

Automobile Tilok

“The Mark of Vishnu”

Thousands of years ago in ancient India all of society was oriented towards helping each other elevate themselves to the highest state of spiritual awareness that was humanly possible. They did that by arranging their lives so every thought, breath, and step was offered as a joyous celebration in honor to the Supreme Personality of Godhead.

These extraordinary people studied the sacred Sanskrit literature known as the Vedas which describe in detail how Lord Vishnu sustains and manages the entire material universe. From that they became known as “*Vaishnavas*” which literally means: “*One who worships Lord Vishnu.*”

Back then all of society was guided by the wisdom of the Vedas which provided such remarkably accurate detail about every aspect of life they were unequivocally accepted as having descended directly from the Divine. To this day the Vedas are still astonishing research scientists, scholars, theologians, and lexicologists because of their exhaustive scope, comprehensive authority, and unsurpassed composition.

Great sages dedicated their lives to studying the Vedas very carefully. They soon became known as “Brahmin Pundits”, because they understood the nature of all cosmic energy, which was called “*The Brahman*” in Sanskrit and they were also exceptionally wise.

The Brahmin Pundits were respected by everyone for their erudition, austerity, and spiritual maturity. Part of their daily meditation included the ceremonial marking of the own body in twelve distinct places to Honor Lord Vishnu. They would do that after they took bath with a cream colored clay that came from the banks of the legendary Ganges River called “*Tilok.*” When applying the clay the Brahmins would also chant auspicious mantras to help them focus their consciousness on the Personality of Godhead in the form of Lord Vishnu.

The opinions of the Brahmin Pundits were so unanimously trusted by everyone that the King relied very heavily on them in matters related to laws and how he ruled the Kingdom. Conversely the sages respected the serious responsibilities of the King and felt duty bound to offer him the best advice they possibly could.

But they were so mature in their own spiritual realization that after doing so, they refused to accept anything from the King in exchange. They knew all too well the nature of politics and the human limitations of the King. They therefore prudently chose instead to rely entirely on the grace of God for their daily sustenance.

What was particularly interesting was that the Brahmin Pundits were so conscious of the laws of Karma, they had impeccable behavior and as such they lived their lives with remarkable integrity which they knew was inextricably bound up to the decisions they made and the words they spoke. This is what distinguished them from everyone else and qualified them to be the Kings advisors. Because they had no real attraction for mundane material opulence their advice to the King could not be swayed by the wishes of the rich or influential. So it is easy to understand how the Brahmin Pundits became the most revered individuals in society. They were respected and loved by all for their exemplary devotion, knowledge, wisdom, and renunciation.

The mark you see here is the “*Mark Of Vishnu*” similar to the one the sages would paint on their own body with tilok while vibrating the sacred Mantra “*Om Kesavaya Namaha.*” Displaying this symbol is a way of respecting the contribution of the Brahmin Pundits. More formally it means you appreciate the ancient Vedic culture, the wisdom still being revealed in the Vedas today, and the contribution of the great personalities who have preserved it for us. But most importantly, donning the “*Mark Of Vishnu*”, is a great honor. To display it means you are consciously aspiring to live your life with honesty, dignity and integrity. We hope you are willing to make that effort. If so then let the world know by wearing the “*Mark Of Vishnu!*”

Suggested Retail Price \$6.

Quantity discounts available for distributors.



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