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## BALANCING HEALTH THROUGH ANCIENT WISDOM: ROLE OF RASAYANA IN ADDRESSING LIFESTYLE DISORDERS

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Lifestyle disorders, also referred to as non-communicable diseases (NCDs), have become a major global health concern in the current era of globalization, impacting people of all ages and demographics. According to WHO NCDs kill 41 million people yearly, equivalent to 74% of all deaths globally. Rasayana, a fundamental concept in Ayurveda, can be used to mitigate and prevent epidemics of lifestyle disorders, emphasizing the harmonious balance of mind and body. Literary search was conducted, utilizing classical Ayurvedic literature, the latest texts, and various databases to compile information related to it. Rasayana therapy primarily focuses on enhancing an individual's overall health and well-being. The multifaceted approach of Rasayana plays a significant role in restoring balance and promoting overall health. This review describes the holistic approach of Rasayana and provides a promising avenue for addressing the growing burden of lifestyle disorders. Rasayana's individualized approach, adapted to one's constitution and imbalances, boosts its effectiveness even more.

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