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# Modern VIVAMAYR Medicine

## Back to the roots to manage the future

2016 Global Wellness Summit, Kitzbühel

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## Harald Stossier, MD

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General Practitioner

Medical Director at VIVAMAYR Maria  
Wörth

Education in different methods of  
Complementary Medicine including  
Lecturer & Coach of

Modern Mayr Medicine

Applied Kinesiology

Orthomolecular Medicine

Environmental Medicine

Board member for Complementary  
Medicine of the Austrian Medical  
Chamber

## VIVAMAYR – Austria

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Medicine is going into two directions

TREATMENT and PREVENTION

The approach of VIVAMAYR includes  
both

## VIVAMAYR – Austria

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VIVAMAYR is a symbiosis of naturopatic treatments. To guarantee an individual approach we combine

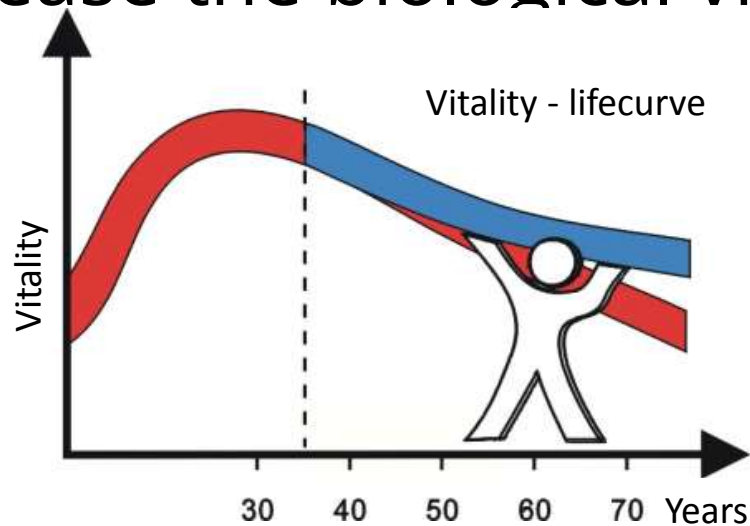
Diagnostic and therapy acc to Mayr  
Functional Myodiagnostic / Applied  
Kinesiology  
Orthomolecular Medicine

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## VIVAMAYR – Austria

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Additionally we use a lot of different modern complementary methods go increase the biological vitality



## VIVAMAYR – Austria

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Prevention and staying healthy are becoming more and more important

## SALUTOGENESIS

Means to do what ever is necessary to stay as healthy as possible

## Dr. Franz Xaver Mayr



- 1912 Die Darmträgheit
- 1920 Schönheit und Verdauung
- 1921 Fundamente zur Diagnostik der Verdauungskrankheiten
- 1949 Wann ist unser Verdauungsapparat in Ordnung ?  
Die verhängnisvollste Frage

- 28. Nov. 1875 in Gröbming  
Medical studies in Graz
- 1899 as Assistent in St. Radegund
- 1901 Promotion summa cum laude
- 1903 Johannesbrunn
- 1906 Karlsbad  
Military doctor in 1st world war
- 1920 Karlsbad
- 1939 Vienna
- 21. Sept 1965 Gröbming

Basic tools to diagnose intestinal diseases

How can one – without taking medical history and without chemically or technically support – only with our 5 senses get a appropriate impression of the condition and function of singular parts of the intestinal tract

# Physiology of Digestive Tract

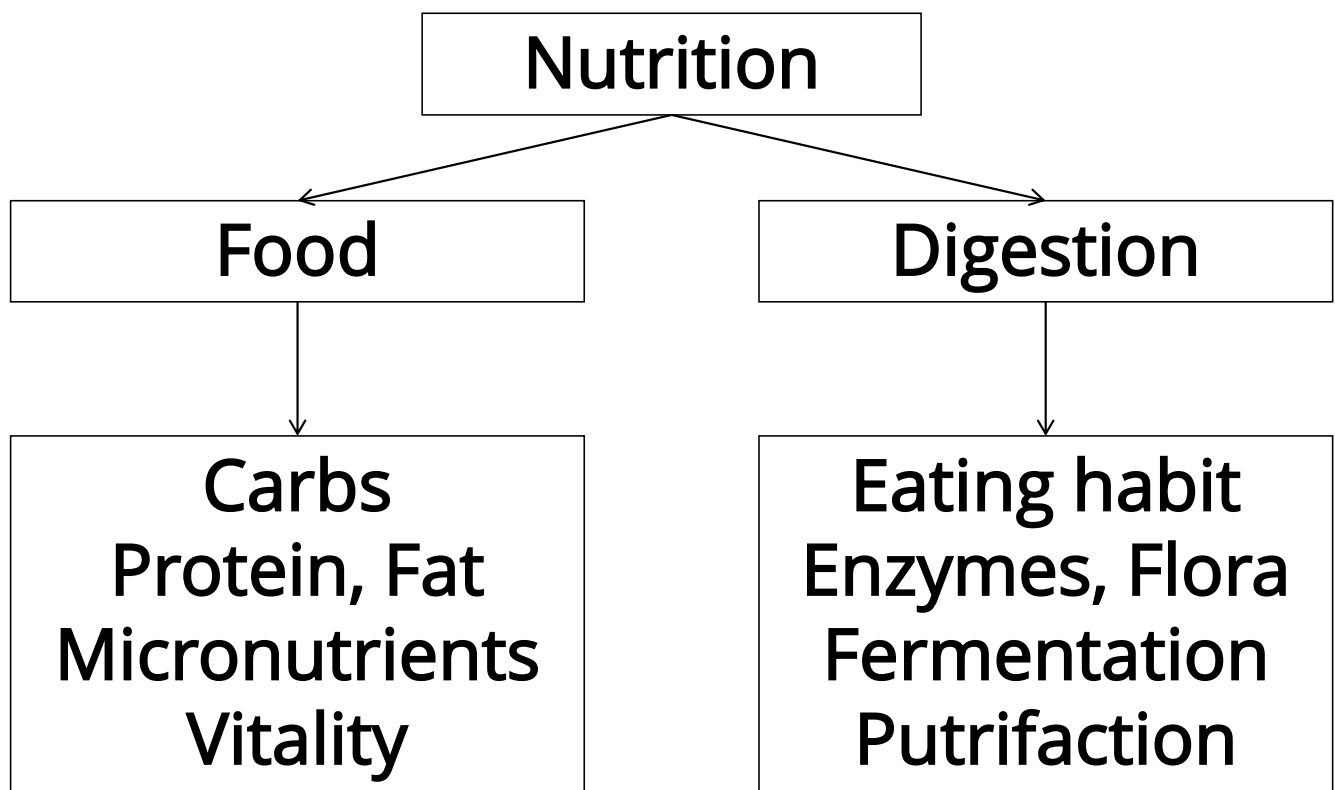
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Nutrition  
is the result of  
Food  
and  
Individual Digestion



# Physiology of Digestive Tract

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# Physiology of Digestive Tract

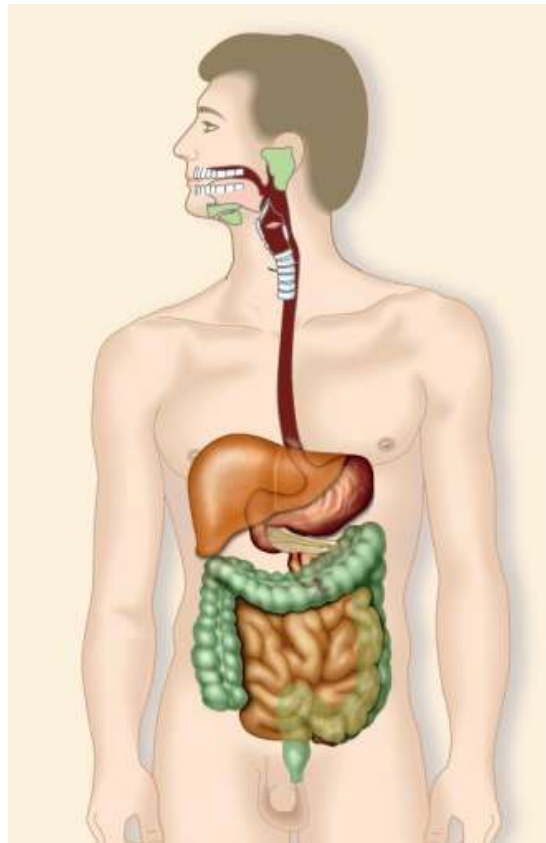
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## Importance of Food

- Best quality, ideally organic
- Without preservations
- Prefer locally and seasonally food
- Respect food intolerances

# Physiology of Digestive Tract

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# Physiology of Digestive Tract

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## Eating habit

The main goal is to create awareness that the eating habit is more important than the food itself

# Physiology of Digestive Tract

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## Eating habit

Eat slowly, chew well

Take time for your meals and give time to digest the meal

Have your evening meal as early as possible and as easy digestible as possible

Drink between meals and balance alkaline and acids in food

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# Physiology of Digestive Tract

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Too much food leads to maldigestion

## Fermentation & Putrescence

These processes build a lot of toxins  
influencing our health

# Physiology of Digestive Tract

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## Fermentation

Toxic alcoholic  
metabolites

Propanol  
Etanol  
Methanol  
Butanol

## Putrescence

Biogenic amine

Putrescin  
Cadaverin  
Skatol, Indol  
Histamine



# Physiology of Digestive Tract

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## Physiology of Digestive Tract

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The intestine is the „root system“  
of a human being

The chronic intestinal damage is  
the most common cause of our  
civilisatoric diseases

## Our Philosophy

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Everybody can become more  
healthier, stronger and glowing by  
changing usually eating habits  
temporarily

Dr.F.X.MAYR

Fasting is not the goal,  
but to be healthy and capable in our  
daily life

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## Modern Mayr Medicine

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MMM is the beginning of reorientation of our eating habits and life style



- Rest & Simplification
- Cleansing
- Training
- Substitution

# Modern Mayr Therapy

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## Training

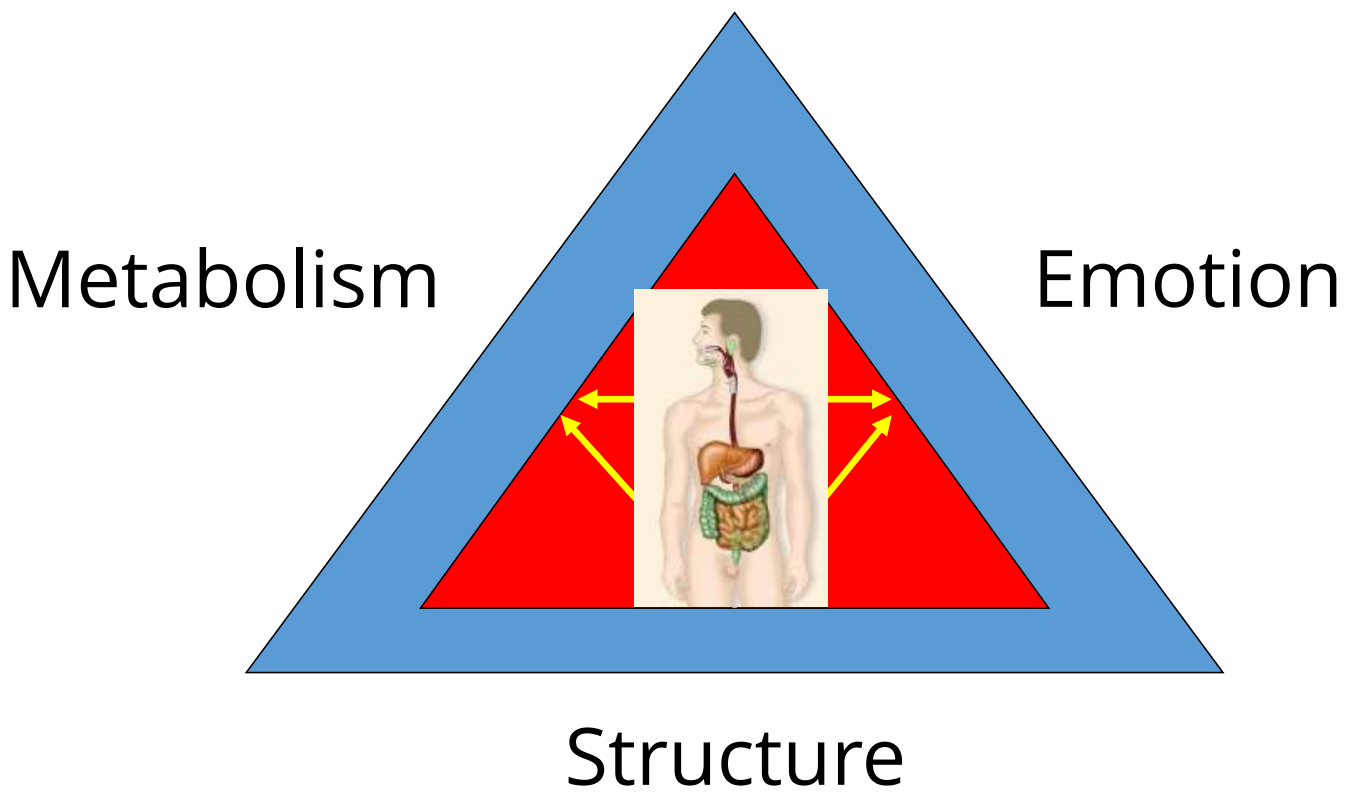


Manual Abdominal Treatment according to F.X.Mayr

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# Triade of Health

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## The new market – Salutogenesis

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New professions are established

New comprehension for health

New motivation

More satisfaction – more  
economical success

## The new market – Salutogenesis

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Targetgroup is independent person to demonstrate how to live healthier and longer

## The new market – Salutogenesis

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Goal is not only prevention, but  
promotion of health and  
personality

„enrichment“



## The new market – Salutogenesis

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Growing older successfully means to obtain one`s age respective function of body, spirit and soul within our social relation

## The new market – Salutogenesis

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People become older and older,  
but nobody wants to be old

## The new market – Salutogenesis

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Caloric restrictiv fedded rats live  
by about 50% longer than rats  
feeded ad libidum

Fasting is the only sientifically  
proofen strategy to live longer

## The new market – Salutogenesis

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So the question is not how old we will become, but how we will become older

The new market – Salutogenesis

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Modern VIVAMAYR – Therapy  
as

SUCCESSFUL LIVING  
strategy

## The new market – Salutogenesis

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## The new market – Salutogenesis

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### Quality of life

is a „multidimensional construction“,  
which can be experienced by  
physical, psychic, social and  
functional aspects of the human  
existence

## The new market – Salutogenesis

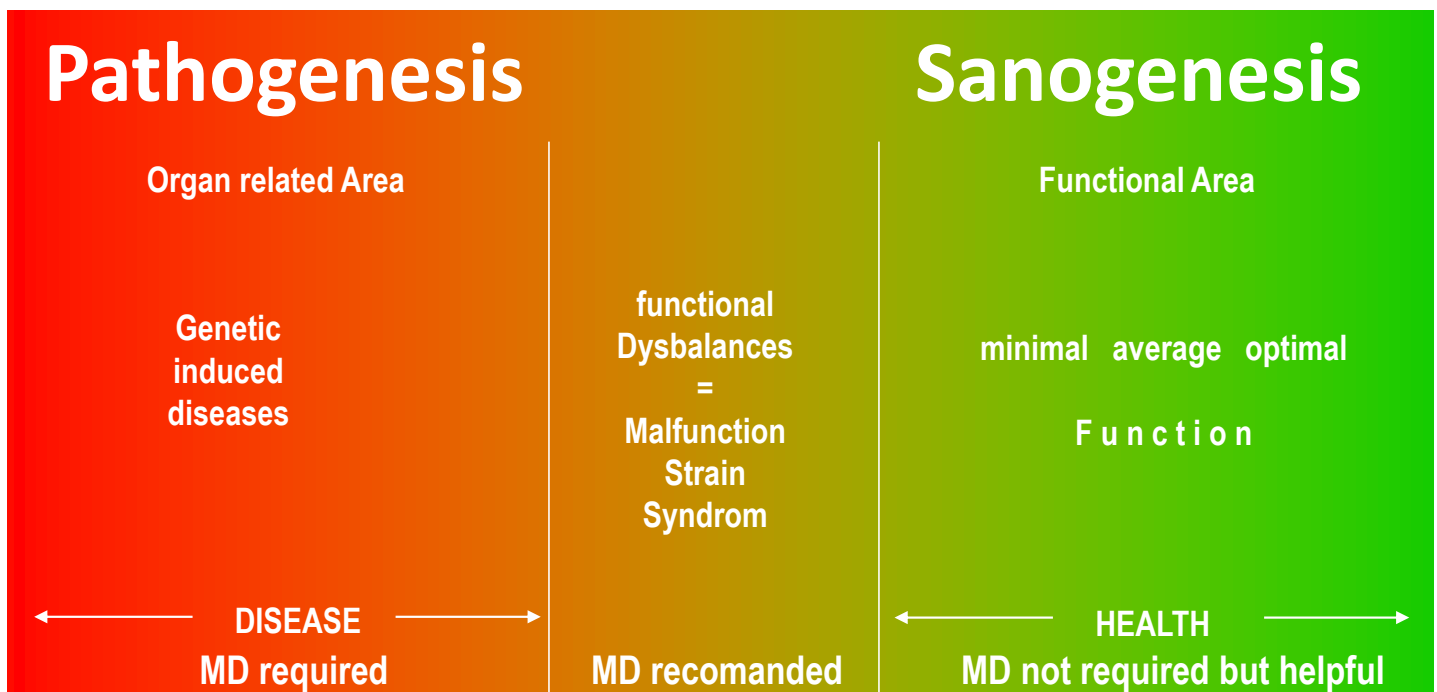
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### Quality of life

We want to transform the new science behind knowledge, experience and awareness into our daily routine



## The new market – Salutogenesis



# VIVAMAYR – International

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VIVAMAYR  
Vienna



VIVAMAYR Altaussee – Maria Wörth



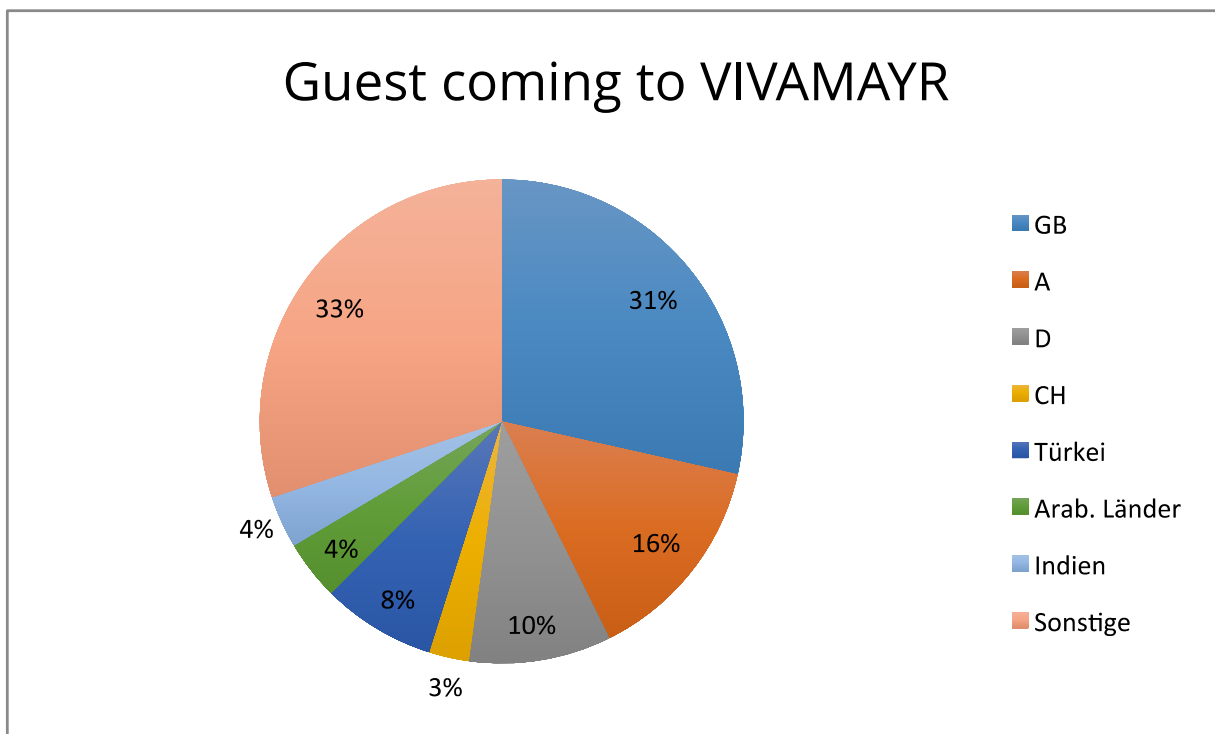
VIVAMAYR  
London

VIVAMAYR Clinic Cooperations in Moscow, Dubai, Istanbul, Mumbai

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## VIVAMAYR – International



## VIVAMAYR – International

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Health is THE megatrend of 21<sup>st</sup>  
century

People are willing to spend money for health, but expect perfect maintenance

Don` t offer a little of everything, but  
create a perfect niche offer

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## VIVAMAYR – International

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VIVAMAYR host 3 typ of guests

- 1 Healthy people want to stay healthy
- 2 People with diseases and insufficient treatments by main stream medicine
- 3 People with diseases and willing to be treated in a natural way

## Our Future

We want to sharpen our offer

Focus on strenght and knowledge to be  
THE experts in prevention and  
treatment for our guests

VIVAMAYR – International

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## Our Future

We become more and more the  
„new family doctor“  
of our clientel



VIVAMAYR – International

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## Our Future

We will expand to new markets

Establish a network of partners for  
Intestinal Health

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Thank you for your attention