

WELLNESS

## Raising Ayurveda

A new guard of entrepreneurs seeks to reposition an ancient tradition for today.

### RITUAL THINKING

Those tuning into meditation apps or jump-starting their mornings with lemony hot water are engaging with Ayurveda whether they know it or not. The millennia-old South Asian well-being philosophy (translated from Sanskrit as the “science of life”) is finding a mainstream foothold, with a calibrated approach to keeping the body and mind in check—and Instagram-friendly packaging and experiences. “We are about making it contemporary,” says Uma Oils founder Shrankhla Holecek, who is partnering with Equinox this fall on a eucalyptus-scented oil and candle that nod to the expertise of generations of Ayurvedic physicians in her family. Meanwhile, destination spas are revisiting the classics. Herb-infused Ayurvedic treatments are on offer at the recently opened YO1 Luxury Nature Cure, in New York’s Catskills region; the Art of Living’s Shankara Spa, inspired by Sri Sri Ravi Shankar, hosts weeklong Panchakarma-cleanse retreats in Boone, North Carolina. Or submit to white glove-level rebalancing at the serene Vana Malsi Estate, in the northern Indian state of Uttarakhand.



TURMERIC-LACED GOLDEN TONIC BY GOLDE.



VANA MALSI ESTATE, IN UTTARAKHAND, INDIA.

### SPICE MARKET

If you’ve noticed a rush on “golden-milk lattes” at your local coffee shop, you’re not alone. Turmeric, an ingredient prized in Ayurvedic cooking, has earned trending status for its anti-inflammatory benefits and marigold-yellow color. It’s at the core of Diaspora Co.—a direct-trade spice company run by Sana Javeri Kadri, a social media-savvy 24-year-old living in Oakland, California—and a mainstay in *East by West*, British food personality Jasmine Hemsley’s compendium of healing recipes, which lands Stateside this month. It also anchors Golde, the popular Brooklyn-based golden- tonic line created by wellness enthusiast Trinity Mouzon Wofford. For her, Ayurveda’s proliferation outside Indian circles is less about commodifying tradition than about opening up a conversation. “When you look at the wellness space, you’ve got the crunchy-granola vibe and then you’ve got the response: luxury, sexy, minimalist,” says Wofford, who sees plenty of room in between for ready-to-make ease and approachability.



INGREDIENTS FOR UMA OILS ARE HAND-HARVESTED ON THE FOUNDER’S FAMILY ESTATE.

### PIONEER WOMAN

All of this increased engagement signals to Pratima Raichur that Ayurveda’s global moment is now, in pantries and at the beauty counter. “This is how we are able to keep these traditions relevant,” says the Mumbai native, 79, who opened Pratima, her New York spa, in 1985, with a lineup of small-batch skin care based on years of Ayurvedic study. (She avoided the A-word at the time, after a beauty editor suggested she was decades ahead of the curve.) Later this year, her beloved range will be reborn as a thirteen-piece collection, with eye-candy packaging by the collage artist Britt Berger. The products leverage Ayurvedic botanicals, such as the vitamin A-rich plant Trayman Rhizome; edible herbal blends address digestion, stress, and even infertility. The line joins an influx of turmeric face masks, rose waters, and amla-berry balms, via brands like Sahajan and 8 Faces, touting the A-word in plain sight.—PRIYA RAO