how brokenhearted we may feel at times, the power of love lives within us, and we can tap into it and become our creative best at any time. Compassion and love are not weaknesses. They are qualities that only truly powerful people can feel and express.

● the body

The Spiritual Power of the Sun

by *Kalia Kelmenson*



Sara Kurek/Ummilab

Morning Practices to Soak Up the Spiritual Power of the Sun

In her book, *The Ayurveda Way*, Ajmera offers **108 practices** for “enhancing mind, body, and spirit.” She offers these morning practices as ways to begin your day with vitality and intention:

Wake up early. In yogic and Ayurvedic traditions, the early morning hours are considered “spiritually charged,” and therefore ideal for meditation, yoga, and pranayama. Specifically, waking between 4 and 6 a.m. is thought to raise your “sattvic vibrations,” heightening your mental clarity and positivity. If you are a late sleeper, Ajmera suggests adjusting your time to wake gradually—by 15 minutes every couple days. This gradual shift towards an earlier start to your day will allow you to go to sleep earlier, and benefit from deeper sleep.

[Read: “Setting Your Ayurvedic Clock (Do I Really Have to Be Asleep by Ten?).”]

Begin the day gazing at your hands. There are many times in our lives when we feel completely powerless—at the mercy of others’ agendas. Beginning each day by gazing through soft eyes at your hands can be a reminder that you have the ability to choose your response to any situation. “Your thoughts, speech, and actions are the palette you can use to paint any picture you want,” Ajmera writes. Choosing to live in a space of creativity, abundance, and health is a powerful way to start the day.

Honor the sun. We live in a culture addicted to validation from those around us, whether in person or on social media. The ancient vedic practice of *Arghyam* is way to offer reverence to the sun, which in Ayurveda is “the source of all life.” This practice consists of filling a copper vessel and going outside and pouring the water out in a clockwise circle as an offering to the sun. Ajmera invites us to bring our awareness to the sun first thing in the morning, and by doing so, recognize that “like the sun, we are the source of our own light.” By releasing our expectations and need for fulfillment by others, we “can fill ourselves up with love from the inside and actually become love itself.”

WELLNESS & FITNESS

Everything You Need To Know About The Ancient Art Of Hair Oiling

BY LEONIE HELM ON 8/24/22 AT 8:00 AM EDT



What Is Hair Oiling?

Hair oiling is an ancient practice that involves pouring oil onto your hair and scalp and massaging it in, deeply nourishing the hair and scalp and boosting luster, shine, and overall hair health.

"Oiling your hair is a self-love practice to strengthen your hair and make it shine with health," explains Ananta Ripa Ajmera, spiritual teacher and co-founder and CEO of The Ancient Way and author of the 2022 book 'The Way of the Goddess: Daily Rituals to Awaken Your Inner Warrior and Discover Your True Self'.

"The Sanskrit word for to oil is "sneha," which also means "to love." Whenever you apply oil to your head or those of someone you care about, you are literally and figuratively giving love to yourself or that person" she says.

To bring things a little more into the modern era, in 1999 there was a study looking at the effect of oil treatment on hair protein to combat combing damage. The study focused on coconut oil which reduced the tendency of the hair cuticle to swell which reduced the amount of protein loss. "The main scientific benefit of hair oiling is to help keep in moisture," explains Dr Ingrid Wilson, General Practitioner, and director of the Crewe Hair and Skin Clinic, and a Fellow of the Faculty of Public Health.

11 Women on the Best Advice They Got All Year

By Alyssa Shelasky, a Cut contributor and editor of the "Sex Diaries" column



"I'm only 6, but this is what I'd say: 'Be nice to your siblings, because if you're not, you might get in trouble. And also, don't forget, deep down they are your best friends in the world.'"

"The best advice I had all year was to learn the principles of the Ayurveda Way and take away as much or as little of it as you can. It will change everything in your life for the better. Basically, it means working with the Earth's natural rhythm: sleeping when it's dark, waking when it's light. Eat with the seasons. This lifestyle leads to balance, better sleep, better digestion, everything. Give it a shot."

"I've been feeling like a failure at work. I'm just not making the money or getting the deals I wanted to at 40. Recently, part of me wanted to quit it all, start over — just give up on my dreams and goals all together. Resign to a mediocre life. I went on a hike with a friend and spilled my guts about all of this. He said something so simple, but it really hit home. He said, 'You can't win if you don't play.' It stuck. I've been motivated ever since."

BOOK FESTIVALS & EVENTS



Indo-American Arts Council Literary Festival
featuring celebrated and emerging voices from India (past presenters included Nobel Laureate Kailash Satyarthi, Deepak Chopra, the Dalai Lama, Salman Rushdie, Indra Nooyi)



Southern Kentucky Book Festival
Presented the book at Kentucky's largest literacy promotion event, alongside New York Times bestselling author Susan Verde



UPCOMING EVENTS

Mind Body Spirit Festival

The U.K.'s largest wellbeing festival



Omega Institute Retreat

Leading a 5-day book-based retreat

PREVIOUS BOOK EVENTS



INTERVIEWER'S GUIDE

WOMEN'S EMPOWERMENT

- How do you define the Divine Feminine?
- What does it mean to awaken our inner warrior, and why is it important for everyone, regardless of gender or religion, to do so?
- How has Ananta's background prepared her to share spiritual wisdom with others and specifically with women who are searching for their inner strength?
- How can the ancient wisdom of The Way of the Goddess help alleviate some of the struggles that women face in society today?
- How can women use The Way of the Goddess to embrace their femininity to view it as a strength rather than a weakness?
- What role does the masculine identity have to play in women's empowerment?
- How can women overcome unhealthy attachments and practice self-love by embodying the goddesses in the book?

MENTAL HEALTH

- What is the relationship between mental health and spiritual health?
- How can chakra imbalance impact mental health?
- How do the teachings of The Way of the Goddess compare to current practices of treating mental health disorders?
- How has embodying the practices in The Way of the Goddess healed Ananta from past trauma and a shattered view of self?
- What makes the teachings in this book stand out as a unique and successful approach for spiritual healing?
- How do the mythological stories of goddesses in the book encourage a healthy personal transformation?
- How can embracing the love of the goddesses turn into your own self-love and self-care?
- How can following the nine steps outlined in The Way of the Goddess help you overcome codependency and make you less prone to attracting narcissists into your life?

YOGA & AYURVEDA

- Why is awakening your inner warrior important on the yogic path, and how does The Way of the Goddess help us do this?
- How are yoga, spirituality, and health connected?
- How can ancient Indian goddess wisdom deepen your yoga practice?
- Does the intention behind why you practice yoga make a difference in terms of the healing you can experience through it?
- How can Yoga's sister sciences of Ayurveda and Vedanta enhance the yoga practice for lasting physical, mental, and spiritual wellbeing?
- What results has Ananta seen in her students who have made practices from The Way of the Goddess an integral part of their lives?

ANCIENT INDIAN SPIRITUALITY AND NAVRATRI

- How did The Way of the Goddess create an easy way to integrate the ancient spiritual tradition of Navratri into our everyday lives?
- What are the nine nights of the Navratri festival symbolic of in our own lives?
- What is the spiritual significance of the traditional dance called garba that's performed by millions of people worldwide during Navratri?
- How did Ananta's background of growing up in an Indian household in a western society prepare her to share her teachings on ancient Indian goddess wisdom with others?
- How do the nine forms of the ancient Indian Goddess Durga manifest themselves as stepping stones for a self-healing journey?

AUDIENCE DEMOGRAPHICS

Age: 32
Gender: Female
Status: In a relationship
Children: 0
Location: New York City
Occupation: Corporate Professional
Job Title: H.R Manager
Income: \$110,000 annually

Leana



Education: Masters
Books: Psychology books, spiritual texts. E.g. Bhagavad Gita
Magazines: Spirituality & Health Magazine, Elephant Journal
Blogs/Websites: Mind Valley, One Commune
Conferences: Wisdom 2.0
Gurus: Dr. Shefali, Indian Swamis

GOALS

Contribute her time and talents towards noble and spiritual causes. Stop intergenerational trauma. Find her own voice in a crowded spiritual wellness space

VALUES

Integrity, service, leading by example, spiritual growth, environmentalism, conscious living, self-reflection, introspection, self improvement

CHALLENGES

Balancing her values and spirituality with work and a busy lifestyle. Finding the best way to use her gifts to serve herself and others.

OBJECTIONS

She has already had exposure to other programs and wants to make sure this is adding value to her spiritual growth journey.

INSIGHTS

Our audience often comes from big cities like NYC, London, Miami, Los Angeles.

Dan

Age: 40
Gender: Male
Status: Divorced
Children: 2. Ages 10 and 13.
Location: New Jersey
Occupation: Corporate Leader
Job Title: Amazon Team Leader
Income: \$200,000 annually



Education: Masters
Books: Bhagavad Gita, Upanishads, the Bible, Doing the Work, Conscious Parenting
Magazines: Spirituality & Health Magazine
Blogs/Websites: Mind Valley, Sounds True
Conferences: Wisdom 2.0, Mind Valley
Gurus: Jack Kornfield, Om Swami, Jack Canfield, Sadhvi

GOALS

Live a life of service. Contribute to creating community. Be a great role model and leave a positive legacy for his children.

VALUES

Spiritual growth, integrity, empathy, leading with integrity, inner work, self-reflection, eastern philosophies, mindfulness.

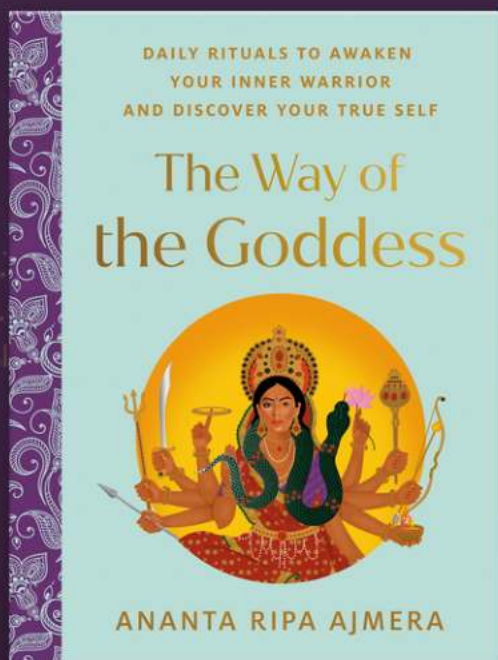
CHALLENGES

Balancing time for work, community, dating, parenting, and bringing spiritual values to the workplace environment

PAIN POINTS

Healing from narcissistic abuse to attract a healthier relationship. Overcoming anxiety, fear, and childhood trauma. Learning how to practice authenticity, healthy coping, and self love.

We welcome inquiries to invite Ananta Ripa Ajmera to empower your community as a speaker, teacher, blogger and podcast guest.



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