

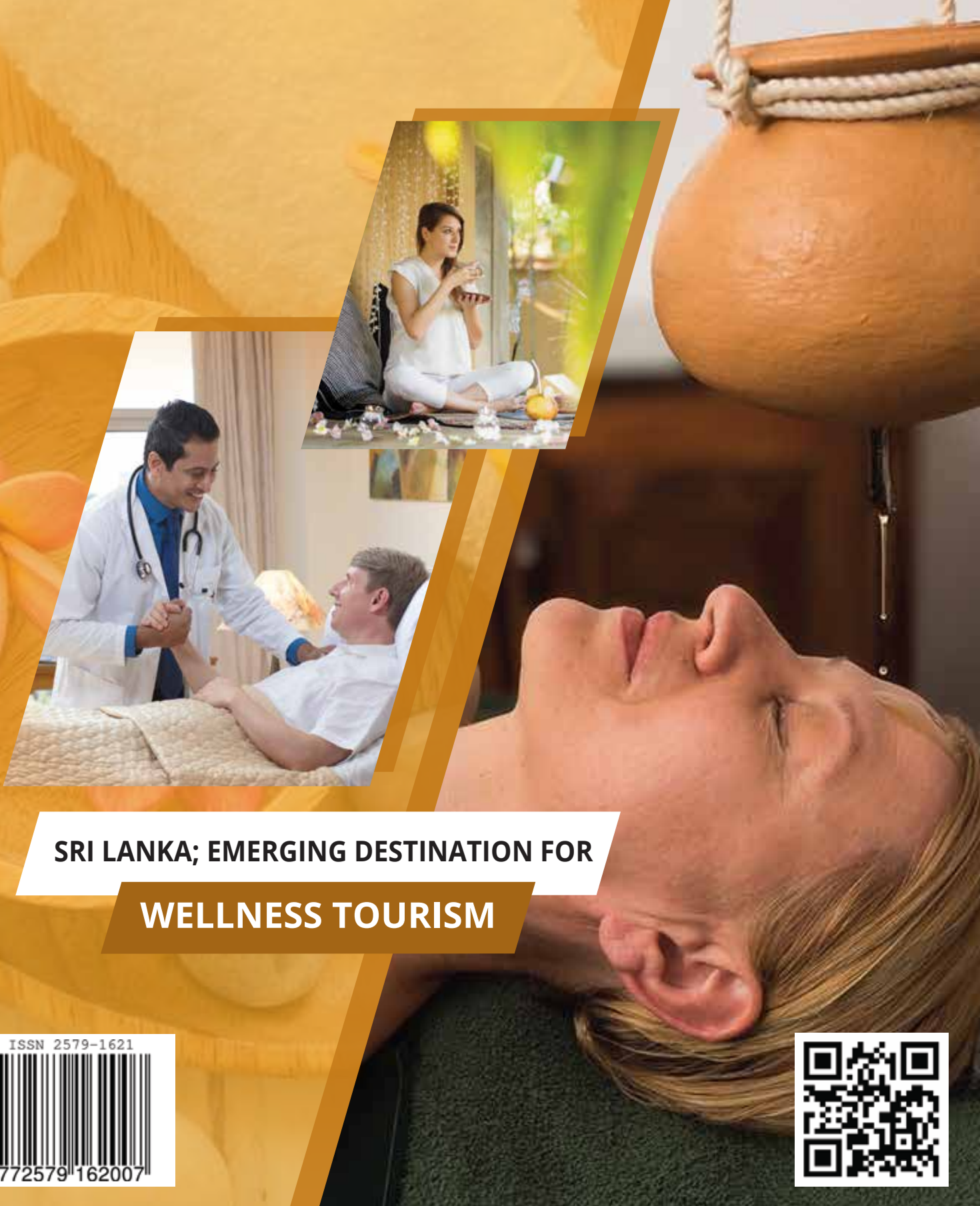


BUSINESS LANKA

Sri Lankan Pride Across The World

VOL. 31 - ISSUE : 02/2018

ISSN : ISSN 2579-1621



**SRI LANKA; EMERGING DESTINATION FOR
WELLNESS TOURISM**

ISSN 2579-1621



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IN SRI LANKA
SIDDHALEPA GROUP

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THE LEADING INDIGENOUS AYURVEDA MEDICAL COMPANY IN SRI LANKA



The Siddhalepa Group is founded on the ancient practice of Ayurveda in Sri Lanka, a family heritage of over 200 years and three generations. Siddhalepa (the balm) is the flagship brand of the Hettigoda Group, manufacturers of over 150 ayurveda pharmaceuticals, health, beauty, skin and oral care, wellness and spa products. The Group was founded in Sri Lanka in 1934 by Kidney Specialist and Astrologer, Dr. Hendrick de Silva Hettigoda who hailed from an ancestry of ayurveda physicians of Sri Lanka. In 1969, of his nine children, Hendrick De Silva Hettigoda chose his fifth child Victor, to continue his ayurveda medical practice. The father recognized in this son, the makings of an entrepreneur. Victor is also the nephew of a world-famous Buddhist priest and philosopher, the late Venerable Aggamahapanditha, Prof. Walpola Sri Rahula Thero, who authored *What the Buddha Taught* and propagated Buddhism in the West.

POPULAR SIDDHALEPA PRODUCTS

Hettigoda Industries manufactures an extensive range of Ayurveda (herbal) products. The Group's top brands are:

1. Siddhalepa Balm, Siddhalepa Oil, Siddhalepa Inhaler
2. Suprivicky and Kekulu Toothpaste and Mouth Wash
3. Soaps: Visaka, Paboda, Divya, scrubbing soap, Ayurveda Baby soap, tea, coconut and cinnamon soap.
4. Room amenities
5. Sujatha Cream & Powder.
6. Lakpeyawa
7. Asamodagam
8. Elixirs
9. Herbal Teas
10. Threepala and Ayurveda Supplements



SIDDHALEPA AYURVEDA HOSPITAL

The hospital established in 1988 is run by experienced Ayurveda specialist doctors renowned for providing customized remedies combined with personal care and attention. In patient and out patient services are provided under the supervision of Ayurveda doctors.



SIDDHALEPA AYURVEDA FACTORY

The Group was the first in the country to receive the ISO Trinity with ISO 9001, 14001, 22000 as well as HACCP, SLS275 and GMP recognition. The Group's unwavering commitment to a green environment has also won them many national and international green awards and accolades. Siddhalepa production process combines the knowledge of Sri Lankan authentic Ayurveda with Scientific Technology.



SIDDHALEPA AYURVEDA HEALTH RESORT, WADDUWA

A combination of health, luxury and relaxation, Siddhalepa Ayurveda Health Resort is the only Ayurveda Resort that maintains more than 200 kinds of Ayurveda products. Siddhalepa Resorts and spas use home-made therapy oils and natural ingredients for its guests. Twice a day yoga sessions along with the therapies and weekly meditation sessions help the visitors to heal the body, mind and soul. More than 400 herbal plants are cultivated along with organic vegetables on the premises. The health and well-being of guests

are carefully considered in the preparation of all Ayurveda menus at the resort. Featuring some of the most sought after Ayurvedic cuisines Sri Lanka has on offer, the resort presents mealtimes that are truly absorbing and a memorable journey through age-old recipes and unique twists in cuisine which is thought to balance the three Doshas, while ensuring the smooth functioning of the body.



ANARVA MOUNT LAVINIA

The latest addition to the Hettigoda Group is Siddhalepa Anarva, a city hotel in Mount Lavinia in close proximity of the beach. Anarva offers affordable luxury accommodation and is close to the capital Colombo. When it comes to healthy dining in Colombo, look no further than Siddhalepa ANARVA Mount Lavinia. Satisfy the urge to eat healthy as well as excite your taste buds, when you dine in the warm ambiance main restaurant, The Day & Night. The restaurant

offers a wide range of well balanced and healthy cuisines incorporating a delicious fusion of Western & Asian dishes. Guests can enjoy the luxury of immersing themselves in the tranquility and enormity of the Anarva infinity pool, a standout feature of what Anarva provides the guests. Anarva is rated among the stylishly appointed 4 star hotels in Colombo which offer indulgent experiences and courteous service.



TREATMENT PROCEDURES AND MODULES PRACTISED AT SIDDHALEPA

Given below are some of the treatment procedures and treatment modules adopted at the Ayurveda centres.

TREATMENT PROCEDURES:

- | | |
|--|--|
| Neutralizing or Detoxification | - To neutralize or nullify the bad effects of toxins and impurities in the system. |
| Cleansing or Elimination | - To expel the provoked Vata, Pitta, Kapha (doshas) by suitable panchakarma procedure. |
| Weight Control | - Specific herbal medication and diet are prescribed following a special time of treatment. |
| Augmenting the body resistance to illness | - Rejuvenating non-toxic medicaments are prescribed to be taken daily for a stipulated number of days. |

- Yoga** - Yoga Asanas, Pranayama and Bhavana (Meditation) are taught by competent teachers.
- Specific Medication** - Specific medication which is non-toxic and time tested is prescribed by competent doctors for minor and uncomplicated disorders. For complicated ailments, Siddhalepa Ayurveda Hospital has facilities to accommodate patients for extended stays.

TREATMENT MODULES:

Having diagnosed the "State of Health", the doctor would identify and recommend the appropriate treatment module to enhance the efficacy of the "Treatment Procedures" identified. The treatment modules are: -

- Head Therapy** - To nourish the scalp and enhance growth of hair
- Shirodhara or Shiraseka** - To induce sleep, and release Stress
- Picchill** - To soothe and to relieve inflammatory conditions of the scalp
- Parisheka** - To relieve burning sensation of the body
- Full body Treatment** - To impart strength, good complexion and longevity. Relieves fatigue and induces good sleep.
- Therapy of upper/lower limbs** - To relieve aches and pains, eases muscular spasms and muscular rheumatism.
- Face massage** - To nourish the facial muscles and to improve complexion.
- Face packs** - To cleanse, moisturize and soothe the skin.
- Akshitarpana** - The special eye-bath nourishes the eyes and enhances eye sight.
- Netraparisheka** - The cleansing of the eyes and soothes irritated eyes. It is also cooling.
- Netrapindi** - Placing of special medicated eye-packs. It soothes irritated eyes, nourishes and relaxes tired eyes.
- PindaSweda** - A special procedure of sudation. It induces sweat, removes stiffness of joints and makes the body supple. Cleanses the body channels. It is invigorating and restorative.
- ParishekaSweda** - To produce sweat and cleanse the body of its toxins.
- KutiSweda** - Similar to sauna. Used to reduce weight. It is used with care under the supervision of the physician.
- Steam bath** - The body is made to sweat in a special chamber. It is indicated to reduce body weight and fat.
- Herbal bath** - To alleviate certain skin disorders, remove toxins and relieve pain. It refreshes and invigorates the human body.
- Pebble walk** - To bring about reflex reactions of the sole to stimulate and tone-up internal organs. The guests are expected to strictly follow the instructions before, during and after treatment.



INTERNATIONAL BRANCHES

The group also runs spas in Germany, the Czech Republic and Slovakia.



SIDDHALEPA PLANTATION

Siddhalepa's contribution to nature is vast. The company has taken up the challenge to grow their own herbal plantations in

Rathnapura, Puttalam, Katuwana and Wanathavilluwa based on the climatic conditions.



CSR PROJECTS

Over the years Siddhalepa has extended support to the community through extensive CSR initiatives which have benefited thousands of people including school children, pilgrims, victims of natural disasters, farming families and many more. The generosity which runs through establishment is manifested in the projects implemented such as the reconstruction of the tsunami devastated school – Anula Devi Balika Vidyalaya and first aid treatment to the

pilgrims to Adam's Peak. Siddhalepa has also spearheaded the implementation of waste management systems, dengue awareness programmes and other social awareness activities. Siddhalepa's concerns for the people is what makes them stand out and the company invites everyone to be a part of their initiatives.





PRICE : SL RS. 200/ US\$ 2

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