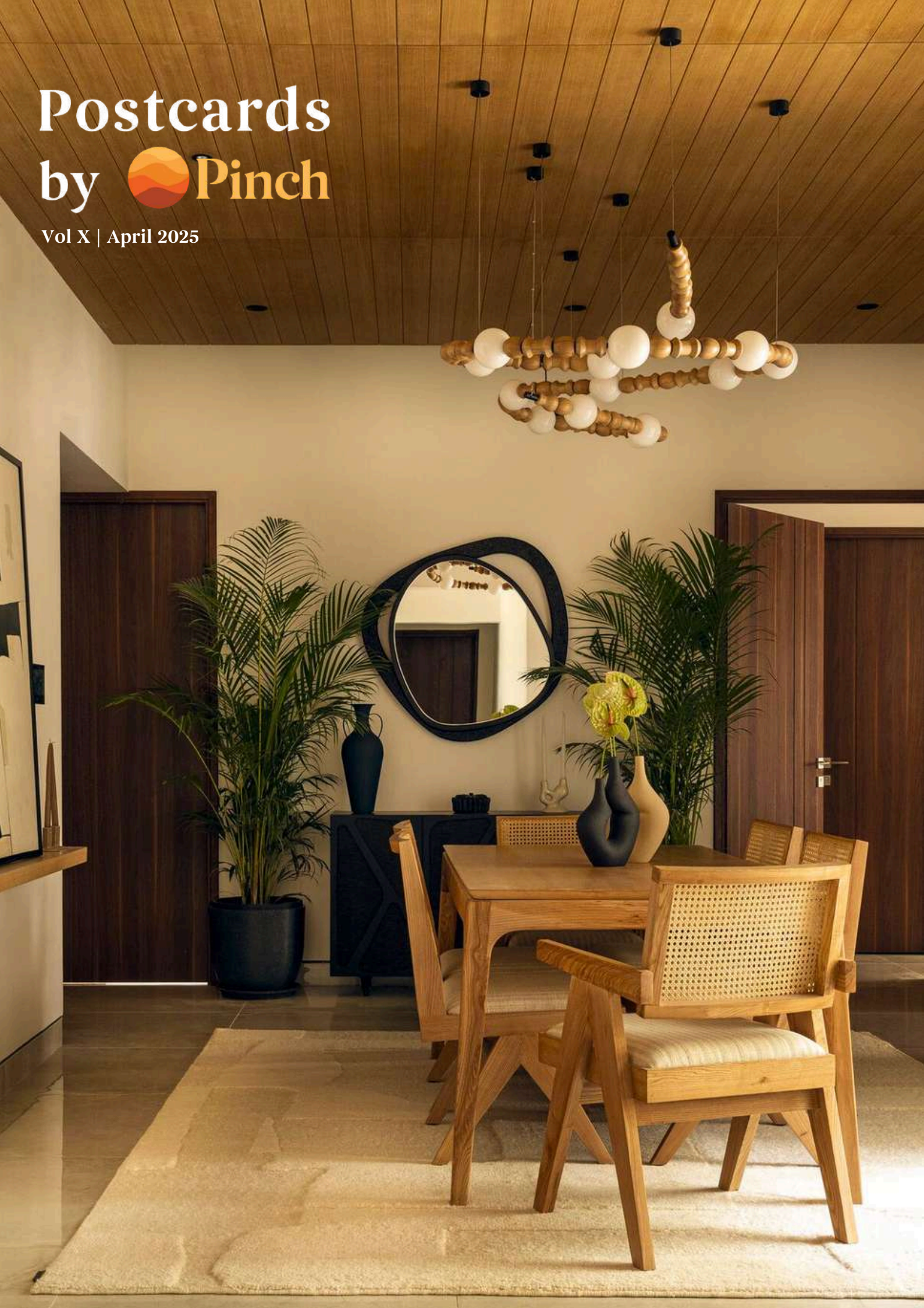


# Postcards by Pinch

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# The Summer Knows

## A Quiet Recalibration of Home and Self



### It starts

**subtly.** The morning light turns clearer, sharper. A desire to open the windows earlier than usual. A quiet shift in appetite. Summer doesn't arrive with fanfare - it arrives with feeling. Homes that felt cocooned in comfort just weeks ago now seem to ask for air, for space, for silence. And so do we.

This is no coincidence. According to Ayurveda, summer is ruled by the pitta dosha - composed of fire and water - which governs metabolism, digestion, and transformation. When pitta is aggravated, we may experience irritability, overheating, acidity, and restlessness. The ancient wisdom is clear: in high-heat months, we must cool not just our spaces, but our systems. The goal isn't avoidance, it's balance.

Designing your home around this principle doesn't require renovation. It begins with noticing. Cotton, khadi, and linen replace heavier fabrics, not for aesthetics but for breathability. Terracotta and natural stone flooring retain a coolness underfoot - a reason they've long been favored in traditional Indian homes. Light colours—ivories, sages, pale blues have

been shown to reduce the perception of warmth, both visually and emotionally.

Hydration, so often framed as a chore, becomes a ritual of care. Research says that increasing water intake by at least 20% in peak Indian summers to prevent fatigue and heat stress. Ancient Indian practices knew this well - placing drinking water in earthen pots naturally cools it through evaporation and alkalizes it slightly, making it gentler on the stomach. Adding a few strands of saffron or soaked fennel seeds isn't just for flavor—it aids digestion and reduces internal heat, as documented in Ayurvedic pharmacopoeia.

The kitchen undergoes its quiet transition, too. Ingredients shift from heavy grains and warming spices to naturally cooling elements: bottle gourd, ash gourd, tender coconut, coriander, cucumber, mint, and raw mango. The traditional North Indian dish of [pachadi](#), or the [South Indian mor kozhambu](#), is no longer just culinary nostalgia - it's the body's request for lighter, probiotic-rich meals that soothe the gut.



And then comes the slowing down. [Neuroscience suggests](#) that longer daylight hours, a characteristic of summer - can disturb melatonin cycles, making it harder to wind down in the evenings. The Ayurvedic response is to preempt this disruption. Early dinners. Gentle movement. Evening routines that honor cooling practices: a foot soak with vetiver oil, a massage with coconut oil, or simply placing a cool towel soaked in rosewater on the forehead. These aren't indulgences; they are recalibrations.

Our ancestors instinctively lived by these seasonal cues. Summer festivals across India celebrate water, shade, and fruit—Chaitra Navratri, with its focus on fasting and satvik food; Bihu and Vishu, with their community meals based on harvests of rice and cooling herbs; and mango festivals across the country, where fruit is not dessert but medicine. These weren't random traditions. They were seasonal systems disguised as celebration.



What summer really demands is subtraction. Of clutter. Of heat-retaining objects. Of overstimulation. It's a time to edit - your home, your plate, your calendar. Neuroscientific studies even suggest that seasonal shifts in light and temperature can influence our emotional bandwidth, explaining why our patience runs thin or our energy feels scattered. The more we align with these natural cycles, the more stable our inner world becomes.

This season doesn't ask you to do more. It asks you to feel more. To soften the harsh light with sheer curtains. To bring home a few neem leaves or vetiver roots and tuck them into the corners of your room. To let the day end a little earlier. When your home lives in sync with the sun and your body listens to what the soil has to offer, wellness becomes less of a regime and more of a return.

Summer knows what to do. The only question is: will you let it show you?



## To Use

# Copper Water Bottle – Vayu Mudra by Coppre

Crafted from pure copper, this elegant water bottle draws from Ayurvedic tradition to support natural detoxification and balance. In summer, copper-charged water is believed to cool the body, aid digestion, and maintain hydration more effectively. A beautiful, functional addition to your seasonal wellness routine.

## To Sip

# Aurangzeb Blend Tea by No. 3 Clive Road

This fragrant blend of chamomile, tulsi, and marigold is designed to soothe the senses and aid digestion—two key summer needs. With cooling herbs that naturally reduce internal heat, it's ideal for midday sipping or a light, calming tea ritual before bed. Inspired by Mughal gardens, every cup is a gentle reminder to slow down.





## To Listen

# The Indian Wellness Podcast by Vitality Hours

A thoughtfully curated podcast featuring episodes on seasonal rhythms, mindful routines, and holistic health through an Indian lens. Especially in summer, its tips on cooling foods, mental detox practices, and Ayurvedic insights provide simple, grounded ways to stay centered and well. Ideal for quiet mornings or sunset resets.

## To Experience

# Saffron & Bael Summer Tonic

This elegant summer drink combines the digestive benefits of bael (wood apple) with the mood-enhancing properties of saffron. Bael is renowned in Ayurveda for its cooling and digestive properties, making it ideal for hot climates. Saffron adds a subtle floral aroma and is known to uplift the mood. Together, they create a refreshing tonic that soothes the body and delights the senses.





# Brand Feature

## Birdsong - A Gentle Return to Wholeness



It all began in the kitchen.

Years before [Birdsong](#) Life became known for its clean, beautiful, and mindful wellness products, its founder Radhika Mahadevan was mixing oils and herbs at home—rooted in the practices she had grown up with in a traditional South Indian household. “Wellness was always part of our daily rituals, but the products we had access to didn’t fit into the texture of modern life,” she reflects.

The shift happened post-COVID. She observed how many wellness products were effective, but few felt good to use. They were either bitter, overly medicinal, or poorly designed. “What if the content stayed the same - pure and traditional - but the experience evolved to bring joy, calm and clarity into modern routines?”

That’s how Birdsong Life came to be - not as a product company, but an experience company.

The name Birdsong was chosen to evoke the gentle rhythm of nature—it’s quiet beauty, its grounding energy, its ability to bring you back to yourself. The idea was to build a brand that helps people reconnect with

themselves through nature, not separate from it. This philosophy carries into the logo too, inspired by the Māori symbol Koru, which represents new beginnings and inner growth. “To look within is to look within nature,” says Radhika - a belief that has guided the brand’s every decision.

From its name and logo to its high-grade aluminum tubes that echo old-world remedies in a sustainable, elegant format, Birdsong is intentional in every detail. The brand is built on three quiet but powerful pillars: a deep respect for India’s indigenous wellness wisdom, thoughtful design that resonates with contemporary lifestyles, and a strong social impact - especially through empowering women across the value chain.

One of the first products was a modern take on oil pulling - made with coconut oil, clove, and citrus. It was blended with tradition, tested in labs, and reformulated for better taste and ease of use. Today, the range includes bath and body essentials, oral care, hair masks made with Chengi (an indigenous Manipuri hair care lotion), and even a soap-infused loofah for effortless cleansing and exfoliation.



Radhika's journey through the corporate and nonprofit worlds into entrepreneurship has shaped Birdsong's heart as much as its form. The brand remains bootstrapped and proudly independent, focused on building a legacy rather than chasing rapid scale. "You can make a product quickly, but to make something that lasts - something that truly becomes part of people's lives - takes time," she says. Their toothpaste, for instance, took over a year of R&D with Ayurvedic doctors, biochemists, and dentists.

Interestingly, 50% of Birdsong's customers are men. And while the majority of users are from urban centers, the understanding and appreciation of high-quality, intentional wellness is beginning to permeate more widely.



Looking ahead, Birdsong is entering the luxury hospitality space and experimenting with new formats like curated wellness kits and a digital community called The Morning Club. The goal is to bring people together through shared routines - whether it's meditation, nutrition, or simply starting the day right.

At its core, Birdsong Life is an invitation to slow down. To look inward. And to find, in the rhythm of everyday rituals, a little more peace.

If you wish to discover more about their products, do reach out to your Lifestyle Manager.

 Pinch

Make Time for More

