MUDRAS for MEMORY IMPROVEMENT



SIMPLE HAND GESTURES for U L T I M A T E MEMORY IMPROVEMENT

ADVAIT

'Mudras for Memory Improvement'

25 Simple Hand Gestures for Ultimate Memory Improvement

By

Advait

Contents

What are Mudras?
Attention!!
How to Use These Mudras?
Mudra #1
Mudra #2
Mudra #3
Mudra #4
Mudra #5
Mudra #6
Mudra #7
Mudra #8
Mudra #9
Mudra #10
Mudra #11
Mudra #12
<u>Mudra #13</u>
Mudra #14
Mudra #15
Mudra #16
Mudra #17
Mudra #18
Mudra #19
Mudra #20
Mudra #21
Mudra #22
Mudra #23
Mudra #24
<u>Mudra #25</u>
Thank You

Other Books by Advait

Disclaimer and FTC Notice

What are Mudras?

According to the Vedic culture of ancient India, our entire world is made of 'the five elements' called as *The Panch-Maha-Bhuta*'s. The five elements being **Earth**, **Water**, **Fire**, **Wind** and **Space/Vacuum**. They are also called the earth element, water element, fire element, wind element and space element.

These five elements constitute the human body – the nutrients from the soil (earth) are absorbed by the plants which we consume (thus we survive on the earth element), the blood flowing through own veins represents the water element, the body heat represents the fire element, the oxygen we inhale and the carbon dioxide we exhale represents the wind element and the sinuses we have in our nose and skull represent the space element.

As long as these five elements in our body are balanced and maintain appropriate levels we remain healthy. An imbalance of these elements in the human body leads to a deteriorated health and diseases.

Now understand this, the command and control center of all these five elements lies in our fingers. So literally, our health lies at our fingertips.

The Mudra healing method that I am going to teach you depends on our fingers.

To understand this, we should first know the finger-element relationship:

Thumb – Fire element.

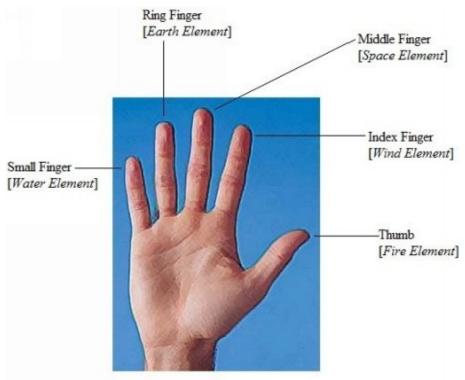
Index finger – Wind element.

Middle finger – Space/Vacuum element.

Third finger – Earth element.

Small finger – Water element.

This image will give you a better understanding of the concept:



When the fingers are brought together in a specific pattern and are touched to each other, or slightly pressed against each other, the formation is called as a '*Mudra*'.

When the five fingers are touched and pressed in a peculiar way to form a Mudra, it affects the levels of the five elements in our body, thus balancing those elements and inducing good health.

P.S. The Mudra Healing Methods aren't just theory or wordplay; these are healing methods from the ancient Indian Vedic culture, proven and tested over ages.

Attention!!

Read this before you read any further

For the better understanding of the reader, detail images have been provided for every mudra along with the method to perform it.

Most of the Mudras given in this book are to be performed using both your hands, but the Mudras whose images show only one hand performing the Mudra, are to be performed simultaneously on both your hands for the Mudras to have the maximum effect.

Do you wish to receive Information on Mudras on a regular basis?

Grab this opportunity and get useful information on Mudras, once a week...right into your inbox.

You'll be surprised to know how many serious ailments can be prevented and cured by doing these simple hand gestures.

From Addiction to Arthritis, for improving Digestion to Detoxification, Mudras are extremely effective, even in cases of Cancer and even patients with HIV/AIDS Mudras work like magic.

Subscribe to my 'Mudras Newsletter' to know more.

To subscribe, **Click Here**

Thanks.

Advait

How to Use These Mudras?

The Mudras Mentioned in this book for Memory Improvement can be classified into two categories, viz.

- a) Primary Mudras for directly improving your Memory (Memory capabilities) and,
- b) Secondary Mudras for increasing your concentration, focus and intelligence.

The Primary Mudras are the first 15 Mudras while the remaining 10 Mudras are the secondary Mudras.

The Primary Mudras are to be used directly and extensively for Memory Improvement and the Secondary Mudras are to be used for garnering the required Concentration, Focus and Intelligence thus, these secondary Mudras increase the effects of the Primary Mudras manifolds.

Make sure that you perform all the Primary Mudras regularly and extensively, while performing a few Secondary Mudras regularly which will enhance the effect of the Primary Mudras.

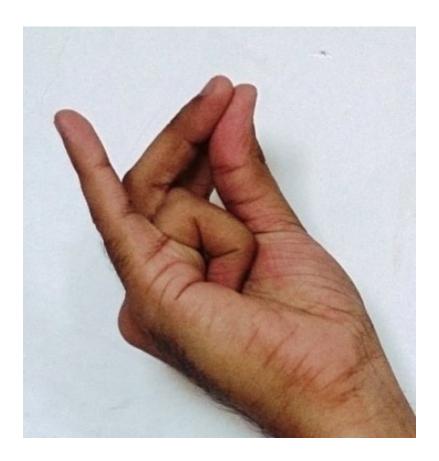
Also, understand that <u>it is NOT a hard and fast rule that you should perform all these 25 Mudras back to back in one session</u>.

Take your time, and perform these Mudras at your own pace and convenience.

The beauty of Mudra Health and Healing Techniques is that Mudras can be performed at any time and place: while stuck in traffic, at the office, watching TV, or whenever you have to twiddle your thumbs waiting for something or someone.

So, please don't come up with any excuses to avoid them, Mudras are as Easy and Effortless as Memory Improvement can get.

Mahaashirshamudra / Mudra of the Great Head



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Touch the centre of the palm with the tip of the Ring finger.

Join the tips of the Index finger, Middle finger and Thumb together.

Keep the Little finger extended outwards.

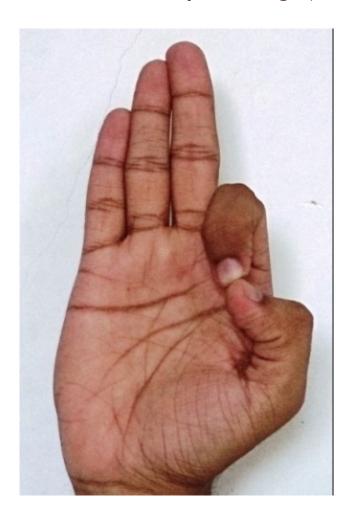
(Refer the image)

Perform this Mudra on each hand and place the hands in your lap.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 20 minutes at a stretch.

Dnyaanmudra / Mudra of Knowledge (Wisdom)



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Join the tips of your Index finger and Thumb together and press slightly.

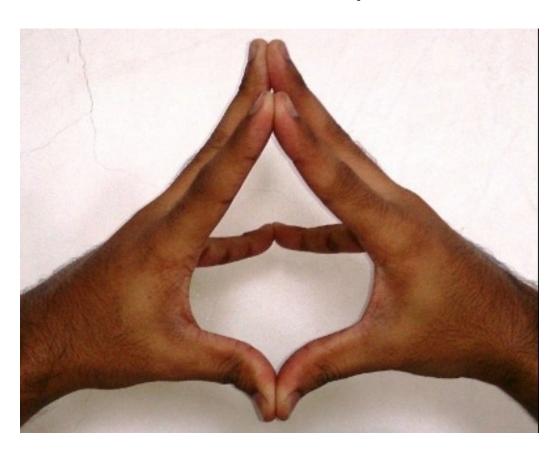
Keep all the other fingers extended outwards as shown in the image.

After forming the Mudras on both the hands, rest the Mudras on your thighs, palms facing up.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 20 minutes at a stretch.

Panchmukhmudra / Mudra of Five Faces



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

- Hold your palms in front of your chest facing each other.
- Now extend all the fingers on both the hands outwards.
- Then, touch tips of all fingers of one hand to the tips of the respective fingers of the other hand. (refer the image)

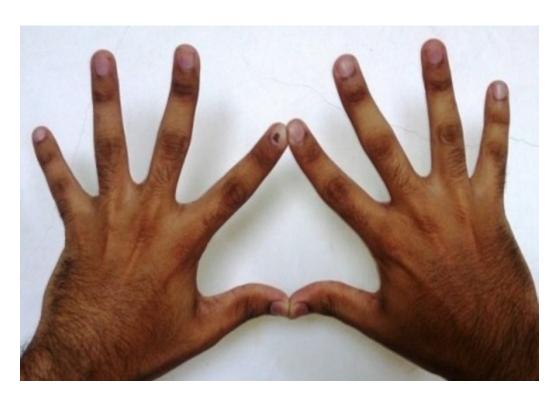
Press the tips slightly.

Once the Mudra is formed lower the Mudra hold it in front of your abdomen.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 20 minutes at a stretch.

Sahastraarmudra / Mudra of Thousand Petals



Method:

- This Mudra can be performed while being seated, in a standing position.
- Concentrate on your breathing to relax and feel comfortable.
- Raise your hands at chest height, with your palms facing down.
- Now, join the tips of both the Index fingers together and press slightly.
- Then, join the tips of both the Thumbs together forming a Triangle. (Refer the image)
- Keep all the other fingers extended and outstretched.
- Once you have formed this Mudra, raise the Mudra at a height of around 6 inches above your head.

And now visualize as if a shower of light and energy are entering the top of your head through the triangle formed in the Mudra.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 20 minutes at a stretch.

Surabhimudra (Dhenumudra)



Method:

This Mudra has to be performed in a sitting position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Touch the tip of the Little finger of the left hand to the tip of the Ring finger of the right hand.

Touch the tip of the Middle finger of the left hand to the tip of the Index finger of the right hand.

Touch the tip of the ring finger of the left hand to the tip of the Little finger of the right hand.

- Touch the tip of the Index finger of the left hand to the tip of the Middle finger of the right hand. (This is a bit confusing; refer to the image for clarity)
- Then join the tips of both the Thumbs together and press slightly.
- Hold this Mudra in front of your chest.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 30 minutes at a stretch.

Dwitiiya Varunmudra / Mudra of Rain God II



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Keep your palms in front of your chest, facing upwards.

Touch the tip of your Thumb with the tip of your Little finger and press slightly.

Keep the other three fingers extended in the outward direction.

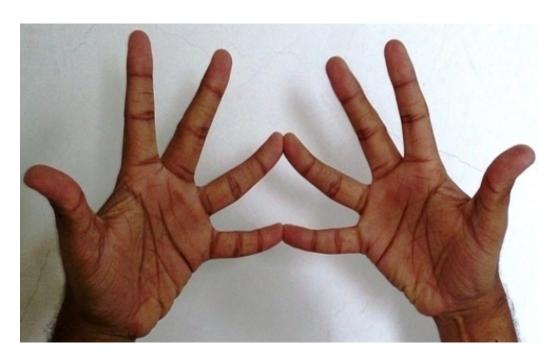
(Refer the image)

Form this Mudra with each of your hand and place them on your thighs.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40 minutes at a stretch.

Dvimukhamudra / Mudra of Two Faces



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Hold your palms in front of your chest facing you.

Now extend all the fingers on both the hands outwards.

Then, touch tips of the Little finger and Ring finger of one hand to the tips of the Little finger and Ring finger of the other hand and press slightly. (refer the image)

Once the Mudra is formed lower the Mudra hold it in front of your abdomen.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40

minutes at a stretch.

Purnadnyaanamudra / Mudra of Complete Wisdom



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Join the tips of your Index finger and Thumb together and press slightly.

Keep all the other fingers extended outwards as shown in the image.

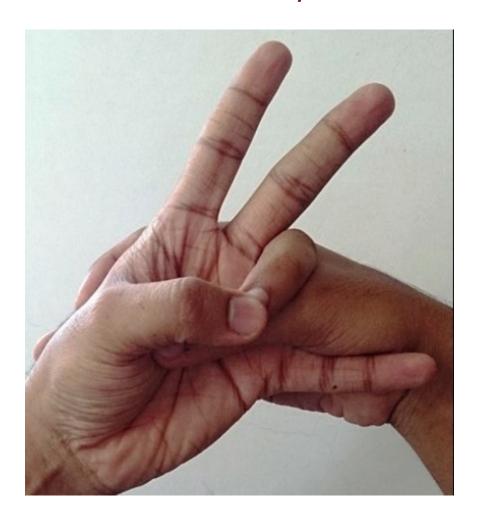
After forming the Mudras on both the hands, hold the Mudra made by your right hand in front of your heart and rest the Mudra made your left hand on your left knee.

Relax your shoulders.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40 minutes at a stretch.

Makarmudra / Mudra of Crocodile



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Touch the tip of the Ring finger of your left hand to the tip of the thumb of the same hand, while the Index, Middle and Little fingers are all outstretched.

Now, drive your right thumb through the space between your bent, left Ring finger and outstretched left Little finger, and touch the tip of your right thumb to the base of your left Thumb, as shown in the image.

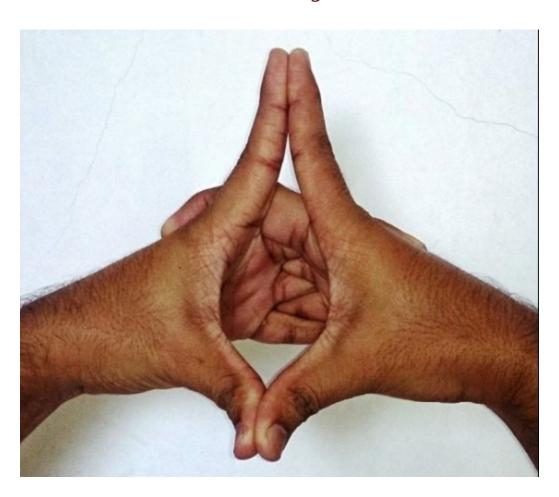
And hold your right palm on the back of your left palm.

This Mudra should be held in front of your pelvic region and not at chest height.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40 minutes at a stretch.

Pratham Uttarbodhimudra / Mudra of Supreme Awakening I



Method:

This Mudra can be performed while being seated, in a standing position or lying in bed.

Concentrate on your breathing to relax and feel comfortable.

Interlace the fingers of both the hands together.

Now join the tips of the Index finger and the Thumbs together as shown in the image and extend the Index fingers as upwards as possible, simultaneously extending the Thumbs downwards.

(Refer the image for clarity.)

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40 minutes at a stretch.

Dwitiiya Uttarbodhimudra / Mudra of Supreme Awakening II



Method:

This Mudra has to be performed in a sitting position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Clasp your hands together, and interlace the fingers of both the hands together.

Now join the tips of the Index finger as shown in the image and extend the Index fingers as upwards as possible,

Then cross-over the left Thumb on the right Thumb.

(Refer the image)

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40 minutes at a stretch.

This Mudra should be performed twice a day, once in the morning and once in the evening for best results.

**Note:

This Mudra was used by ancient Indian Maharshi's / Yogi's for attracting inspiration and insight.

This Mudra strengthens the willpower and increases your focus towards achieving your aim.

Shankhamudra / Mudra of Conch



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Make a fist with your right hand.

Insert the thumb of your left hand into that fist.

Flatten the rest of the four fingers of the left hand on the fist.

Now touch the tip of the Index finger of the left hand, with the tip of the Thumb of the right hand.

This will form a *Shankha*/Conch like structure.

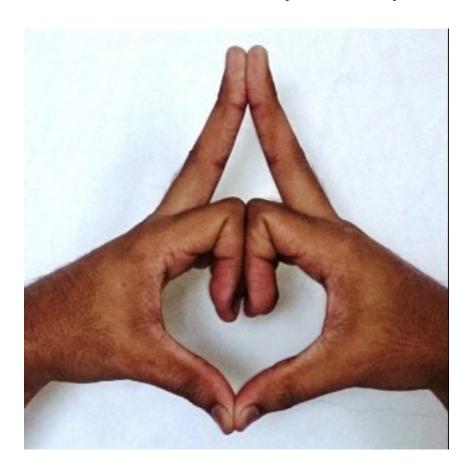
Refer the above image for more clarity.

Hold this Mudra in front of your chest

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40 minutes at a stretch.

Kaaleshwarmudra / Mudra of the Lord of Time



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Touch the tip of the middle finger of your left hand with the tip of the middle finger of your right hand.

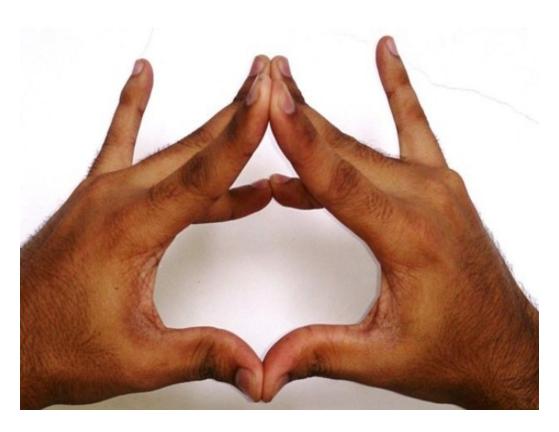
Touch the tip of the thumb of your left hand with the tip of the thumb of your right hand.

- Keep the middle fingers and thumbs stretched and straight.
- Bend the other fingers and let them touch each other at the joints, as shown in the image.
- Hold this Mudra in front of your chest.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40 minutes at a stretch.

Shanmukhamudra / Mudra of Six Faces



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Hold your palms in front of your chest facing each other.

- Now extend all the fingers on both the hands outwards.
- Then, touch tips of all fingers of one hand to the tips of the respective fingers of the other hand, except the ring fingers.

Keep both the Ring fingers extended outwards.

(Refer the image)

Once the Mudra is formed lower the Mudra hold it in front of your abdomen.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40 minutes at a stretch.

Vairaagyamudra / Mudra of Detachment



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Join the tips of your Index finger and Thumb together and press slightly.

Keep all the other fingers extended outwards as shown in the image.

After forming the Mudras on both the hands, if you rest the Mudras on your thighs, palms facing up it will be the '*Dnyaanmudra*', but in *Vairaagyamudra* the Mudras are to be held at your waist level without placing them on your thighs.

(Refer the image)

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40

minutes at a stretch.

Nirvaanmudra / Mudra of Liberation







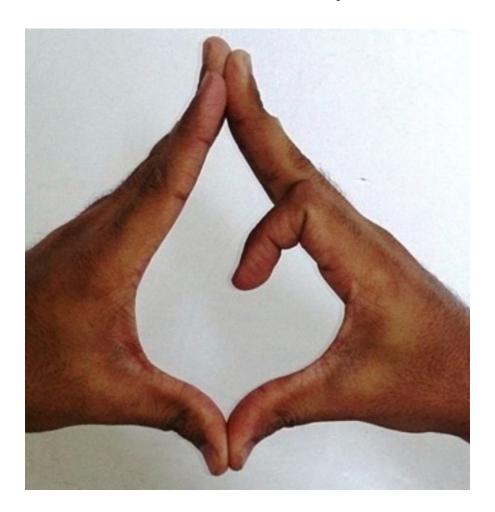
Method:

- This Mudra has to be performed in a seated position.
- Be seated comfortably in an upright posture and concentrate on your breathing to relax.
- Cross your hands at your wrists in front of your face, with your left hand crossing over the right hand.
- Now, fold/curl down the Little, Ring and Middle fingers of both the hands.
- Now, touch the tips of both the Index fingers together, while keeping your Thumbs parallel to each other and touching.
- Then, gently bow down your head and let the tip of the index fingers touch the Third-Eye point. (The Third-Eye point is located half a centimeter above the midpoint between the eyebrows.)
- Hold for 1 to 2 minutes.
- While performing this Mudra, visualize your third eye opening and wherever you see, there is peace and calmness.

Duration:

- This is a very intense Mudra, it should be performed only for 3 to 5 minutes at a stretch.
- This Mudra should be performed twice a day, once in the morning and once in the evening for best results.
- *note: Make it a ritual to perform this Mudra in the morning for best results.

Shankhvartamudra / Mudra of Conch II



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Hold your palms in front of your chest facing each other.

Now extend all the fingers on both the hands outwards.

- Then, touch the tips of all the fingers of one hand to the tips of the respective fingers of the other hand.
- Then bend the right Index finger at an angle of 90 degrees at the second knuckle. (Refer the image)

Hold this Mudra in front of your chest.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40 minutes at a stretch.

SvaadhishtaanaChakramudra / Mudra of Pelvic Centre Chakra



Method:

This Mudra can be performed while being seated, in a standing position or lying in bed.

- Concentrate on your breathing to relax and feel comfortable.
- Join both the palms together like in the Indian salutation 'Namaste'.
- Then interlace and bend the Ring fingers and the Little fingers of both the hands within the palms.

- Cross the Middle fingers over the Index fingers.
- Touch the tip of the Middle fingers to the tip of the Thumbs and press slightly.
- Press the heels of both the palms together.
- Hold this Mudra in front of your chest.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40 minutes at a stretch.

Kangulmudra / Mudra of Hidden Potential



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Touch the tip of your Ring finger to the centre point of your palm and press slightly.

Join the tips of your other four fingers together and extend them as upwards as possible.

(Refer the image)

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 45 minutes at a stretch.

Kubermudra / Mudra of God of Wealth



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Fold your Little finger and Ring finger into your palm.

Join the tips of your Index finger, Middle finger and Thumb together and press slightly.

Form this Mudra on both of your hands and place your hands in your lap, palms facing up.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 40 minutes at a stretch.

Mudra #21

Anjalimudra / Mudra of Prayer



Method:

This Mudra has to be performed in a sitting position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Bring together both the palms like the Indian '*Namaste*' gesture. (Refer the image) Keep your palms in front of your chest.

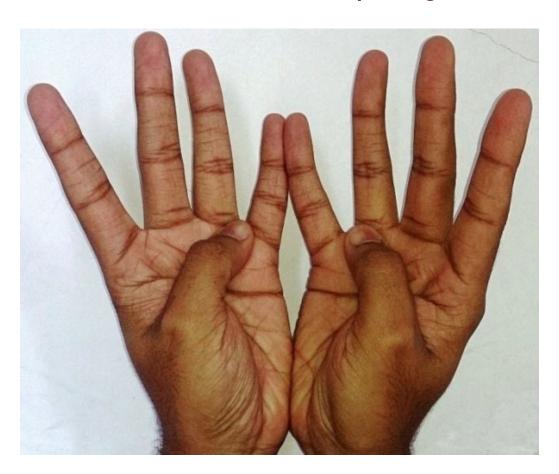
The fingers must be touching each other, but there should be some hollow space between your palms.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 30 minutes at a stretch.

Mudra #22

Avaahanmudra / Mudra of Calling



Method:

This Mudra has to be performed in a sitting position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Bring both your palms in front of your face (Palms facing you), the palms should be adjacent and the sides of the palms touching each other.

Touch the base of the Ring fingers with the tips of your Thumbs and press slightly.

The Little fingers should be touching each other at the first pad and the heel of the

palms touching each other sideways.

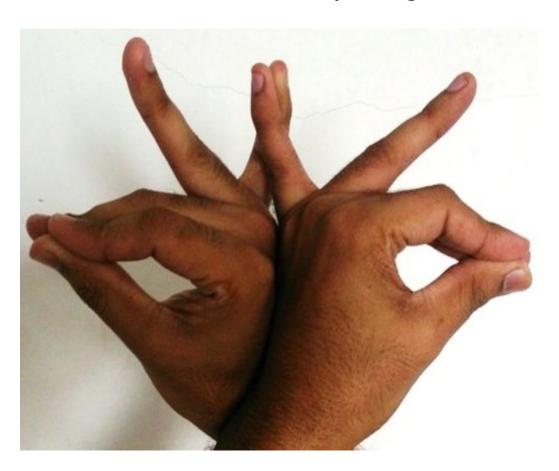
(Refer the image)

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 30 minutes at a stretch.

Mudra #23

Kilakmudra / Mudra of Bondage



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Cross your wrists with the back of your palms facing each other.

Now stretch out both the Little fingers, and then hook them with their tips touching and pressing against each other. (Refer the image)

Lift up both the ring fingers, slightly.

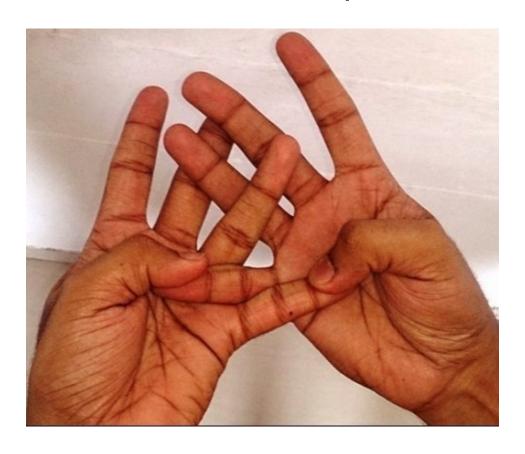
Join the tips of the Thumb, Index and Middle fingers on both the hands together.

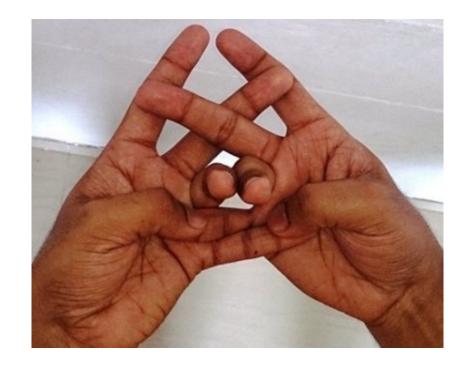
Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 45 minutes at a stretch.

Mudra #24

Mandalmudra / Mudra of Orbit







Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Keep your palms at chest height, facing upwards.

Cross both the Little fingers and press them down with opposite Thumbs.

Keep both the Ring fingers extended and outstretched, pointing upwards and touching each other adjacently.

Then cross both the Middle fingers and press them down with opposite Index fingers.

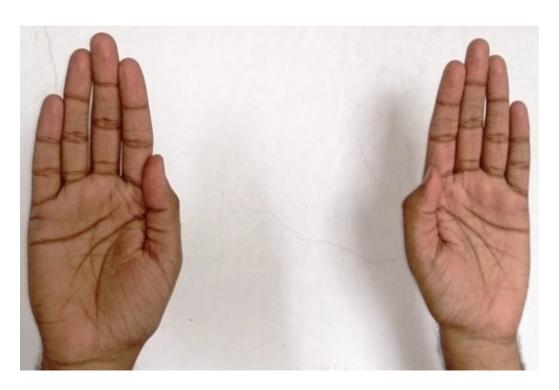
Hold this Mudra in front of your Sternum.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 45 minutes at a stretch.

Mudra #25

Sinhkraantmudra / Mudra of Lion's Paw



Method:

This Mudra has to be performed in a seated position.

Be seated comfortably in an upright posture and concentrate on your breathing to relax.

Lift your palms at shoulder height with the palms facing away from you.

Extend all the fingers upwards, and touching each other at the sides.

(Refer the image)

Hold this Mudra at the shoulder level.

Duration:

This Mudra should be performed for at least 5 minutes and can be performed for 30 minutes at a stretch.

Thank You



Thank you so much for reading my book. I hope you really liked it.

As you probably know, many people look at the reviews on Amazon before they decide to purchase a book.

If you liked the book, please take a minute to leave a review with your feedback.

60 seconds is all I'm asking for, and it would mean a lot to me.

Thank You so much.

All the best,

Advait

Do you wish to receive Information on Mudras on a regular basis?

Grab this opportunity and get useful information on Mudras, once a week...right into your inbox.

You'll be surprised to know how many serious ailments can be prevented and cured by doing these simple hand gestures.

From Addiction to Arthritis, for improving Digestion to Detoxification, Mudras are extremely effective, even in cases of Cancer and even patients with HIV/AIDS Mudras work like magic.

Subscribe to my 'Mudras Newsletter' to know more.

To subscribe, **Click Here**

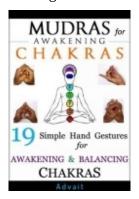
Thanks.

Advait

Other Books by Advait

On Ancient Mudra Healing Techniques

Mudras for Awakening Chakras: 19 Simple Hand Gestures for Awakening & Balancing Your Chakras

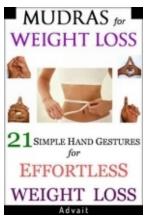


http://www.amazon.com/dp/B00P82COAY

[#1 Bestseller in 'Yoga']

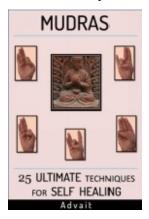
[#1 Bestseller in 'Chakras']

Mudras for Weight Loss: 21 Simple Hand Gestures for Effortless Weight Loss

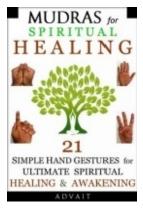


http://www.amazon.com/dp/B00P3ZPSEK

Mudras: 25 Ultimate techniques for Self Healing

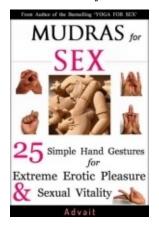


http://www.amazon.com/dp/B00MMPB5CI



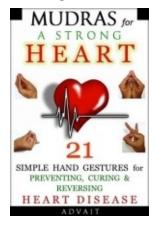
http://www.amazon.com/dp/B00PFYZLQO

Mudras for Sex: 25 Simple Hand Gestures for Extreme Erotic Pleasure & Sexual Vitality



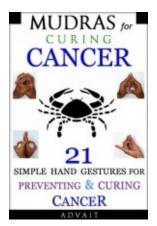
http://www.amazon.com/dp/B00OJR1DRY

Mudras for a Strong Heart: 21 Simple Hand Gestures for Preventing, Curing & Reversing Heart Disease



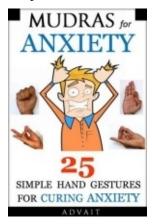
http://www.amazon.com/dp/B00PFRLGTM

Mudras for Curing Cancer: 21 Simple Hand Gestures for Preventing & Curing Cancer



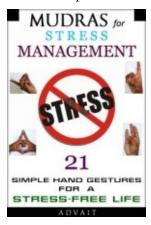
http://www.amazon.com/dp/B00PFO199M

Mudras for Anxiety: 25 Simple Hand Gestures for Curing Your Anxiety



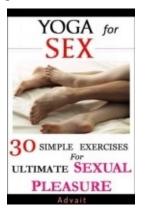
http://www.amazon.com/dp/B00PF011IU

Mudras for Stress Management: 21 Simple Hand Gestures for a Stress Free Life



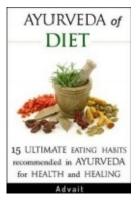
On Yoga & Ayurveda

Yoga for Sex: 30 Simple Exercises for Ultimate Sexual Pleasure



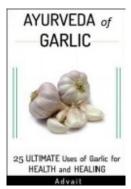
http://www.amazon.com/dp/B00OAXI8R0

Ayurveda of Diet: 15 Ultimate Eating Habits Recommended in Ayurveda for Health and Healing



http://www.amazon.com/dp/B00NKPDCUW

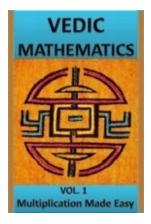
Ayurveda of Garlic: 25 Ultimate uses of Garlic for Health and Healing



http://www.amazon.com/dp/B00N8YKTLU

On Ancient Teaching Techniques

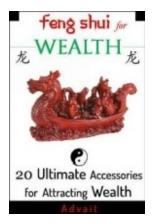
Vedic Mathematics – Multiplication Made Easy: Learn to Multiply 25 times Faster in a Day!!



http://www.amazon.com/dp/B00I3LDWAI

On Ancient Feng Shui Techniques

Feng Shui for Wealth: 20 Ultimate Accessories for Attracting Wealth and How to Use Them.



http://www.amazon.com/dp/B00NI7GCPY

Disclaimer and FTC Notice

Mudras for Memory Improvement: 25 Simple Hand Gestures for Ultimate Memory Improvement

Copyright © 2014, Advait. All rights reserved.

All rights reserved. This book should not be reproduced in any form without permission in writing from the author. Reviewers may quote brief passages in reviews.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying or recording, or by any information storage and retrieval system, or transmitted by email without permission in writing from the publisher.

While all attempts have been made to verify the information provided in this publication, neither the author nor the publisher assumes any responsibility for errors, omissions, or contrary interpretations of the subject matter herein.

The author of this book does not dispense medical advice or prescribe the use of any technique as a form of treatment for physical, emotional, or medical problems without the advice of a physician, either directly or indirectly.

The intent of the author is only to offer information of a general nature to help you in your quest for emotional, spiritual and physical well being. In the event you use any of the information in this book for yourself, which is your constitutional right, the author and the publisher assume no responsibility for your actions.

Under no circumstances will any legal responsibility or blame be held against the publisher for any reparation, damages, or monetary loss due to the information herein, either directly or indirectly. The information herein is offered for informational purposes solely, and is universal as so. The presentation of the information is without contract or any type of guarantee assurance.

Adherence to all applicable laws and regulations, including international, federal, state, and local governing professional licensing, business practices, advertising, and all other aspects of doing business in the US, Canada, or any other jurisdiction is the sole responsibility of the purchaser or reader.

Neither the author nor the publisher assumes any responsibility or liability whatsoever on the behalf of the purchaser or reader of these materials.

Any perceived slight of any individual or organization is purely unintentional.	