

A GUIDE TO

# Wellness

FOR EVENT PROFESSIONALS

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# Ayurveda and holistic wellness: transforming the event industry

In the event industry, a spotlight on holistic health and wellness has never been more crucial. Ayurveda, an ancient system of holistic health originating from India, offers a profound perspective on wellness that has the potential to transform how event industry professionals approach their work and personal lives. With its core principles rooted in balance and individuality, Ayurveda presents an intuitive framework that harmonises mind, body and spirit.

## Ayurveda's basics: the doshas

At the heart of Ayurveda lies the doshas, or constitutions, – the fundamental energies that shape an individual's physical, mental and emotional attributes.

Comprising three primary doshas – Vata, Pitta, and Kapha – Ayurveda explains that each of us is a unique blend of these energies, and imbalances within them lead to disharmony in your body.

**1. VATA:** Governing movement and communication, Vata embodies qualities of air and ether. Those with dominant Vata exhibit creativity, spontaneity and agility. But when imbalanced, they may experience anxiety, restlessness and digestive issues.

**2. PITTA:** Representing fire and water, Pitta is responsible for metabolism and digestion, as well as determination and leadership qualities. In a balanced state, Pitta individuals are sharp-minded and assertive, but excess Pitta can lead to anger, inflammation and burnout.

**3. KAPHA:** Reflecting earth and water elements, Kapha provides structure and stability to the body and mind. Those with prominent Kapha traits are nurturing, grounded, and calm. An excess of Kapha, however, can lead to feelings of lethargy, sluggishness and resistance to change.



## Holistic wellness in events

The events industry is notorious for its demanding schedules, high-pressure environments and erratic lifestyle patterns. We often find ourselves navigating intense stress, irregular eating habits and disrupted sleep. This is where Ayurveda's wisdom can help with a holistic approach that addresses not just physical health, but also mental and emotional well-being.

By recognising your predominant dosha (constitution) and understanding how it interacts with your professional life, you can tailor your routine, diet and self-care practices accordingly.

For instance, Vata-dominant individuals might benefit from grounding practices and regular routines to counterbalance their inherent restlessness. Pitta-dominant professionals can manage stress through cooling activities and mindfulness techniques. Kapha-dominant individuals may require invigorating activities and light, nourishing foods to prevent sluggishness.

Take the Veda Blossom wellness quiz to discover your dosha.



# Ayurveda wellness guide for travel

Travelling can be an exhilarating experience, but it can also disrupt our body's balance and routine. Ayurveda offers valuable insights and practices to ensure that your journey remains enjoyable, balanced and aligned with your well-being.

Ayurvedic guidelines can help you maintain your health and vitality while travelling:

## 1. KNOW YOUR DOSHA:

Understand your unique constitution, or dosha (Vata, Pitta or Kapha), to tailor your travel plan accordingly. Each dosha has its own vulnerabilities and strengths when it comes to travel.

**VATA:** Since travel can aggravate Vata, you can restore balance by maintaining a routine, staying warm, eating warm and nourishing foods and avoiding excessively cold or windy environments.

**PITTA:** Pitta individuals should focus on staying cool, avoiding excessive sun exposure, and consuming cooling foods to prevent overheating and irritability.

**KAPHA:** Kapha types need to stay active during travel to prevent fatigue and lethargy. Light, warm, and slightly spicy foods can help keep Kapha balanced.

➔ **Take the Veda Blossom dosha quiz or consult an Ayurvedic practitioner.**

## 2. PACK WITH SELF CARE IN MIND:

When travelling, make sure you pack items that promote comfort and self care. Essential oils like lavender and sandalwood have calming properties. And drinking herbal teas that match your dosha can help balance digestive health.

### BEST TEAS PER DOSHA:

Ginger | fennel for **VATA**  
Peppermint | hibiscus for **PITTA**  
Ginger | pepper for **KAPHA**



A pinch of black pepper or dry ginger in half a glass of water can help nausea. And warm milk with cardamom and clove soothes the nerves and can induce sleep.

## 7. CONNECT WITH NATURE (OR TRY FOREST BATHING IN YOUR ROOM):

Whenever possible, spend time in nature. Grounding yourself in natural surroundings can have a balancing and rejuvenating effect on your body and mind.

If time outdoors isn't possible, you can use these simple props to turn your hotel room into a forest bathing experience:

- Pine or cedarwood essential oil, or a pre-made forest blend mister
- For color meditation, look at a scarf or blanket with warm hues of brown and dark green. Looking at these colors or a soothing forest image on a tv/laptop screen can have the same effect.
- Play **forest sounds** on a loudspeaker or earphones to immerse yourself in a room forest bathing experience.

## 8. FEEL AWE:

Young children are excited about anything and anyone they see. Rediscover that sense of awe when you travel. Let places, people and the simple things inspire you, as though you are always experiencing something new. This can enhance your travel experience, reduce stress and align you with the essence of your surroundings.

Remember, Ayurveda emphasises individuality. Listen to your body and make adjustments based on its signals. Consulting an Ayurvedic practitioner before your journey can provide personalized guidance for your body type and travel plans.

## 3. MAINTAIN A ROUTINE:

Try to stick to a daily routine, such as waking up and going to bed at consistent times. Create bookend rituals at home that you can continue doing while travelling.

## 4. MAKE TIME FOR GENTLE EXERCISE:

Try to make time in your day for light stretching, room yoga, a swim in the pool, or gentle walking to keep your body energised. Avoid overexertion, especially if you're not used to intense physical activity. Travelling isn't the time to start training for a marathon!

## 5. SNACKABLE MEDITATION AND BREATHING:

Practicing deep breathing and meditation can reduce stress and anxiety associated with travel. Try **Yoga Nidra**, an accessible form of guided meditation also known as "yogic sleep" or "effortless relaxation". All you need is 15 minutes, some privacy and somewhere to sit or lie down.

## 6. HERBAL SUPPORT:

Ayurveda doesn't call for inaccessible exotic herbs. Head to your kitchen or the spice aisle in your grocery store or supermarket. Chewing on fennel seeds helps with bloating and gas after sitting on the plane or in the car for too long.

# Ayurveda nutrition guide for travel

Maintaining Ayurvedic principles while travelling can help you stay balanced and healthy amidst the changes and challenges of being on the road.



How to nurture well-being during your journeys:

### TRAVEL SNACKS FOR PITTA:

Fresh sweet fruit salad, cucumbers and celery, flatbread.

### 1. KNOW YOUR DOSHA:

Understanding your dosha - Vata, Pitta, or Kapha - can help you make conscious food choices .

**VATA:** Try not to skip meals. Opt for warm, cooked, soft, nourishing foods rather than raw, cold, light foods.

**PITTA:** Try not to skip meals. You can try to eat cooling foods to prevent overheating and irritability.

**KAPHA:** If it's possible, stick to two main meals on the day of travel. Favour light, warm and slightly spicy foods to avoid feeling sluggish.

➔ **Take the Veda Blossom dosha quiz or consult an Ayurvedic practitioner.**

### 2. PACK FOR YOUR GUT:

Regular digestion is essential to maintaining balance while travelling. Pack essential digestive aids like triphala capsules and herbal teas that match your dosha to drink throughout the day.

### 3. DRINK WARM WATER:

Sipping warm water instead of ice cold, throughout your journey can help to maintain a healthy gut. Doing your best to avoid coffee and alcohol during your journey can also be beneficial.

### FLIGHT SNACKS FOR VATA:

Pack dry oats with nuts and a pinch of ginger and cinnamon. Add hot water when you are ready to eat. Hot water is available on planes and if you ask at any cafe at the airport. If you are travelling by car, bring a thermos of hot water.

### 4. MAKE ONE MEAL A DAY COUNT:

If you can't avoid eating on the go, try to set an intention to have at least one meal during the day that supports your balance and health. If it's possible, sit down to eat and chew properly with as few distractions as possible.

### 5. AVOID OVERINDULGENCE:

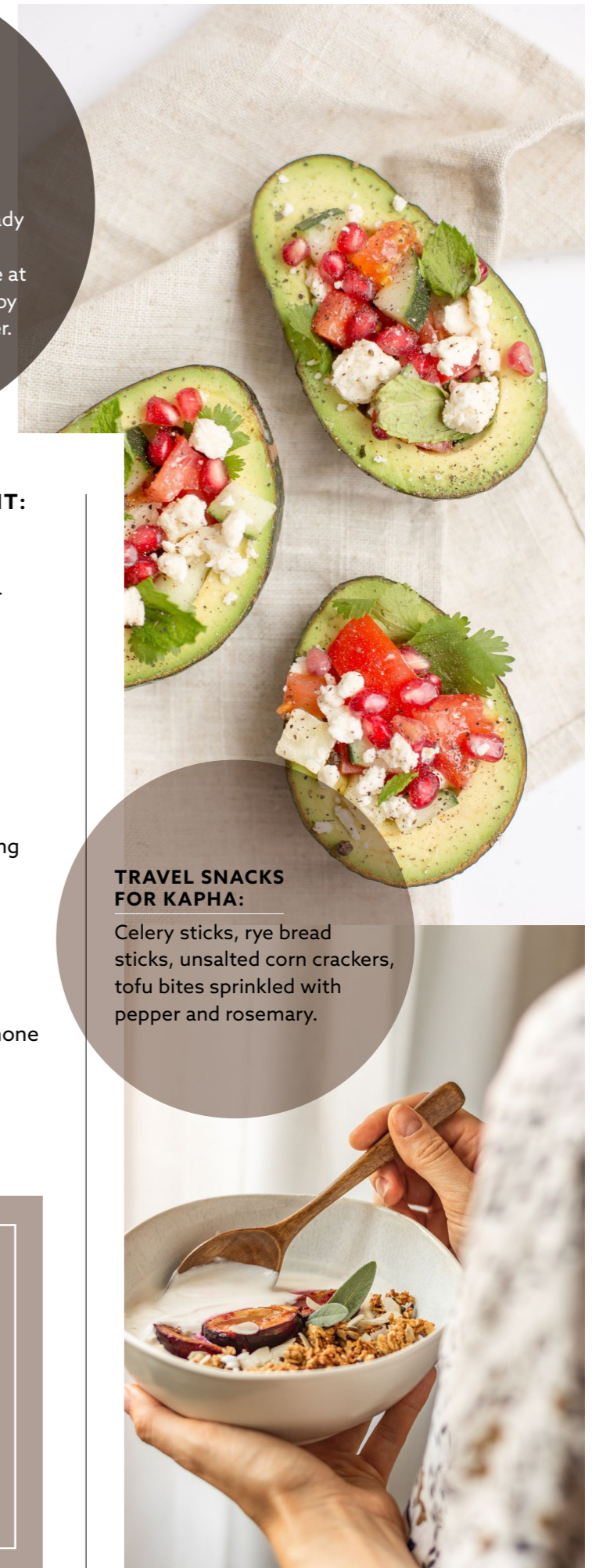
When possible, place all your food on a single plate instead of going through many single courses or refills. Visualising helps us make better choices.

### 6. HOW BEATS WHAT:

Ayurveda teaches that how we eat is more important than what we eat. Be mindful during meal times. Put your phone away, take three deep breaths before eating and allow a few minutes to rest before returning to other activities.

Remember that travel disrupts routine, but you can reduce its impact. By incorporating these principles, you can enjoy travel while nurturing your well-being.

If you're uncertain, you can seek advice from an Ayurvedic practitioner for personalised guidance based on your dosha, or constitution, and travel plans.



### TRAVEL SNACKS FOR KAPHA:

Celery sticks, rye bread sticks, unsalted corn crackers, tofu bites sprinkled with pepper and rosemary.

# Ayurveda sleep guide for travel

According to Ayurveda, proper sleep is one of the three pillars of life, together with proper digestion and proper management of energy levels. Especially when travelling, the disruptions of different time zones, unfamiliar environments and hectic schedules can take a toll on your circadian rhythm and in turn your sleep quality. Here are some Ayurvedic guidelines to ensure restful sleep during your journey:



#### BEST OILS FOR EACH DOSHA:

Sesame or almond for **VATA** (dry skin, insomnia, stress, constipation)  
Coconut or sunflower for **PITTA** (skin rashes, inflammation, irritability)  
Dry massage for **KAPHA** (oily skin, sluggishness, congestion)

#### 1. PRIME YOURSELF FOR SLEEP:

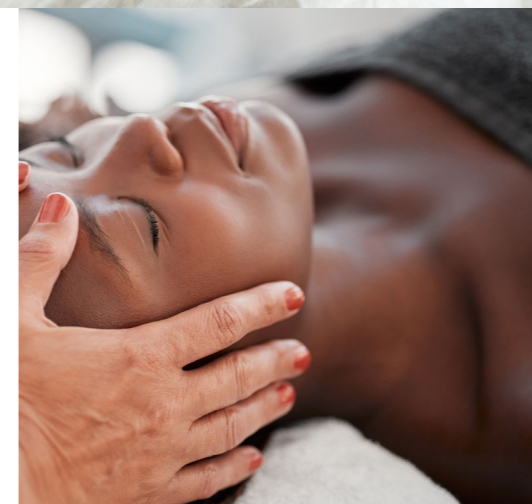
If you can only do one thing, try this for seven consecutive days before your journey. Pick a time that you know you can be in bed and asleep by 10:30pm. If it takes you one hour on average to fall asleep, then aim to be in bed by 9:30pm so you can be asleep by 10:30pm.

#### 2. SUPPORT YOUR INTERNAL CLOCK:

Prepare in advance with creating daily routines that you can carry with you when you travel. For example, a short guided meditation in the morning and journaling before bed are simple rituals to repeat every day, and everywhere. Try to keep your meal times consistent in the days before travelling (and always if possible!). This helps regulate your body's internal clock and minimises disruptions to your circadian rhythm, especially if you're changing time zones.

#### 3. PRIORITISE COMFORT:

Investing in a few affordable aids is an easy way to make your flight experience more comfortable. An inflatable seat cushion with backrest can help to relieve hip, lower back and leg numbness that come with prolonged sitting. Unless you're quite tall, a foot sling or inflatable foot-rest can make all the difference. If packing allows, bring a regular bed pillow on board instead of using a u-shaped travel pillow.



#### 4. PREVENT CONGESTION:

Bring a small bottle of olive or sesame oil drops in your carry-on. Add a couple drops in each nostril as you get on the plane, and after several hours of flying. This will help you adjust to the dry, recirculated air, and prevent dryness and congestion. You can also do this in the morning and before bed if you're exposed to air conditioning all day.

#### 5. MINIMISE JET LAG:

On arrival, try to adapt your bedtime to the local time zone as quickly as possible. Spend time outdoors during daylight hours to help reset your internal clock. If you're only travelling for a few days, prioritise sleep over everything else. The hours between 10:00pm and 2:00am are the most important for restful sleep.

#### 6. DRINK MOON MILK:

TRY THIS DELICIOUS RECIPE FOR AN AYURVEDIC STAPLE TO PROMOTE SLEEP.

- 1 cup high quality, organic milk (cow or your favourite plant based)
- 1 tsp ghee (clarified butter). Generally safe for lactose intolerance, but omit if in doubt.
- ½ tsp turmeric powder
- ¼ tsp cinnamon powder
- ¼ tsp cardamom powder
- a pinch of nutmeg
- (optional) 1 tsp raw sugar, or maple syrup, or date syrup.

Warm up the milk and mix in the rest of the ingredients. Enjoy one cup one hour before bed.

#### 6. ENJOY A MASSAGE:

When possible, visit the hotel or a local spa to treat yourself to a relaxing massage. Or opt for a self full body massage or a simple foot rub. Hands-on therapies are the quickest way to release stress. An oil massage with long strokes, moving downward from head to toes, can do wonders for relaxing your muscles and mind after a long journey. There is a natural release of serotonin in the body during a massage, which is essential for the production of melatonin.

## About the author: Carmen Boscolo



Carmen Boscolo is a Certified Ayurvedic Health Counselor and Founder of Veda Blossom. She comes from a high-flying career as a corporate executive first, then event industry media entrepreneur for 12 years (she co-founded EventMB - now Skift Meetings). Always close to the world of Ayurveda, natural medicine and psychology, in 2020 she decided to embark on a personal transformation journey to heal her own health issues and adopt a more harmonious lifestyle.

Carmen holds multiple qualifications in the field of well-being as a Certified Ayurvedic Health Counselor from the California College of Ayurveda, and as a Psychology Counselor.

She is the founder of Veda Blossom, a wellness and lifestyle brand dedicated to expanding the knowledge of Ayurveda, and helping individuals and businesses establish well-being practices that are sustainable in everyday life.

Thanks to her international background and past work experiences as a corporate executive and business owner, Carmen specializes in 1:1 coaching with busy professionals, group workshops, and corporate wellness programmes.

A born and raised Italian with dual Italian American citizenship, she's lived in Sydney, London and now Las Vegas, with her husband and son. She enjoys walking the beautiful mountain trails, cooking at home and catching a show every now and then!

Connect with Carmen at [vedablossom.com](https://vedablossom.com) or on [LinkedIn](#)



## Disclaimer

All information in this guide is intended for educational purposes only. No information in this guide should be used to diagnose, treat, prevent or cure any disease or condition under any circumstances.

Use of this guide should not delay seeking medical advice from a qualified professional in any way. The author of this guide strongly encourages all users to seek their doctors advice before making any changes to their diet or lifestyle.

### NOT A REPLACEMENT FOR MEDICAL ADVICE

The information in this guide is in no way a replacement or substitution for medical advice. Nor is it a replacement for one to one support from a qualified Ayurvedic professional.