

WELL

VERSED

FEBRUARY 2023

5 ways to
create a
*HOLISTIC
LIFESTYLE*

exploring
**MUSHROOM
WELLNESS**

Interview with
TooD Beauty's
SHARAREH SIADAT

+
The leading
FEMALE FOUNDERS
of 2023





Modern Luxury Wellness,

Holistic Lifestyle, Clean Beauty, Conscious Living.

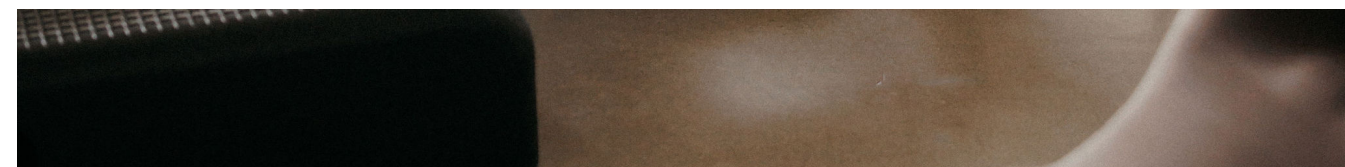


ARA PILATES + MOVEMENT

TIMELESS, TRENDLESS PILATES, DESIGNED
TO MAKE YOU FEEL STRONG AND FREE



MOVE + FEEL GOOD WITH US
AT THE STUDIO // INDIAN WELLS, CA
AT HOME // ONLINE, ANYTIME ANYWHERE



WWW.ARAPILATES.COM

@ARASTUDIOPIILATES

THE C. STORY

SHARAREH SIADAT

Get to know the founder of clean beauty brand TooD Beauty and the story behind her company.



How would you describe yourself?

I am a seeker at the end of the day. I am seeking liberation for myself, because the world that which we live in is controlled by socialized systems at play; power/control dynamics, the patriarchy, capitalism, colonialism. I am constantly seeking to re-wild myself.

What is your philosophy on life?

I practice the three R's: rhythm, ritual, and routine in creating a flow to do that. Whether that's daily walks on the beach, journaling, practicing mindfulness, connecting to nature so I can connect with self.

What was the catalyst for creating your brand?

TooD found me, I did not find TooD. The moment at which I had decided to change my perception about myself for myself and my daughters, my whole world view changed.

How does your childhood come into play with TooD?

As a little girl with a unibrow and darker skin and hairy limbs, I was always made to feel less than in this world where I grew up in a very homogenous town in a city of blonde hair and blue eyes.

What was your previous relationship with your unibrow?

The greatest shame secret I ever had was for anyone to find out I had a unibrow. My whole psyche was controlled by looking, transforming to Euro-centric forms of beauty. I later realized this is not so scary, this was so much more of a prison in my head.

Before TooD, what did your life look like?

I had a career in the pharmaceutical industry and ended up getting married and having 3 children quite young. When my youngest was born and resembled me completely, she was a portal for me.

At what point did you grow back your unibrow?

I grew back my unibrow for my kids because I wanted them to witness a woman who would stand up to the face of a society that wouldn't except her for being who she was when she was born.

How is TooD unique in the clean beauty space?

TooD is the brand that brought color to clean. It didn't exist before us. I understood that brows are so essential to my genesis story and the reason that TooD started in a way. We wanted to economize clean beauty and make it affordable for all.

WELL VERSED

WELL VERSED MAGAZINE

FEBRUARY 2023
CONTRIBUTORS

EDITOR IN CHIEF
Kennedy Smith

CONTRIBUTING WRITERS
Jacqueline Angelo
John Bush
Audrey Coleman
Najifa Choudhury MD.
Divana Claridad
Jessica Latimer
Missy McCrickard
Melanie Palmietto

ART DIRECTION
Ruben Stom

All rights reserved. No parts of this magazine may be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without permission from the editor, except by a reviewer, who may quote brief passages in a review.





WELL VERSED MAGAZINE

INTRO

- 3 8 THE C. STORY
- 0 9 CONTRIBUTORS
- 1 4 EDITOR'S LETTER
- 1 6 FLOWING WITH THE SEASONS

WV TRENDING TOPICS

- 2 5 Pharmacist explains why CBD is a game changer for better sleep
- 2 8 Lucid dreaming and its relationship with music
- 3 2 Why colonics are gaining popularity for glowing skin
- 3 6 Science-backed facts that support why hot yoga is supportive for detox

IN WV HEALTH

- 7 0 Healing our thoughts and emotions with mindfulness
- 7 2 How to start an embodied breathwork practice
- 7 6 Awaken your kundalini energy to live a fulfilled lifestyle
- 8 0 Diving into the exploration of mushroom wellness with Troop
- 8 2 Healing and moving energy with holistic singing

ON THE COVER

Sharareh Siadat

THIS PAGE

A pilates studio located inside of recently opened luxury fitness concept HEIMAT Club in Los Angeles.



20

IN WELL VERSED BUSINESS

- 48 Leading female founders of 2023 making an impact
- 64 ADHD and entrepreneurship with Jessica Latimer



LIFE SIMPLIFIED 2.0 YOGA MAT
The most recent launch of luxury yoga mats by Life Simplified. Pictured: Life Simplified 2.0 Yoga Mat in Prickly Pear and Saguaro.

EDITOR'S

LETTER



Elevation and empowerment were the two words that came to mind when I was conceptualizing what I wanted to bring to this issue. With this issue, we bring life force energy to all readers who are feeling stagnant or depleted in the colder months. With stories from inspiring individuals around the globe to the latest health trends to keep your lifestyle vibrant from the inside out, this issue is designed to spark the fire in your soul. With that being said, I invite you to browse this issue keeping an open field of energy to receive any information that resonates with you. Thank you for being here and all that you do.

kennedysmith00@gmail.com

@kennedysmith



Flowing with the Seasons

As the colder season approaches, naturally our lifestyle should adapt as well. Ayurvedic traditions make for the perfect self-care routines.

BY JACQUELINE ANGELO

Someone wise once said “those times that self care feels the hardest are the times when you need it the most.” I love this because within it is contained the simple but often overlooked truth that it is you that holds the power, it is you that has the codes.

You’re the key and the lock. The map, the ship, the treasure. The way out is always in you. The idea that it is our day to day choices that create a reality that is in alignment with the love, care, and nourishment we pour into our physical and mental selves is not new.

It is at the root of a 5000 year old comprehensive medical + spiritual system called Ayurveda. Ayurveda looks at the body as part of the interconnected web of all things, made of the same elements as the natural world, a microcosm of the macrocosm, and therefore not only is our physical health beyond the body, but we have everything we need inside of us.

The language of Ayurveda is a special support for traversing the modern world because it simplifies and makes transitions - big and small, within the body and the outside world; a lot easier and less daunting to navigate.

Rather than health being this big confusing industry of conflicting information, health is in you and of you. All a matter of balance. Our lives then become our medicine, and within this, there is so much power.

Ayurveda is based on natural elements found in the earth. The elements we see, feel, and hear around us - fire water earth air and ether (space). These elements exist in the planet, the food, the seasons, the times of day, and in the body where they represent your biological processes and different components of your physical, and mental characteristics. As reflections of the macrocosm we can utilize these elements to find more balance and ease in the body.

Fire is hot and powerful, while water is fluid and cool. Earth is dense and grounding, while air is light and moving. Ether is your intuition. So as we shift from the summertime, where the elements fire + water had the stage, to fall and winter, governed by earth, air, and ether, we can see our inner experiences reflected in our outer reality. The fall and winter months are associated with either a wetter or drier, and definitely colder environment which often manifests in the body as drier skin, tighter joints and limbs, and more sleep,



homebody vibes. We may become a little more lethargic and unmotivated, and there may be a certain emptiness or depression that creeps into the mind (cc: seasonal depression). As the long summer days become short winter nights, as we catch the sniffles, and in many cases, become just as callous and cold as the weather – Ayurveda empowers us with the ability to support our bodies through the shift.

TRY THESE TIPS

During the winter, the temperature drops but our digestive fire speeds up, and although we may be “doing less,” we probably feel like eating more. Answer the call, your body is asking for the extra support.

Ayurveda always prioritizes whole, fresh, seasonal, local, properly cooked foods and healthy oils. If the Earth is producing something at a certain time, it’s in alignment with our needs. Try visiting your local farmers market. My favorite fall snack? Grab My favorite fall snack? Grab a sugar pumpkin, gut it, and coat it with ghee and a sprinkle of salt before roasting it in the oven.

Sweet potatoes, carrots, beets are also great in the oven and paired with cooked grains, soups, stews, and curries. Dust off your instapot for one pot, low effort home cooked meals.

Go for full, well rounded meals, and less snacking throughout the day to optimize your digestion and therefore your energy as well. Sip warm water and hot teas over ice water.

Skip the smoothie! Again, swap for a hot beverage, maybe some cacao, cinnamon, cloves, ginger, turmeric, dates in warm milk. Add Ashwaghandha, reishi, or even your favorite CBD tincture for added loving support. Less crunchy cold raw salads for now. Replace them with a warm bowl with cooked veggies, grass fed meats, healthy oils, warming spices.

Try Cumin + Coriander + Fennel tea to support your digestion. Commit yourself to a rising ritual that suits your needs. It’s okay if it varies slightly from day to day. Embrace your flow. Committing to some kind of routine is a great support for your body as the seasons shift.

Incorporate oil pulling & tongue scraping after your first sip of water upon rising to encourage and support your body’s natural detox processes. Dry brush to stimulate your lymphatic system. Give yourself oil massages with warming sesame oils Practice sun salutations to clear stagnant energy and get your blood flowing shortly after rising.

Wear brighter, warmer colors to uplift your mood, and make sure you are well dressed for the climate, covering your lower back,

ears, hands and feet especially. Once you’re bundled up, go get your hot girl walk in!

Even though it’s important to keep the energy moving during these slower and colder months, don’t forget to listen to your body when it asks for a break. If you feel that scratchy throat coming on, take action. Try a spoonful of raw honey with black pepper, rock salt, and turmeric. Get a little oregano oil in your water. And most importantly, take rest.

Practice saying what you are grateful for before your feet touch the ground in the morning, and be present and mindful when you are eating, moving, living, experiencing throughout the day.

Remember: your body loves you always, and true health is a matter of balance, not extremes.

“IT’S NOT JUST ABOUT WHAT YOU DO EACH DAY, BUT ALSO HOW YOU DO IT.”

- J A C Q U E L I N E ANGELO

The Wonders of Masking



<https://skincare.bluelagoon.com/us>

EVERYDAY ENDORPHINS

The leading NYC-based wellness podcast that is on a mission to re-define health and happiness. Ready to dive into the vast realm of healing?

WHAT IS Everyday Endorphins Podcast?

Everyday Endorphins is a mental health and positive psychology podcast that focuses on discussing what brings others endorphins (or “joy”) in their day-to-day lives. Each week, I interview guests on their experience with mental health and how they find happiness. My goal is to inspire listeners to feel empowered to take hold of their wellbeing and seek out the endorphin thrills in life.

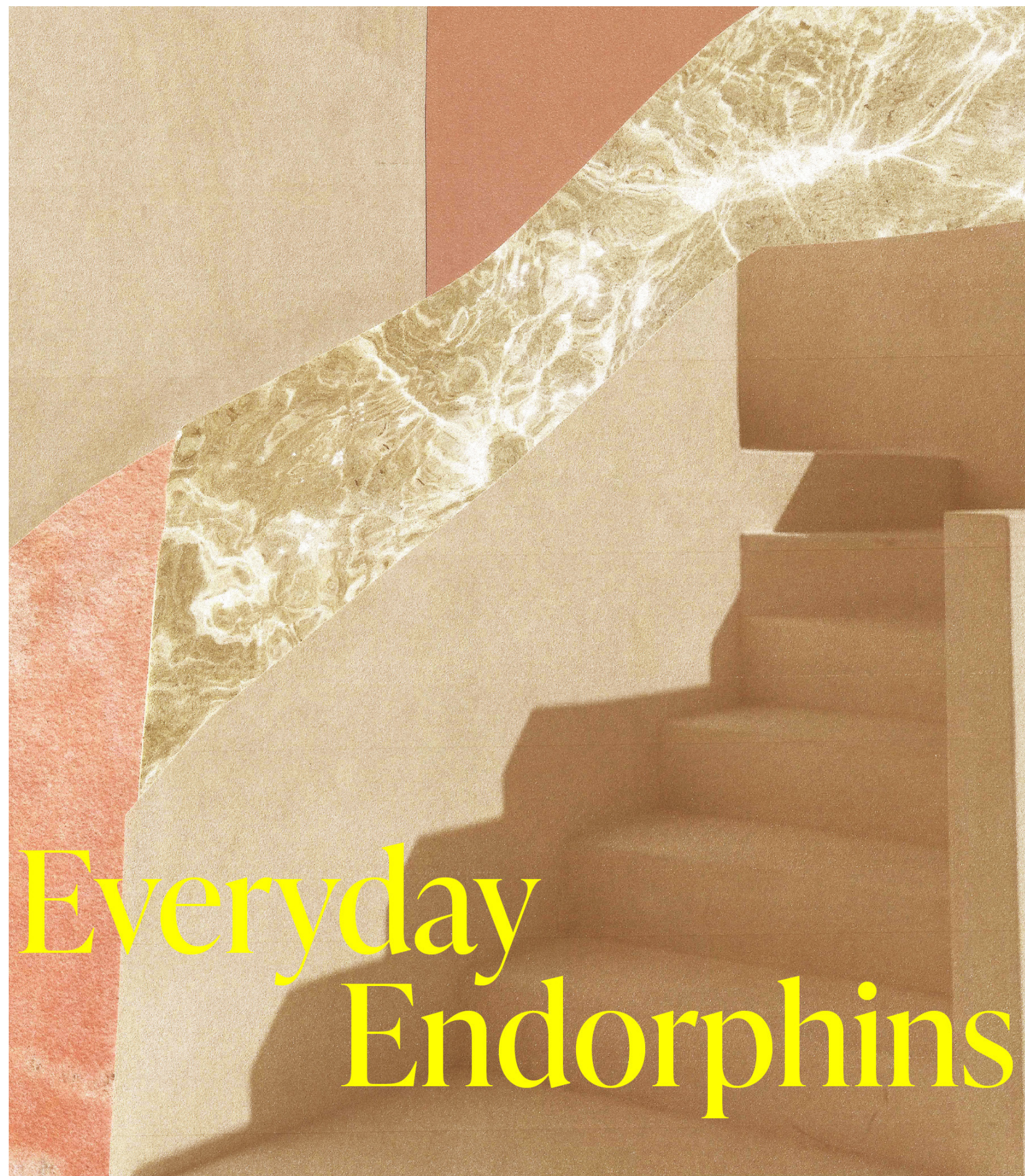
I’m a 23-year-old native New Yorker who is passionate about the intersection between mental health, business, creativity, and journalism. During the day, I work in the Strategy & Consulting practice at Accenture. I’m also a yoga instructor at CorePower, and a contributing author for Thrive Global, a wellbeing platform

founded by Arianna Huffington.

The concept around “Everyday Endorphins” originated in 2013 as a health Instagram account. I was a freshman in high school at the time, and used the platform as a way to share my experience as a student athlete (rower) and general content related to health (recipes, workouts, etc.). Once I entered college, I stopped rowing competitively, which broadened my perspective of health beyond physical fitness. I also started to experience mental health struggles, and noticed many of my peers suffer from anxiety / depression. It quickly became apparent to me that our mental and physical health is inextricably related, and that the mental health epidemic we’re living in is inescapable. My passions for creative storytelling

MEET THE HOST

Stella Stephanopoulos is a New Yorker who is passionate about mental health, business, creativity, and journalism.



and helping others, coupled with my undergraduate studies in Philosophy-Neuroscience-Psychology, eventually inspired me to build a platform where I could destigmatize conversations around mental health and challenge young adults to rethink their relationship to wellness. Thus, the Everyday Endorphins podcast was born. I now use the Instagram account primarily to promote my interviews, share content related to endorphins and happiness, and showcase live podcast events I've hosted throughout NYC.

Everyday Endorphins features a wide variety of guests, from doctors, therapists, nutritionists, and professional athletes, to musicians, fashion models, entrepreneurs, and more. All interviews discuss topics related to taking care of mental health, the pursuit of happiness, and finding things that bring endorphins in our day-to-day lives. Growing up, I naturally gravitated towards

activities related to wellness, specifically yoga. I've had a consistent yoga practice since I was nine years old, and most recently became a certified yoga instructor in Bali. As I've gotten older, however, I developed a greater interest in mental health. This led me to study Philosophy-Neuroscience-Psychology in college, and during my senior year, I took a course on Positive Psychology. One of the learnings that greatly resonated with me is that when we talk about mental health, we often focus on mental illness, and that the absence of mental illness does not necessarily indicate the presence of mental health. That course was a pivotal moment in challenging my understanding of mental health, and I'd argue now that the ability to live a healthy and happy life is largely related to building strategies that regulate our emotions and manage stress. Whether or not someone has a predisposition towards mental illness shouldn't be the only thing that matters.

Life is always going to be challenging, no matter what else we struggle with, so its imperative to focus on finding things that strengthen our resilience and bring us joy. Happiness is derived in the small moments, and I believe that we all deserve to lead fulfilling lives as the healthiest, happiest versions of ourselves. I think one of the reasons that podcasts are increasingly popular is due to their low barrier to entry - all you need is a microphone and a computer to get started. I also think that the podcasting platform is particularly unique because it serves as an intersection of self-expression, creativity, entertainment, and education.

Want to be featured?

DM me on @everyday_endorphins on Instagram, or shoot an email to stella@everydayendorphins.com if you are interested in being featured on the podcast. Everyday Endorphins is available on all listening platforms.



YOGA EVENT

In an event hosted by Everyday Endorphins and Alo Yoga, participants are lead through a yoga flow to promote the release of endorphins.

TRENDING TOPICS

THE CBD INDUSTRY

Pharmacist explains why CBD is a game changer for better sleep



The *Game Changer* in Getting Better Sleep

Pharmacist Dr. Najifa Choudhury explains why CBD is a game changer for sleep and not melatonin

BY DR. NAJIFA CHOUDHURY



Do you struggle with sleeping at night and find yourself tossing and turning for hours or unable to fall asleep altogether? Sleep is essential for our brain and body and it's recommended to get an average of 7 to 9 hours of sleep every night. So what do you do when you want a better night's sleep without dependency or grogginess the following morning? CBD or cannabidiol is a great option to try if you want a deeper, more refreshed sleep.

Why is melatonin not a good sleep solution? Most people usually turn to melatonin for sleep help thinking it's natural and a harmless over-the-counter medication

to take but there are so many new studies coming out with findings of melatonin causes more harm than good when used long term. Melatonin when used short term can be okay such as jet lag but in long term can cause side effects such as Headache, drowsiness, nausea, and dizziness.

First time user of CBD?

There are several different CBD formulations that you can purchase such as tinctures (which is an oil), gummies, or even capsules. The fastest-acting product is the tincture, especially when taken under the tongue or sublingually. If you have a hard time falling asleep

then I would recommend checking out the 1000mg Dr. Peace Lily Tinctures. Now if you are the type that struggles to stay asleep then the CBD + CBN Sleep Gummies are the perfect options for you. They also contain 3 botanicals that naturally help you fall asleep and stay asleep for a blissful night's sleep.

@dr.peacelily

WHAT IS CBD AND HOW IS IT DIFFERENT FROM THC?

CBD is a molecule that can be found in the cannabis plant and is only one of over 100 different molecules that can be found. CBD is sometimes confused for THC but these two molecules are completely different. While THC is known to cause a "high" and have intoxicating effects, CBD is purely medicinal and does not have any intoxicating effects. CBD is also federally legal where THC is not. Something to note is that for a CBD product to be federally legal, it must come from the hemp plant and contain less than 0.3% of THC according to the 2018 Farm Bill. Another big difference is that the majority of the CBD products on the market come from the Hemp plant which produces a high amount of CBD and a low amount of THC. When purchasing a CBD product, double check to ensure it's coming from the hemp plant such as Dr. Peace Lily tinctures and all their products are THC free as well! And compared to its cousin, the marijuana plant produces a high amount of THC and a low amount of CBD.



CBD + SLEEP

CBD not only helps with the quality of your sleep but also quantity because it allows you to obtain REM sleep and balance your circadian rhythm. CBD also helps you get a better night's sleep by targeting the root cause of most sleep issues which are stress and anxiety. CBD helps to calm down your racing thoughts, ease your tension, and calm down the central nervous system which then allows you to fall asleep on your own. If you are looking for an effective product to help you fall asleep and stay asleep then check out my favorite CBD Sleep Gummies made by Dr. Peace Lily. <https://www.drpeacelily.com/product/cbn-cbd-sleep-gummies/>

HOW MUCH CBD DO I TAKE?

This varies largely due to your genetics and individual needs but generally, people will require a larger dosage of CBD for sleep compared to other ailments. Recommend starting with a low dosage and increasing slowly to find your perfect dosage. Start with taking 25-50mg per night and every 3 nights increase by 10mg. It's important to keep a journal and log how many mg you took, how you felt before taking it, how you slept, and how you are feeling the next day. I offer free CBD dosage consultations and if you are thinking about giving CBD a try but not sure which product to try or the dosage then send me an email at contact@drpeacelily.com or a DM on Instagram @dr.peacelily

WHY USE CBD FOR SLEEP?

- It's not addicting
- Natural
- Minimal side effects
- Can be purchased without a prescription
- Federally legal
- Non-sedating
- Does not cause grogginess

Lucid *Dreaming* & Music

Combining lucid dreaming and music for enhanced mental health

BY JOHN BUSH

In 1963, Paul McCartney and the Beatles struck stardom with their first number one hit, “From Me To You”. It was one of many successful records that the legendary band would create together. In a 2020 late night show with Stephen Colbert, Paul McCartney shared an experience he recently had in a dream where he played guitar with former band member John Lennon, nearly 40 years after he had passed away. His subconscious scrolled through old memories of creating music with Lennon while sleeping, giving him the ability to share his presence in a dream even after so many years of his passing. This story is just one of many that even you might relate to, and is a prime example of how dreams can have a benefit on healing, and be reflective of subconscious thoughts. Music and certain sounds capture moments in time that are able to tremendously impact our mental health. Specific dreams can also have an impact, especially when in the popular dream state known as lucid dreaming. Paul McCartney had a smaller, not as aware form of a lucid dream when he was able to jam out with his old mate one more time.

Lucid dreaming is best described as becoming conscious and aware you are dreaming while in a dream. These types of dreams mainly tend to occur during a stage of sleep known as Rapid Eye Movement (REM), although some scientists believe lucid dreaming occurs in a state just outside of REM. This is also the stage in which your brain activity is at its peak while sleeping, giving you the ability to gain consciousness and control in a dream. On the other hand a more regular, not so deep sleep would have lower brain activity meaning less intense dreams. The temporal lobes are where the brain keeps memories and thoughts used to process your dreams. The main details of a dream are dependent on and influenced

by things such as everyday lifestyle, mental health state, childhood experiences and many other things you may see and think about during the day.

While there are many theories as to how you can lucid dream easier, in reality it’s going to be different for every person. Just try to be as relaxed and calm as possible. One tip is to imagine yourself opening and closing your fists without actually doing it. Keep your whole body still and relaxed, but with your hands on your side or wherever is comfortable just imagine yourself opening and closing making a fist. Eventually when you dream, you’ll have the habit of opening/closing your hand, and there’s a chance you’ll realize you did that before sleeping. There are many different types of breathing techniques and meditation you can research that are proven to assist in going to sleep easier. Have you ever wished to fly? Meet a famous celebrity? Have the ability to control objects with your mind? Or maybe you want to relive old experiences like Paul McCartney did. All of these things, and more, are entirely possible while lucid dreaming. Spiritual growth and overcoming nightmares have also been known to be beneficial outcomes of lucid dreaming. The only limit is your imagination. Reach epiphanies, resolve mental conflict, and come to conclusions by interpreting dreams after you wake up. Practicing reflection on dreams and focusing on what your subconscious is trying to tell you is vital in progressing your mental health, and is really what dreams are meant for.

However there is a negative side to lucid dreaming. Becoming too familiar with lucid dreaming, enjoying them too much, and being able to enter that state too easily can lead to depression and unsatisfactory expectations of the real world; not wanting to wake up. Chasing those lucid dreams and experiences are indeed riveting and

nearly life changing, however obsessing over them only leads to an increase in sleep, confusion, emotional distress, sadness, and disassociation. It’s important to remember that lucid dreams are not something to take lightly. Not everyone is going to have them, it’s not something that happens naturally, so don’t feel discouraged if you have little or no experience. Some mistakes people make when trying to lucid dream are thinking too much, focusing too hard, and overthinking it. All of which most likely lead to no dreams or sleep being had at all.

So where does music fall into all of this? Well to start, music is much more than what meets the ear. Everything you hear, see, feel, and even smell, are all essentially vibrational waves that our brain has to interpret and figure out. Notes on a scale, BPM’s, sound levels, and frequencies in a song are all just varying speeds of high and low vibrations, composed together to make a sound we can comprehend and understand. Conveniently located behind each ear, temporal lobes serve a couple of the brain’s most important functions. This same part of the brain that stores your memories and sets your dreams is also used to interpret sound and music. When we listen to music not only do we relate to the lyrics, we also try to be in sync with whatever emotion the melody conveys. We usually tend to listen to music that we

feel is going to match our mood, depicted through different genres and artists. Those emotions can then very easily transfer over into our dreams, since the part of the brain responsible for memories/dreams is also where we interpret sounds.

In 2020-2021 the music industry saw its largest amount of streaming ever due to people in quarantine. Being kept inside meant inevitable distress and anxiety. This led to more music being played to help cope with some of the issues quarantine came with, using music as a way of comforting. One of the listed Covid-19 symptoms people were experiencing were vivid and intense dreams. Since our dreams rely heavily on our emotions while awake, this symptom could have been correlated to consuming much more music than usual and entertainment in general. More emotions, more often, means more vivid dreams.

There are many different types of sounds and music you can find that claim to help sleep or induce lucid dreaming. For example health and lifestyle apps like Calm and Headspace provide sounds they claim will help increase productivity, lower stress, and even help fall asleep. Listening to things like rain sounds, ocean waves, nature sounds, white/brown noise, binaural beats, lofi, and even a fan in your room are all really helpful ways you can

focus on relaxing your mind. Combining a nighttime audible relaxation method and subconscious emotions from your daytime music makes it easily one of the main catalysts for an intense dream. Lucid dreaming can be induced easier and prolonged by certain sounds, and is proven to lead to better mental health. Practicing better sleeping habits, learning how to dissect, reflect, and interpret your dreams, and having clarity in your life are all ways that make lucid dreaming much more easier to do and enjoyable while you’re doing it. Dreams are something that exceeds the limits of science, proven by how much we haven’t proved. Technology has gotten us far, but there are still many unknowns and unsolved questions. It’s safe to say however that lucid dreaming can greatly impact your mental health by being able to get that experience you greatly needed or desired, and more. Now it’s time to ask ourselves, if we have the ability to know we’re in a dream, who’s to say you’re not dreaming right now?



TOP 5 APPS FOR *MINDFULNESS & SPIRITUALITY*



1 Insight Timer

Meditation app featuring sleep tracks, live yoga, private workshops, mentoring, and mood tracking. Create your own meditation track or put on a sound healing track to fall asleep. Guided meditation tracks are also available.

2 MindBody

The top wellness app that allows users to find fitness, beauty, and integrative health businesses in their area. Users also have the option to directly book services and receive promotions through the app.

3 The Pattern

Astrology app providing information about yourself and others based on the birth chart. Your personal pattern is based on the natal chart and provides a "time travel" feature to see what is in store for you in future dates.

4 Breeze

Explore this app to find a wide variety of breathing techniques. Here you can find guided courses, breathing meditations, and breathing techniques for every occasion of the day.

5 I am

Affirmation app offering you uplifting affirmations daily to rewire your mind, change negative thought patterns, and build self-esteem. These affirmations serve as reminders of what you are capable of.



Glowing from the *Inside Out*

How colonics are gaining popularity for that ultimate glowing skin look everyone is going for

WITH KESHIA MARIE

A glowing complexion is all the rage in 2021. You can approach obtaining this glow from the outside or from the inside. Turns out, the phrase “you glow from within” is really true! We’ve been noticing more and more that lathering on pricey creams and serums isn’t the only thing that will lead you to that dream complexion. It’s rather a result of paying attention to something else...your organs. We had the opportunity to chat with certified Colon Hydrotherapist Keshia Marie regarding the key to smooth, healthy, and nourished skin. According to Keshia and numerous other practitioners, regular sessions of colonics can clear up acne, eczema, and even one session can produce a healthy glow. In our interview with Keshia we focus on why colonics are gaining popularity for great skin. In this interview, Keshia gives us her story behind what made her interested in the subject and how it can positively benefit your health.

How would you describe colon hydrotherapy?

I describe Colon Hydrotherapy as Hydro (Water) Therapy for your Colon. Warm filtered water is gently infused into your colon by use of a small instrument called a speculum, its sterile and safe it is inserted into the anus, (your butt hole) by the therapist or you can insert the spec yourself based on the system used. There are a few choices of colon hydrotherapy systems but generally, most facilities offer the Open-system or the closed-system. The open system is where you get to push your waste out like you’re on the toilet. In the closed system, there is no push it is a pressurized system operated by the therapist. When you do have the urge to go, instead of pushing, the therapist will release the valve that allows the waste to flow from you, through the waste hose, into the colonic system and down the septic (like you’re flushing the toilet). Pretty interesting huh?

After receiving quite a few colon hydrotherapy treatments myself, then my husband tried them (but not until he saw a difference in me). I remember like it was yesterday. It was session number 7 and that was the same session that I literally felt a change like a light bulb came on. It was like brain fog was lifted, I was now aware of my surroundings, it was like I was asleep, all that time and it literally felt like I had just woke the f*** up. (Excuse me but I normally don't express myself that way). My 2nd oldest baby girl Jonae had a chronic heart condition called Dilated Cardiomyopathy (DCM), the pediatric heart physician told me that there was nothing more that they can do for my Sweetie. She was four years old when they registered her with Hospice and told me not to bring her back to the hospital.

The owner of the facility in Chicago suggested giving my daughter an enema to help release some toxins and said it would give her some relief. We brought her in on our next session and when the therapist saw her she pleaded with us to allow her to give my daughter a colonic instead of an enema, we said why not? My baby had a colonic which took about 15-20 minutes when my daughter got up her tummy had gone down maybe 50 % or more. To me it was flat. She received so much relief that she was able to lay completely on her tummy.

HYDROTHERAPY AND OUR SKIN

Our skin is the largest organ of our bodies that releases toxins. When we sweat, exercise, drink alcohol etc. toxins are released through our pores. If one is not eating the healthiest, living a healthy lifestyle, or is overwhelmingly stressed out; pimples, blackheads, and whiteheads may form on the skin. That is why water (Alkaline, Lemon and Chlorophyll) is very important to drink. Aim for drinking at least ½ of your body weight in ounces. This is how much water you should drink to help flush the toxins out through other organs as well as the liver, kidneys, bladder, helping your skin to provide a healthy natural glow.

I will describe and compare their [people who don't get their colon cleaned] colon to a garbage can that has food continuously dumped in and is never dumped out and washed. The food sits in the colon, rots, begins to stink, the toxins then leaches through the bloodstream and you begin to feel sick, weak, develop allergies, flu cold-like symptoms all the time, pooping smells like who died? Their breath stinks so bad no matter how much you brush your teeth and floss, body odors are formed from the underarms no matter how much deodorant is applied and private areas smell no matter how many showers are taken. I see it all too often, so many people I knew from family members, friends, clients, actors, singers die from Colon and rectal cancer just this week an Actress (Natalie Deselle- Reid) died from Colon Cancer.

"COLON HYDROTHERAPY HELPED EXTEND MY DAUGHTER'S LIFE"

-KESHIA MARIE

Cleansing is essential to help assist us with long life/longevity. I remember some time ago now I met a man, less than 20 years ago during that time he was 107 years young he lived to 114 years. Mr. Bernardo LaPollo says to me, Keshia you're doing a wonderful thing giving and getting Colonics, the key to Long life is to 'Keep your Colon Clean'. It's important that the total body is cleansed, our major organs need cleansing from head to toe, the cleansing process can be daily, weekly, monthly, or seasonally. Infrared saunas, ionic footbaths, meditation, fasting, water fasting with alkaline water, juice fasting, intermediate fasting, drinking herbal Chinese teas, matcha, oil pulling, parasite cleansing, are all fantastic. Total body cleansing products from Renew Life, Nature Sunshine products are reasonably priced.

ARA PILATES + MOVEMENT

TIMELESS, TRENDLESS PILATES, DESIGNED
TO MAKE YOU FEEL STRONG AND FREE



MOVE + FEEL GOOD WITH US
AT THE STUDIO // INDIAN WELLS, CA
AT HOME // ONLINE, ANYTIME ANYWHERE



WWW.ARAPILATES.COM

@ARASTUDIOPIILATES

The *Ultimate* Health Hack

Science-backed facts that explain why hot yoga is the perfect practice for deep internal detox and nourishment



BUILDS *BONE* DENSITY

While in yoga poses, you are supporting your own weight which can be extremely beneficial to building bone density. A 2014 study done showed women who participated in Bikram yoga over a 5 year period showed that premenopausal women had an increased bone density in their hips, neck, and lower back.

PROVIDES *CARDIOVASCULAR* BOOST

According to a 2014 study, one hot yoga session can get your heart pumping at 3.5 miles per hour as well increase your metabolism.

***SKIN* NOURISHMENT**

Your skin is the largest organ, and hot yoga does a great job of nourishing it. This yoga helps improve circulation bringing oxygen and nutrients to skin cells.

IMPROVES *FLEXIBILITY*

A 2013 study found that after 8 weeks of hot yoga sessions, participants had significantly greater flexibility in their lower back, shoulders, and hamstrings. Hot yoga studios allow for a greater range of motion when stretching.





Meet clean beauty connoisseur

● SHARAREH
SIADAT

In honor of future generations, Sharareh is reclaiming her power and redefining the societal standards of beauty by bringing color to clean.



LOCATION

New York, U.S.

FOUNDER

TooD Beauty

Sharareh Siadat is the founder of clean beauty brand TooD Beauty. Through the years, societal standards of beauty have become skewed through social media and unrealistic expectations. Siadat is a pioneer in the clean beauty space leading a movement of reclamation and liberation for our generations.

We had the pleasure of speaking with Siadat, getting to know the story of her reclamation of beauty, creation of TooD, and mission to awaken individuals around the world, bringing them to a more conscious place.

Q: Would you please introduce yourself to those who don't know you?

I am a seeker at the end of the day. Someone who is on the lifelong journey of understanding and meeting myself. I seek to accept myself and have a positive self regard for myself – who I am, as I am – no matter what. I seek this liberation for myself because the world that we live in is controlled by socialized systems at play, mainly involving power and control dynamics. There's the patriarchy, colonialism, capitalism, ageism, gender and sexual identity constructs that has placed the world in binary boxes. The human condition has created these dynamics, our upbringing, environment and the society we were born into has normalized these patterns. Patterns that make most people feel they need to conform to status quo vs. connect to oneself. I am here to disrupt the notion that I belong to anyone else other than me. Yes I'm a mother, an athlete, a writer, a CEO, a dancer...but ultimately all

roads lead to the same pinnacle. A seeker.

Q: Tell us about your brand, TooD Beauty TooD found me, I did not find TooD. TooD is short for attitude; because the moment in which I had decided to change my perception about myself, for myself and for my daughters to witness; my whole worldview changed. I grew up in a very homogenous Massachusetts town, surrounded by a sea of blonde hair and blue eyed classmates, and as a first generation Iranian-American, I stood out instantly and was picked on for my appearance. As a little girl with a unibrow, darker skin and hairy limbs, I felt less than in a world centered around Eurocentric beauty. And those early seeds of shame from being "other" were so deep within my psyche that all I wanted was to lock the pain away in my internal Pandora's box. Having a unibrow was my greatest shame, so when I was in eighth grade and we moved from Massachusetts to Florida,

I viewed that as an opportunity to reinvent myself, to save myself from all the horrors of being bullied and teased for not looking like everyone else. I removed those 100 hairs between my eyes and kept that secret buried from anyone and everyone – mostly myself.

This new identity and pattern of shapeshifting was imbedded within me. For the next 24 years I did everything I could to be everything that I wasn't. I erased every aspect of who I was from lasering contouring, highlighting, dieting – you name it, I did it and tried it. My whole psyche was controlled by looking and conforming to Eurocentric forms of beauty.

Q: Tell us about your unibrow and it's importance

I had a career in the pharmaceutical industry and ended up getting married and having three children quite young. My first two girls have blonde hair and blue eyes, and I thought that my alibi was on lock. With blond children that mirrored the classmates I had growing up, I

thought, no one would ever know my secret of being a hairy Persian girl.

When my youngest was born, who resembled me and was a mirror and a portal for me to understand... if I see her beauty and effervescence, why do I not witness that in myself? That really was an invitation for me to ask myself, why do I not? And that started the journey of reclamation for myself. I love my children more than I love myself to say they deserve a better life. And if they don't witness a woman that stands in the face of the society that doesn't accept her, they have no chance of doing the same. So I realized that that face in the mirror wasn't so scary. I grew out my unibrow really for my kids because I wanted them to witness a woman that would stand up to a face of a society that wouldn't accept her for being who she was born. From my name being Sharareh, my unibrow and everything else of my ethnic features. That's what I faced and realized this is not so scary.

This was so much more of a prison in my head than it needed to be. I couldn't believe that for 24 years I had allowed this one concept of whiteness to control all of my actions from who I married, to where I worked, to what I did to everything. Then I thought, wow, what am I going to do with this knowledge? How am I going to share that with the world? Because I realized how much my whole world order changed. I had actually started an Instagram called My Fierce Brow and that story got picked up about growing my unibrow back for my girls. But, I thought, this is not what it's about. I need to write a children's book. Because I thought if I start with a new generation then they have less biases toward beauty standards. I will be the representation that they need to see as well as normalizing.

So I wrote a story called Brave like Frida, and I was working with Scholastic on that and I was on the second round on my book deal. I turned to my agent outside of Valar and I said, I have an idea of bundling a complimentary product with a book. One in which we can throw colors and

crystals on parts of ourselves so kids can paint themselves. From the packaging side, looking at it from a holistic standpoint of the supply chain, the recyclability of it, the entire carbon footprint. I just asked questions that made sense knowing that the beauty industry is one of the leaders in pollutants to the world. Because of motherhood being so central to me, I have felt a very strong connection to Mother Earth since starting.

Q: What is your mission with TooD?

To be performative is really important to me that at TooD, we really help push the whole industry forward to say we're all committed to using packaging in a sustainable way. Lastly, in our campaigns we are removing shame from conversations, normalizing all forms of beauty, showing all forms of beauty in a way that has never been shown before. I really believe we live in a world of curated diversity and performance inclusivity. It's really about looking like you're doing the right thing versus asking yourself, how am I expanding the appetite, vocabulary, and desire for all different types to be seen? Versus conformity. When we have conformity, then we can sell products to make you look one way so we can capitalize off of it. So when you start to really look at the systems that are working for us,

then you say, wait a second, this is what is dictating my super thin eyebrows and my seven hour contour and my bbl. It's kind of crazy. I really want to raise consciousness about the beauty standard. So that's really why we started TooD. It was my own belief in what I thought was missing in the industry. And I think what shocks me is we launched in January of 2021 we got retail deals after six months and we're about to launch in Europe and the Middle East and we're going global so quickly because people really feel the authenticity.

Q: What would you say is the most popular TooD product?

That's definitely our soap brow product, which is so interesting. I think, people look at it like an everyday thing and I think for people in the clean beauty world, TooD is the brand that brought color to clean. It didn't exist before us. I think we are so far ahead of people. This brow product, it's \$24, it's two ounces, and it'll last your lifetime. You can literally cut it in half and give it to all of your descendants and still, have enough for your lifetime!

Q: What are some ingredients that you stay away from when formulating clean products?

Something I want people to understand first





"Without change there is no innovation, creativity, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable."

SHARAREH SIADAT

off is that there is no formal regulations or "FDA" when it comes to beauty world. All of the interpretations are based on personal beliefs. I don't think enough customers understand that either. So the reason why I chose to partner with Credo as my first retailer is because they are really doing the right thing by constantly evaluating new formulas and new ingredients as well as old ones and the impact they have on our health. When I go to a lab now, I make sure they are matching the Credo Clean Beauty standard, as well as Sephora's clean list. I like Goop and all the governing bodies in the top market. I try to make my formulas adhere to everything and stay as strict as possible. I really aim to be the leader in innovation because I want to show everyone that it is bullshit if you say that you can't help our endocrine system, it is bullshit if you say you can't fix a better packaging system. It is all about product profits to them.

Q: What makes TooD unique from other clean beauty brands?

I think first and foremost, we are the innovators of color to clean. Prior to us, there was more muted tones in the palettes from bronzes to golds to browns. We are bringing neon, turquoise and electric purple, all these vibrant colors to the marketplace. On sustainability, being first to market with the world's first biodegradable glitter, looking at existing problems in the industry and trying to find solutions for them versus adding another glitter product that continues to add waste. We are very solution oriented so our goal is first to market, or being the best leader in a formulation. We are launching mascara and I think it's a killer product that is pushing the boundaries of performance in the clean world too.

We put that in ocean waste plastic packaging, so they farmed out ocean-waste packaging in China. It's the first beauty brand to ever use ocean-waste plastic in

their products. We are walking the walk! Its all about asking questions and really being committed to the higher purpose which is to free people and to save Mother Earth.

Q: What steps have you taken to defy beauty standards?

I think every single day since I've grown my unibrow back is a day I've committed to exfoliating all the ways that I have put myself in a box and been programmed. So when I think about it, I started with growing back my unibrow and that gave me the inquiry to not color my hair during quarantine, so I let my silver strands grow long. That also then led next to me examining my relationship with my weight. I used to over exercise to be very thin, and then I started to experiment with what would it be like for me to grow my armpit hair out? What is my relationship to hair in this region of my body? I had armpit hair for 6 months, and I'm actually growing it back now.

I really look at beauty holistically, I have now been introducing myself by birth name which is Sharareh, same with rocking the face I was born with. Sharareh means a single stripe of fire and I never allowed myself to use that name because I always thought people can't pronounce it. I want to show people that growing back my unibrow allowed me to continue this journey. Even me just going by Sharareh is really an additional layer of homecoming for me.

Q: What are some major lessons you've learned along your journey of redefining yourself and creating TooD?

The number one lesson I've learned since starting TooD is never abandon yourself. I learned that lesson through my personal and professional life. I had to understand that I need a lot of time alone to create. Pre-pandemic I was always someone who was very social, popular and always out. I actually need a lot of alone time to tend to myself and really create. When you're brand founder, you're constantly innovating,

creating, dreaming, leading and inspiring. If you don't take time to really have a clean energetic field and really connect to the messages you're getting, it will be very hard to sustain that long term.

I'm also very neurodivergent which means the way my brain thinks is not the way the Western world has signified as the way we should think. I always thought there was something wrong with me. The way I did things was always my way. I'm not the CEO who sits behind the desk and writes emails, I might send you a text, I might call you, or send you a voice note. The work is getting done. Part of honoring yourself and never abandoning yourself is to learn how you work and build a team that can actually support you. If you are leading a new brand and energy and you really want to create a true change, then be that change and use yourself as the first vessel for that change.

Q: If you could tell your younger self a message what would that be?

I think it would say learn the keys of discernment, learn how to read energy and how to connect with yours. When you trust your own nervous system and you trust your gut you always have the right answer. Last thing would be baby you're a star! Keep going you're going to make it.

Siadat finished her chat with us telling us it has been really exciting being on this journey of self-actualization and doing something for her daughters that ended up launching a whole brand and movement. She says the most humbling and exciting part is knowing there is a next generation. "That to me is what drives me every day, it's not about just owning a makeup line, to me its about bringing re-calibration and balance to a industry that has been so unbalanced." Stay tuned to see more of what TooD will be launching in the near future.

www.toodbeauty.com

 [sharisiadat](https://www.instagram.com/sharisiadat)



The List

EDITOR'S PICKS



Stanley Quencher H2.O Tumbler

Recycled stainless steel offers sustainable sipping with maximum hydration out of the 40 oz. tumbler. Lid with rotating cover features three different function settings. Available in seven colors. \$40 at www.stanley1913.com



Dermalogica Antioxidant Hydrmist

Refreshing antioxidant toner that helps firm and rehydrate. Spray bottle allows for creation of active antioxidant shield to help fight free radical damage. \$45 at www.dermalogica.com



Rare Beauty Tinted Moisturizer

A flexible tinted moisturizer that immediately blurs skin with glowy, light to medium coverage, all while hydrating and protecting skin from the sun. \$30 at www.rarebeauty.com



Fam Botanicals Triple Rose Vitamin C Face Oil

This facial oil will give you the glow you've been looking for all while protecting from sun damage and reducing wrinkles. \$120 at www.fambotanicals.com



L'Oreal Revitalift Eye Serum

A potent eye serum that will de-puff and brighten the under eyes. The formula is fragrance-free and paraben-free. \$32.99 at www.lorealparisusa.com

FEBRUARY 2023

WELL VERSED BUSINESS

WV

*LEADING FEMALE
FOUNDERS of 2023*

50 ALYSIA POPE



52 BROOKE SMITH



56 DR NAJIFA CHOUDHURY



58 ELLE DALEBROUX



60 MARIA EILERSON



62 MELANIE PALMIETTO

Alysia Pope

FOUNDER | PURELY POPE



01. INTRODUCTION

Alysia (Pope) Ehret is a Holistic Health Coach, Pilates Trainer, Host of The Purely Podcast and founder of PurelyYou: your virtual home for becoming the best version of #PurelyYou through motivational health coaching and body loving pilates. Alysia believes our mindset impacts our wellness more than anything and teaches wellness through the lens of self love, helping women feel confident in their ability to take care of themselves. After years of being at war with her body, she's finally found that being on the same team is where the most impactful mind & body transformation takes place.

02. BUSINESS

PurelyYou is an on-demand subscription platform that encompasses body-loving impactFULL pilates flows, a form of movement that feels GOOD, is focused on longevity and is meant to energize and empower you, as well as health coaching sessions where I share my philosophies on holistic health. PurelyYou is your virtual home for becoming the best version of #PurelyYou.

03. THE PURPOSE

To empower women to be the best version of themselves and feel confident in their skin. My mission is to share the power of prioritizing you, and how self love is the most important piece of the wellness puzzle.

ALYSIA'S STORY

Throughout my life, I was always battling my body, struggling with not feeling comfortable in my own skin, dealing with negative self talk, and went through every diet you can think of. I was stuck in the "should" for years: I "should" eat this way, I "should" workout this way, etc. I didn't know how to listen to my own body, and all I could hear was the outside noise and rules that society set out for us. I tortured myself at the gym, going to high impact/intensity workouts that left me feeling anxious and drained.

Today, my approach to health is rooted in three things: Self Love, Mindset and Bio-

Individuality. After years of being at war with my body, I've finally found that being on the same team (aka self love) is where the most impactful mind, body & soul transformation takes place. I've discovered that everyone is unique (aka bio-individuality) and has different needs and our needs will vary each and every day. We simply need to learn to listen to our bodies again, removing all of the outside noise. Finally, I've learned that our mind believes whatever we tell it, and we have the power to create the life and outlook that we dream of (aka mindset), we just have to consciously choose what we want and prioritize taking care of our mind and body. I want to help you (& all women!) feel like the BEST version of #PurelyYou every day, learning to lead from a place of love in all areas. I believe that wellness should be accessible to everyone, which is why I developed PurelyYou, a virtual community to sculpt your mind and body. PurelyYou encompasses body-loving impactFULL pilates flows, a form of movement that feels GOOD, is focused on longevity and is meant to energize and empower you, as well as health coaching sessions where I share my philosophies on holistic health.

OVERCOMING CHALLENGES

There have been many challenges throughout building my business, and it's evolved so much over the years. One challenge that is everlasting is falling into the comparison trap in such a saturated space. My approach today is much different than it used to be - rather than seeing something as 'why did that happen to them & not me?', I choose to see it as 'if it can happen for them, it can happen for me.' It's a simple shift that allows me to think in abundance vs. a limiting belief. Another tip that helps if I get into that place is focus on creating over consuming and it works magic!

CONNECT WITH ALYSIA

www.purelypoppe.com/purelyyou

 @purelypoppe

 @purelypoppe

Brooke Smith

FOUNDER | REVERIE INSPIRED CO



01. INTRODUCTION

My name is Brooke and I like to describe myself as a multi-passionate creative entrepreneur. I love anything and everything that allows my creativity to flow. I am the founder of Reverie Inspired Co, a mindful branding and web design business. Design for me is not just work. It is a creative outlet turned business that has granted me the opportunity to work with incredible entrepreneurs. I am forever grateful!

However, my first creative love in life was (and still is) makeup. I've loved makeup for as long as I can remember and have always expressed myself through that medium. Though I love a natural dewy look, or an over-the-top glam look- my favorite way to play with makeup is through more "out there" and eccentric creative looks. (Halloween is clearly my favorite holiday).

Other fun facts about me are, I married my high school sweetheart, Alec, and he is the absolute best husband. We have two cats who I basically consider my biological children. I am truly obsessed with mindfulness/personal development work, and I can talk woo to you all day if you let me. Seriously, mindfulness habits and practices are a HUGE part of my life. I love an active life filled with hiking, traveling, good food, and ample time for friends and family anytime I can!

02. BUSINESS

Reverie Inspired Co is in the design industry. I call myself a mindful branding and web designer because not only do I design aesthetic and strategic brands/websites for my clients, but I love to bring intention and mindfulness into the design. By this I mean, I like to go beyond the typical marketing questions of demographics and such (though those are important). I dive into getting to know the person/business that I am designing for. Mindful design is design that has INTENTION behind everything. I

“*Mindful and strategic design allows you to confidently move forward in your business and be a leader in your industry.*”

don't believe in designing solely based on the trends or just on what looks good. I believe that designing a brand that is timeless and genuine to the business starts by getting to know the human behind the business. People buy from people and that is embodied into my designs. Good design gives authority and confidence to your business and to YOU as a business owner.

At Reverie Inspired Co, I offer both custom and semi-custom web design services. Custom branding identity/strategy. As well as a full-service website template shop that features options for custom Showit templates for entrepreneurs, online service providers, and bloggers/influencers to create the websites of their dreams.

03. THE PURPOSE

The purpose behind my business is to create an impact. It goes beyond just design for me. I want to inspire and support others who are on the journey to creating the life of their dreams. I get to be a part of my client's journey in their business through crafting their branding and web design. I don't take my part in their journey lightly. Mindful and strategic design allows you to confidently move forward in your business and be a leader in your industry.

BROOKE'S STORY

My business story starts with a combination of knowing and fear.

I have always been creative and knew for years before I started my business that I wanted to work for myself. I was in college and mindlessly scrolling online at 3 in the morning and came across someone talking about being a "digital nomad". I was fascinated by this but had no idea how that could ever be me. My senior year I had taken design classes and fell IN LOVE. I knew I didn't want to start over and switch majors so I continued to self-teach myself design but graduated in Public Relations.

After graduation, I did what you were "supposed" to do. My (now) husband and I moved cross country to NYC (May of 2017) and there began the series of jobs that I would always end up unhappy in. I tried hospitality. I tried management. I tried corporate. I would always love them at first but inevitably be miserable by the end of my tenure. I started doing freelance design work on the side here and there in 2018, but was always way too scared to bet on myself and try to take my design full time. It seemed impossible and terrifying. Fast forward to 2020, when I really found the online space of entrepreneurs on tik tok and instagram- as well as a whole new world of mindfulness, manifestation, and personal development.

I became obsessed with working on myself and designing my dream life. I read all the books, listened to all the podcasts, journaled, meditated, and worked on limiting beliefs. I ate, slept, and breathed the notion of quitting my 9-5 and creating my dream life/business. I officially launched my instagram for my business in October of 2020 and worked on building up my portfolio and finding clients in all of my free time outside of my corporate job. Reverie Inspired Co's website launched in March of 2021 and I was able to quit corporate by April of 2021. It sounds so easy and fast in those two sentences but it was NOT. I worked day and night when I was getting started and trying to find a way out of my

corporate life and into the entrepreneur life I so desperately wanted. However, I would not change a thing when it comes to how I got to where I am today because I learned lessons in everything I did every step of the way.

I'm now a little over a year in my business and have learned so much. Reverie Inspired Co is a thriving business today where I get to design for so many incredible creatives and entrepreneurs. I've also launched a website template shop so that I could provide a more cost-accessible opportunity for newer entrepreneurs getting started on their journey because I will never forget what those beginning stages were like.

OVERCOMING CHALLENGES

I think every business owner can attest to the highs and lows of building something from the ground up. When I first started taking my business seriously, I was still at my corporate job so getting my own thing up and running was a nighttime activity. I was working day and night between the two and the burnout was REAL. Even throughout this past first year full-time in my business, I have had the highest of highs and the lowest of lows. Learning my boundaries in business, learning how to balance a full client roster, learning how to find clients when things were feeling slow and stuck, learning the actual administrative work of running a business... these were a few of the many challenges I've faced thus far.

What has kept me motivated through my journey has been the absolute belief that I was meant for this life. And by that I mean, a life of freedom, a life of creativity, a life of abundance, a life filled with joy. My WHY behind everything I do is that I want to live a life that I truly enjoy. I also hope to inspire others that they can live this life too. That is a huge motivator for me. Life is too short for any of us to wake up every day miserable and on autopilot only looking forward to a 2 day weekend. We all deserve joy.

Lastly, a quick reminder to anyone reading this. Every single business owner has had highs and lows on their journey. You are not failing if you haven't already succeeded and

achieved all of your dreams. But you have to find your WHY and remember it so that you can keep going.

ONE THING YOU COULD TELL YOUR YOUNGER SELF

Stay. The. Course. and freaking believe in yourself!!! I wouldn't change my story or journey for anything because everything came with a lesson and everything happens in divine timing. However, if younger me would have been a little less scared and had a little more confidence in herself and her capabilities, she may have started sooner.

Also, limiting beliefs are no joke. I would have also told younger me the term "limiting belief" in hopes she would have started to learn about them and heal them before they manifested to what they did...but hindsight is 20/20, right?!

CONNECT WITH BROOKE

www.reverieinspiredco.com

 @iambrookecsmith

 @iambrookecsmith



Dr. Najifa Choudhury



01. INTRODUCTION

I'm a geriatric pharmacist and founder of a CBD company, Dr. Peace Lily. As a pharmacist, I value and know the importance of prescription medications but noticed most patients are fast to take a pill to fix their problems rather than figure out the root cause and try non-pharmacological options first.

As a health care professional, I believe everyone should have a holistic approach to healing and not just medicating. Three years ago, when I was suffering from stress & anxiety, I looked for natural ways to help calm my racing thoughts and during that journey of healing, I discovered the plant medicine that is CBD and all its health benefits! CBD has helped me take back control of my life and changed the initial negative stigma I had about cannabis.

02. BUSINESS

Health and wellness industry. Dr. Peace Lily is a CBD-based company and my mission is to bridge the gap between prescription medications and cannabis. We are an e-commerce business and our products help people sleep better, have less pain, and be in a better mood. I help educate more people about the benefits of CBD and how it can help them.



DR. NAJIFA'S STORY

I initially started my company in 2019 while working full-time as a pharmacist. I started it mainly because I found myself becoming passionate about how CBD can help others and did not see any other pharmacists or healthcare providers knowledgeable enough about CBD to guide their patients. After a year, my business started to really take off, especially with the pandemic, and people wanting a more natural product to help their anxiety and get a better night's sleep with everything that was going on in the world. I found myself spread really thin with working full time as a pharmacist and running my company all by myself so I had the decision to quit my pharmacist job to follow my passion and run my e-commerce business full time.

OVERCOMING CHALLENGES

There were a ton of challenges especially because I had a CBD-based business. Many banks did not allow me to open a business checking account, finding a payment processor was difficult, my Facebook Manager Ads account was shut down, and I face many challenges that a traditional business would not. What keeps me motivated is knowing how much CBD helps me every day and if I can help bring more peace into one other person's life then it's worth the challenges to keep going.

ONE THING YOU COULD TELL YOUR YOUNGER SELF

To find mentors in the CBD industry sooner and learn from other people's mistakes.

CONNECT WITH DR NAJIFA

www.drpeacelily.com

[@dr.peacelilycbd](https://www.facebook.com/dr.peacelilycbd)

[@dr.peacelily](https://www.instagram.com/dr.peacelily)

[@dr.peacelily](https://www.tiktok.com/@dr.peacelily)

Elle Dalebroux

FOUNDER | MASTER YOUR MIND



01. INTRODUCTION

I am a brain-based coach and neurofeedback clinician determined to help you create a more optimally- functioning brain so that you can live a life more intentionally and more freely. I am an adventure-seeker, music junkie, dog mom, and coffee connoisseur who is always looking for ways to upgrade my quality of life.

I have spent too much time feeling like my lack of concentration, quality of sleep, and social anxiety are hindering me from the life I want to live. It is my deepest desire to show you how you can overcome the stresses that hinder you from becoming the master of your own mind.

02. BUSINESS

I am in the health and wellness industry. My mission with Master Your Mind is to optimize brain health for people who wish to become the healthiest version of themselves (through reducing anxiety, improving sleep, and enhancing performance).

And I do this using a noninvasive, reward-based feedback technology, called remote neurofeedback. My vision is to make brain health a global priority through education and accessible neurofeedback.

ELLE'S STORY

In college, I was an anxious student who had been through years of talk therapy. I discovered neuro-therapy through my search for an internship at a holistic wellness institution and I started on a wellness program using neurofeedback. As a result, my outer world became more manageable because my inner world was far less chaotic. For years I had taken medications for anxiety, concentration, and overwhelming stomach pains.

Over time my symptoms regulated and I finally felt calm, focused and I was free from prescriptions. Amazed at my transformation, I trained in this field. And now, after 6 years of working as a clinician and watching so many of my clients' lives transform, I've decided to share this transformational secret. Not only with peak performers or the elite, but with anyone dedicated to mastering their mind.

My clients have used neuro-coaching and neurofeedback to develop positive, new neural networks. Making it easier to respond more calmly to stress, make choices more easily, access much more of their creativity, and focus more clearly. This inevitably leads to more effective, successful, and fulfilling lives. With time, and consistent effort to change your brain, you really can change your life.

OVERCOMING CHALLENGES

Challenges are inevitable in life. The best way to set out on a spiritual journey and really learn what you're capable of is to become an entrepreneur. I feel so grateful to have learned the importance of keeping my mindset healthy when I went through my own neurofeedback journey. I have a lot of tools to turn to in moments of doubt, and my clients indirectly keep me accountable to practice what I preach!



At the beginning stages of my business, I had plenty of moments of self doubt, productivity guilt, and imposture syndrome. I found it was so important to connect with my reason why I started this business, daily.

In my early 20's I was working 6 days a week as a neurofeedback clinician in multiple private practices. I had found myself counseling people through burnout symptoms, while I was simultaneously going through the same chaos. While I loved what I was doing, I found myself knowing there had to be a different way- so I invested in learning how to use the same modality, virtually.

To be honest, no body in the world stays motivated all the time, and that's something I really emphasize to my clients. It's important to find consistency in your routine for the days that feel low energy, or lack motivation. Because on the days you prove your limiting beliefs to be wrong, is really when you realize how limitless you are.

CONNECT WITH ELLE

www.mastermindneuro.com

 @master_your_mind 

 @master_your_mind

Maria *Eilerson*

FOUNDER | BE CONSCIOUS PR



01. INTRODUCTION

Hey there! I'm Maria, and I'm a yoga teacher, PR coach and founder of Be Conscious PR. I'm originally from Denmark, but grew up abroad and have lived in Copenhagen, Tokyo, Toronto, Florence, New York, London and now call Lisbon home. I love lazy beach days, pop music and deep conversations with strangers.

02. BUSINESS

My business is disrupting the PR industry, giving conscious entrepreneurs the tools and confidence to land press on their own so they lead the conversation in their field, reach millions of people with their mission and make a bigger impact. My clients have been featured in CNBC, Forbes, the New York Times, Cosmopolitan, Business Insider & more, and have landed corporate clients and brand partnerships with the likes of Adidas, Sweaty Betty, Google, Dell, Amazon and Penguin thanks to the credibility. My mission is to activate the next generation of conscious leaders. I believe we need more conscious entrepreneurs to build wealth and contribute to the larger conversation to steer the world in the right direction. That's why I'm passionate about empowering heart-centred business owners to own the movement they're here to lead and get the recognition they deserve in the media. They've established through our work together.

MARIA'S STORY

Before starting my business, I worked over a decade in the comms space in New York and London, including journalism, agencies and in-house, heading up PR for a global multi-million dollar company. When I suddenly got laid off from my last corporate job, I followed my intuition on a solo trip around central America instead of taking one of the offers I had lined up. While traveling, I also certified as a yoga teacher, and in true eat-pray-love fashion, the experience changed my life. I'd never experienced such bliss, and that's despite having no idea where I was going or how I'd make money once I returned to London. All I knew was I that I wanted to live a life of meaning and preserve this sense of freedom I'd discovered, and that planted the seed for my entrepreneurial journey. Two years later, Be Conscious PR was born, drawing on my yogic values to bring a conscious approach to the PR space and support impact-driven

entrepreneurs to get the recognition they deserve. My desire for freedom and meaning continue to be driving forces in my business, and led me to relocate from London to Lisbon during the pandemic. Leaning into support has been key to getting my business to where it is today because it truly can't be understated how impactful it is to have someone there who sees your potential and holds space for the healing that's asked of you to step into it. I'm very committed to personal development and have seen my business grow in direct correlation with the inner work I've done to allow my authentic self to be seen. This is something I also bring to my sessions with clients, inviting them to heal the things that block them from getting visible so they can own their expertise and share it with the world.

OVERCOMING CHALLENGES

I always say entrepreneurship is the spiritual journey you didn't realise you'd signed up for. It requires a lot of deep inner work and emotional resilience, and it's not always easy! What keeps me motivated is knowing deep in my bones that there's no alternative. I don't want to work for anyone else. The freedom to live and work on my terms is worth it, and I like that my business asks me to grow. It's an expansive healing opportunity if you choose to lean into it.

ONE THING YOU COULD TELL YOUR YOUNGER SELF

I'd tell my younger self that there's nothing wrong with her. That's a story I believed for far too long, and it made me hide my authentic self for years out of fear or rejection.

CONNECT WITH MARIA

www.linkedin.com/in/maria-eilerson

 @beconsciouspr

 @maria.eilerson

Melanie Palmietto



FOUNDER | MELANIE PALMIETTO COACHING

01. INTRODUCTION

I'm a licensed mental health counselor, women's empowerment coach, integrative breathwork and energy healer, and certified in reiki level 1&2. I have a deep love of nature, travel, and I feel lit up by connection and community. I have an ever growing plant collection, love art fairs, and exploring new towns and cities. My sun sign is libra, my moon is taurus, and my rising is aries. Since I was in middle school I wanted to help others who felt similar to me. I wanted to give to others what I needed and the need I saw in others. Which is what I now have the privilege of doing. I have moments every week where I am in awe of the collaborative space I get to be in with my clients.

02. BUSINESS

I'm in the mental health and wellness space. I have my own practice as a psychotherapist and my own business as a women's empowerment coach. Both my businesses are a supportive source for women to connect with their voice, innate wisdom, build trust with themselves, and live in their power. I support women through identifying beliefs that are no longer serving them. Bring mindfulness into their inner dialogue, bring forward self love, acceptance, and leaning into joy and pleasure. You have all that you need within you. I support you in remembering that. To support my clients experience their emotions, connect with their voice, live in their sovereignty, and align with joy and pleasure. I curate a space that is safe, open, loving, and empowering.

MELANIE'S STORY

I started both of my business a couple months ago. I've had the intuitive nudge for about a year to get started. I was finding all the reasons not to move forward until I found the reasons to. I worked my way out of scarcity thinking, started investing in myself, and since then so many things have started to align.

OVERCOMING CHALLENGES

I had no idea where to begin and that is when I leaned on my community, mentors, and invested in a business coach. To have

people lay out the framework for me, teach me, point me in the right direction, hold me accountable, and support me has been essential. I know I learn best along side others and with 1:1 support. I've had doubt come many times, I have scrapped ideas and started over, things have not gone according to plan (which is often for the better and a big learning experience.) Trusting myself, my intuition, the universe, and leaning on my community has provided me with all of the reminders that I need. I know what I am doing. And so do you. Sometimes we just need people to remind us of this, to show us where we have missing pieces, and support us in birthing our vision. This has kept me motivated along with my deep desire to witness and support other women in their evolution. I have never felt more lit up than I have running my business and connecting with incredible women. This is one of my greatest purposes. I am still very much so in the learning stage as I think we all always are.

ONE THING YOU COULD TELL YOUR YOUNGER SELF

To fall in love with myself every single day. To let go of expectations from other people and to start living life for myself. Not to change and morph who I am to be liked. To use my voice, it is one of your most powerful tools. That fear is only going to continue to hold you back and you have all the answers within you. Your intuition has nudged you so many times. You can do this and it is safe to listen to your inner wisdom.



CONNECT WITH MELANIE

 @melaniepalmiettocoaching

ADHD

& Entrepreneurship

Why your symptoms of ADHD are your greatest strengths as a business owner

BY JESSICA LATIMER

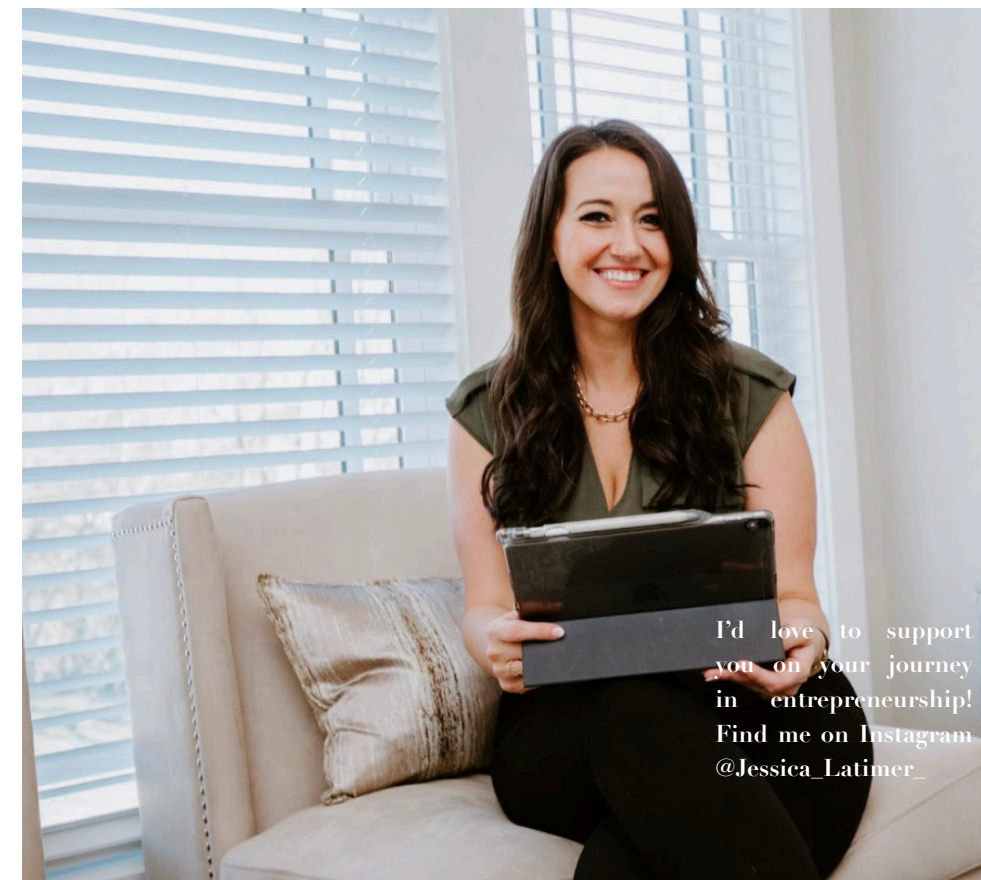
Are the emotions you're experiencing & the thoughts you're thinking yours? Or from someone else? So much of what we hold is not even ours. We can pick up the energy, emotions, and projections of other people and claim them as our own. To detangle what is ours and what is from others is an opportunity to build on our intuitive muscle and to trust yourself.

You may have had a conversation with a friend or loved one where you entered the conversation with enthusiasm, with your own set of emotions and thoughts. Maybe during that conversation, you were met with judgement, doubt, or the person projected onto you how they were feeling. After that conversation you found yourself no longer feeling your original enthusiasm and your emotions on the matter changed. You may have taken on the messages, emotions, and energy of that person. This can happen through the exchange of words, through an energetic exchange, or valuing the other persons judgment and opinion over your own.

Let's say the person you spoke with doesn't agree with a decision you are making but you're excited about the decision and feel aligned to it. You may start to question yourself after the person you're speaking to doubts your decision. Perhaps for this person the decision you are presenting to them they could never imagine themselves doing so they are speaking to you from that perspective. They are projecting onto you, and you may start to take on the thought process of that person.

You may receive what they are saying as the truth especially if you don't trust your own judgment.

Society also plays a huge part in the expectations and judgments we place on ourselves. Practice coming back to what YOU are feeling. This is truly a practice. If we have not been taught to trust yourself but have been taught to outsource your decisions this is an opportunity to build that intuitive muscle. How do I feel? What do I think?



I'd love to support you on your journey in entrepreneurship! Find me on Instagram @Jessica_Latimer_

Take what might feel like a risk and trust your own intuitive judgment. You have infinite wisdom within you and your intuition is your compass. Come back to yourself. The more you practice this and listen to your body and intuition the clearer it will become.

Hyperactivity can present itself in SO many ways that are often not talked about. It much more than not being able to sit still in a chair or talking too much. Hyperactivity can be internalized, such as mental chatter or a very active mind. If you can avoid getting bogged down with mundane tasks and leave plenty of space for your mind to wander, you'll be led to brilliant new ideas, innovations, and a flow of creativity!! This is so important if you're on the path of entrepreneurship. The 'symptom' of hyperactivity also gives way to the ability to hyper-focus, especially when you feel excited about what you're working on. Your capacity and ability to hold a heavy

workload is unmatched. You can probably remember a time, when you worked around the clock, maybe even forgetting to eat, because you were so focused and excited about what you were working on. This tenacity is what will make you the perfect entrepreneur. Attention Deficit, or Inattentiveness, might be the most frustrating symptom of ADHD to deal with, until you learn how to work with it. I would recommend having systems in place to handle the things you would typically put off. If you're not in a place to outsource just yet, tasks like Bookkeeping, Invoicing, and administrative work will get done, but it can feel daunting. On the contrary, you probably enjoy multi-tasking or taking on a variety of projects at one time. You wouldn't mind filling the shoes of multiple roles, such as Marketing, Sales, and Training as long as all of those roles were exciting to you. The ability to wear multiple hats is crucial in owning a business.

Impulsivity is the fun characteristic of ADHD. While it may have gotten you in trouble once or twice, this is the reason you will THRIVE as an entrepreneur. This presents itself as the need for new and exciting stimulation and the willingness to take risks. If you see a window of opportunity, you're going to take it. Your decisions don't always make sense to others, but you follow your gut and its usually to your benefit. This is Entrepreneurship in a nutshell! You are action oriented and willing to pave the way or "go first". It is no coincidence that those with ADHD are often the best problem solvers, because they are quick thinking and thrive under pressure. Can you think of a time you were in a relatively dangerous situation and felt eerily calm? Most ADHDers will find comfort in the chaos. Owning a business can feel chaotic at times but this level of sensibility and resilience will be the reason you push on to be successful when most would give up!

The founder of JetBlue Airlines, David Neeleman told ADDitude Magazine, "If someone told me you could be normal or you could continue with your ADD (the original name for ADHD), I would take the ADD. I can distill complicated facts and come up with simple solutions. I can look out on an industry with all kinds of problems and say 'How can I do this better?' My ADD brain naturally searches for a better way of doing things." He's joined by Richard Branson (the founder of VIRGIN) and Ingvar Kamprad (founder of IKEA) in publicly attributing part of their massive success to their ADHD brains.

It is no secret that ADHD can be difficult to manage, but there are a few simple things you can do to increase your natural dopamine production and decrease the negative symptoms of ADHD. For

me, meditation, regular exercise, and getting enough sleep work wonders! There are also studies that show foods high in amino acids will benefit the production of dopamine. A solid wellness routine coupled with the proper structures and support can set you up for massive success as an entrepreneur. I truly believe that your symptoms can be your strengths and the characteristics of ADHD are your superpowers!



DID YOU KNOW?

The state of California has the highest proportion of women-owned firms in the United States ranking in at 1.3 million. More power baby.



www.themicrodoseco.com

FEBRUARY 2023

WV HEALTH

Diving into *holistic* concepts to elevate our well-being and accentuate our modern healthy lifestyles.

70 EMOTIONAL MINDFULNESS

Are the emotions you're experiencing & the thoughts you're thinking yours? Or from someone else?

72 CREATING AN EMBODIED BREATHWORK PRACTICE

Connecting with your body through breath, sound + movement can change your life in more ways than you're aware of.

76 AWAKWENING YOUR KUNDALINI ENERGY

Coiled tightly at the base of your spine lies a special energy that has the potential to bring great awareness, creativity, and happiness into your life.



80 MUSHROOM WELLNESS

Demystifying mushrooms with a leading wellness brand in the industry.

82 HOLISTIC SINGING

Exploring the healing vibrations your own voice can bring you with Holistic Vocal Coach Divana Claridad.



“Care for your psyche...know thyself, for once we know ourselves, we may learn how to care for ourselves.”

-Socrates

EMOTIONAL *Mindfulness*

BY MELANIE PALMIETTO

Are the emotions you're experiencing & the thoughts you're thinking yours? Or from someone else? So much of what we hold is not even ours. We can pick up the energy, emotions, and projections of other people and claim them as our own. To detangle what is ours and what is from others is an opportunity to build on our intuitive muscle and to trust yourself.

You may have had a conversation with a friend or loved one where you entered the conversation with enthusiasm, with your own set of emotions and thoughts. Maybe during that conversation, you were met with judgement, doubt, or the person projected onto you how they were feeling. After that conversation you found yourself no longer feeling your original enthusiasm and your emotions on the matter changed. You may

have taken on the messages, emotions, and energy of that person. This can happen through the exchange of words, through an energetic exchange, or valuing the other persons judgment and opinion over your own.

Let's say the person you spoke with doesn't agree with a decision you are making but you're excited about the decision and feel aligned to it. You may start to question yourself after the person you're speaking to doubts your decision. Perhaps for this person the decision you are presenting to them they could never imagine themselves doing so they are speaking to you from that perspective. They are projecting onto you, and you may start to take on the thought process of that person.

You may receive what they are saying as the truth especially if you don't trust your own

judgment.

Society also plays a huge part in the expectations and judgments we place on ourselves. Practice coming back to what YOU are feeling. This is truly a practice. If we have not been taught to trust yourself but have been taught to outsource your decisions this is an opportunity to build that intuitive muscle. How do I feel? What do I think? Take what might feel like a risk and trust your own intuitive judgment. You have infinite wisdom within you and your intuition is your compass. Come back to yourself. The more you practice this and listen to your body and intuition the clearer it will become.

How to Start An *Embodied* Breathwork Practice

Tapping into an altered state of consciousness by using specific breath patterns to move you into your body.



BY MISSY MCCRICKARD | EMBODIMENT COACH,
BREATHWORK FACILITATOR, ENERGY HEALER

In October of 2018, my whole life changed after one breathwork session. After that first session, I devoted myself to breathwork, practicing at least twice per week for all of 2019. I kept my energy centers clear, I gave up alcohol, I switched 9-5's, still knowing that there was a deeper longing in my heart for work. In 2020 I went through breathwork and energy healing training facilitated by Millana Snow. After the training I dove deep into my own facilitation while keeping my individual practice strong. That year, as with many of us, my whole life changed again. I realized that I was no longer aligned with my romantic relationship, a 2.5 year marriage. This inner knowing came to me right after a deep weekend full of breathwork. I knew without a shadow of a doubt, that in order for my life to skyrocket, I needed to get out of my marriage. 48 hours after that moment of clarity, I filed for divorce. When I know and feel something deep in my body, I can't help but take action.

The fall of 2020 was one of the hardest times of my life. I cried so much. I leaned into the pain and sadness because that's what the practice of breathwork teaches you. Rather than running away or numbing, you feel your inner strength, your resilience and look at those challenges. You let them know that you see them and that you're not going to break because of them. It was that fall that I began incorporating somatic work into my breathwork practice. And yet again, my healing quantum leaped. I started practicing this with clients and they were seeing life changing results too. Releasing long held trauma. Getting up the courage to have hard, heartfelt conversations with loved ones and friends. In 2021, I sold a condo, quit my 9-5, moved to the beach and dove into entrepreneurship. I also began working with my embodiment coach, Alexandra Roxo, in one of her group practice programs. My life continued to change.

In 2022, I knew, without a shadow of a doubt, that living in Santa Monica, CA wasn't for me. I went on a couple of retreats in the winter/spring and realized my next step was to sell almost all of my possessions and nomad around the country with my dogs in my little Kia Optima. So that's what I'm doing now. The magnitude of my nomadic journey just hit me, at the beginning of August, over two months into the journey. I know that my life wouldn't have looked like this had it not been for my breathwork or embodiment journey.

I wouldn't have had the courage to leave my marriage, to sell my condo, to move to the beach, to sell almost all of my things, to take a chance at a dream life of roaming around

the country, airbnb hopping while still growing my business along the way.

And to be honest, I'm more social now, hanging out with internet friends turned real life friends on this journey than I ever was when I lived in Southern California. I feel inspired about my business. I practice embodied breathwork most days. I know that coming back to myself and my body is crucial for me to stay grounded, present, activated to create and connected to myself.

This is the highlight reel of my story. They're the biggest, most profound moments that continue to shape my life. I know that embodied change is possible for you too. I know that when you tune into your body's inner knowing, the little nudges that your body sends you, that's when the magic happens. For me, I hear it, know it, take action and my life changes. I want you to have this embodied change too. To live a fully liberated, embodied life! To feel your feelings, allow them to express and to be witnessed in the process. I'm so grateful for my teachers Alexandra Roxo and Millana Snow. Many of the concepts I share below I learned from their teachings and mentorship.

What is an embodiment practice?

When you practice embodiment, you allow yourself to connect to an altered state of consciousness by using a specific breath pattern that moves you away from your thinking mind and into your body. You almost feel as if you were in a trance or maybe even a little high. Embodiment means a tangible or visible form of an idea.

So, if you're practicing embodiment, your body is the piece of art, the moving meditation for your internal reality. Acting out or embodying your feelings or inner states to allow energy to move through your body. You can cultivate energy or you can begin to release and relax. I find that in most of my practices and with my clients, you do both.

Why having an embodiment practice matters

An embodied breathwork practice regulates your nervous system. It allows your body to move from an activated state into a more relaxed state of being. Clients often say how relaxed they feel after our sessions. Through embodied breathwork practice, you enhance your connection to your body.

We're taught to be in our heads, our thinking minds most of the time and through this practice, you move down from your head into the body to feel the true essence of

yourself. This can be the perfect addition to your spiritual practice if you find yourself in a place of overwhelm, confusion or just generally more in your head, this practice is perfect for you.

It might feel awkward at first, as everything new can feel, when you devote yourself to a practice like this. I know that when you continue to show up, you can feel the magic in your life continue to unfold. Maybe in ways that you never thought possible.

How to start your embodiment practice

A step by step guide to tune into your body through breath, sound and movement. I recommend starting with just the breath, then dropping into the sound and movement after you feel really comfortable with the breathing portion of the practice.

Before you begin

Be in a private space. If you have roommates or loved ones that you live with, please let them know that you need this time to be alone and that you might be making some unusual sounds or scream, cough, laugh hysterically, cry, or moan. Let your roommates or loved ones know that they don't need to come in and save you unless you explicitly say their name.

When I practiced at my parents' house I made this disclaimer and I'm glad I did because when I practice it gets very loud and wild. My parents had many questions when I finished practicing because of the noises they heard through the walls.

Set aside at least 10 minutes to drop in. A 30-45 minute practice is ideal but not necessary for every practice. Sometimes I put on one song, drop in and breathe.

Materials that would be great to have

You start this meditation lying down, so having some comfy things around would be ideal. Something to lay on, yoga mat, couch, or bed. Things to make you comfy like pillows, a bolster or blanket. Pillow (to scream into or to hit if you're moving through anger). Headphones so that it amplifies the music. This is also helpful to immerse yourself in the sensory aspect of the practice. I find I go deeper when I practice with headphones. A good playlist (I have many available on Spotify!) A journal or pen (to write or draw about your experience after the session)

You don't need to have all of these things. As long as you have your body and something soft to lay on you're good to go!

1 2 3

STEPS FOR YOUR EMBODIED BREATHWORK PRACTICE

The invitation during the practice is to tune into the body and to allow whatever needs to come up, to come up and to release without judgment or expectation.

STEP 1

Setting up to begin

Lay down on your mat, couch, bed or wherever you feel the most comfortable. I recommend that you lay down with your feet on the floor and knees up, this helps support your lower back and gives you the flexibility to move, once you feel ready.

You're laying down, you have a playlist ready (I have many playlists that are public on Spotify), now it's time to get into the breath.

STEP 2

The breath

The breath pattern that I recommend is an inhale through the nose allowing the breath to balloon out the belly, a really deep belly breath and exhale out of the mouth.

You can also use Holotropic breathwork which is a three part breath, all in and out of the mouth. You take two inhales with the first in breath into the lower belly so the belly balloons out, your second inhale into the chest allowing the chest to rise and exhale out of the mouth.

And all you have to do for the practice is focus on the breath, whichever one you choose. Eventually, you'll incorporate sound during your outbreath. Sound can bring you deeper into the practice but it

can also be a distraction. Practicing and knowing your body is a great way to tune into how the sound is moving the energy within your body. I find that when I'm noisy, I'm getting way deeper into my body, my presence a

STEP 3

Devotion to the practice

Take it slow and one day at a time. This practice isn't something to check off

your to-do list. This is something that really helps you tune you into your inner knowing. It allows you to be in your energy. To devote to yourself without worrying about anyone else. This is when the most embodied change takes place. When you practice your embodied breathwork daily. Even if it's just for 10 minutes. This devotion signals to the universe that you're ready to receive the magic that's already on its way to you.



CONNECT WITH ME

I work with folks through long term 1:1 containers, long term group programs and in monthly playshops (my take on workshops). I have space for 3 clients per month for my 1:1 program Devotion, for the woman who wants to devote herself to her inner essence. I'm enrolling 20 women into the next round of my group program Elevated Essence, dive deep into your feminine essence, for the woman who longs for community, embodied change and a practice to hold dear to her heart.

The best way to keep in touch with me is through Instagram @missymccrickard and to be part of my email community. If you'd like the Spotify playlists that I use with my clients and in my playshops, feel free to email me missy@missymccrickard.com and I'll happily share them with you. Put WellVersed in your subject line, when you email me, so I know how you found me.



Awakening Your *Kundalini* Energy

Coiled tightly at the base of your spine lies a special energy that has the potential to bring great awareness, creativity, and happiness into your life.

We spoke with Kundalini Yoga Teacher, Wellness Consultant, and Integrative Healer Seva Simran to find out more on what Kundalini energy is. Seva Simran combines acupuncture, herbology, nutrition, yoga, and meditation into an integrated approach to doing his part to make the world a better place. We had the pleasure of speaking to Seva Simran to take a professional deep dive into the subject of this special energy within us. Our Kundalini energy.

What is Kundalini energy?

Seva Simran tells us Kundalini means “coiled snake” and refers to potential energy of consciousness within us. This energy lies coiled and mostly dormant at the base of the spine, the root chakra. Kundalini is regarded as a divine and spiritual energy. The energy of our soul or spirit. “It is similar to a dimmer switch on a light. That dimmer can be completely off, super low or super high.” Seva Simran explains to us, “sometimes it is flowing less, and we can do things to make it flow more through specific practices to move that energy. All yogas seek to raise the Kundalini, just

via different approaches and practices. Kundalini Yoga was developed as the science to move the Kundalini energy directly.” It is a powerful non linear energy which is why it is associated with the feminine energy. This Kundalini energy refers to the potential energy within us that, when activated, creates experiences of expanded consciousness and flow of energy within us. This energy can also help bring out our creative selves. “When I found Kundalini at 22 years old, it blew my mind because I was having these incredible, powerful, and uplifting experiences, but it was purely from yoga and meditation. It gave me an avenue in my life to have mind expanding experiences without putting anything in my body. Yoga is fantastic in general, it cultivates your inner connections, mental, and physical balance. Kundalini specifically does a great job of uplifting energy and helping you see things from a new perspective in a short amount of time. To me, it’s the ultimate mind-body-spirit refresh!”

Mechanics of the energy

Seva explains to us that the Kundalini works hand in hand with other energies called Prana and Apana

“When I found Kundalini at 22 years old, it blew my mind because I was having these incredible, powerful, and uplifting experiences, but it was purely from yoga and meditation.”

SEVA SIMRAN



CONNECT with us on SOCIAL

in order for the Kundalini energy to begin its ascendance. Your Prana is your life force energy while Apana is your eliminating energy. To begin, the Prana energy will be brought down from the chest area and down to the navel area. The Apana energy will come up from the root chakra. When they meet at the navel, an energetic spark or heat is created that pushes the Kundalini upwards. The Kundalini will travel upwards through the spine and chakras, past the heart, throat, 3rd eye to the top of head, and will come back down doing a double pass through the heart. As the Kundalini comes upwards through each one of your chakras, it will open them up. "The more open your chakras already are, the easier Kundalini can ascend" Seva tells us. When the Kundalini is flowing, it will continue to flow in cyclical movements through you.

Why is Kundalini important?

"You can really get whatever benefit out of it you want. For me, Kundalini keeps my energy fresh. It keeps my mood, emotions, and thoughts in a good spirit. Your understanding of life increases drastically. The Universe starts to serve you more and life gets smoother," says Seva. Having a connection with yourself

at a maximum is always ideal which is where Kundalini comes in hand. It allows us to become more aware, creative, projective, and in flow. "As a spiritual aspirant, expanding your self connection benefits your goal. I think when Kundalini is in conscious flow, it makes life more interesting. Serendipity happens when Kundalini is flowing." Any blocks we have can be dissolved by Kundalini. It helps us remain in a state of creative flow from the base of our inner connection and ultimate creative expression. It can also help bring harmony into the mind and body.

Ways to practice Kundalini

There are various ways to practice Kundalini through yoga or meditation. When practicing, it is always based on your needs and tendencies. Seva tells us toning at your navel center can make your nervous system stronger and allow Kundalini to flow. Incorporating any kind of navel work (which bring connection and balance of prana and apana) such as navel pumping work or navel meditations is a great way to practice moving Kundalini. Regarding breathwork, Seva says the Breath of Fire and the 1 minute breath are certain breathing techniques that are ideal when focusing on Kundalini energy.

One of Seva's most recommended techniques is the Sat Kriya meditation. It works directly to stimulate and channel the Kundalini energy within you. This practice involves rhythmic pumping of the navel combined with the mantra "Sat Nam" (which translates to "True Identity"), while the eyes are focused to the 3rd eye (upwards at the root of the nose between the eyebrows) and the arms up over head with fingers interlaced and index fingers extended. Though Sat Kriya can be practiced for up to 2.5hrs at a time, its best to start with shorter times like 11min so that the nervous system can develop its strength. An important thing to remember, Seva tells us, is that you have to recognize when doing any practice it can move a lot of energy. It is best to practice Kundalini yoga and meditation progressively. Build time and intensity as your body is ready. Seva Simran reminds us that, just as with anything else to get the best results, consistency is key.

 [wellversedmagazine](#)

 [wellversedmagazine](#)

 [wellversedmagazine](#)

www.wellversedmag.com



MUSHROOM WELLNESS

Our interview with **Troop**, a brand paving the way for the mushroom industry with consciously crafted mushroom products for wellness.

Q: What is Troop?

Troop is functional mushroom gummies. Our goal is to demystify mushrooms and make them approachable, and what better way than in a delicious gummy?

Q: Why are mushrooms important to you?

We believe in natural and preventive measures to protect your health. Nature, especially mushrooms, hold many of the answers that we're looking for in terms of overall health and wellness. They've had extremely positive effects on our lives, and it's our goal to spread the word and help other people reap the same benefits.

Q: What makes Troop unique?

The quality of the product is the most important thing for us. As such, we only use mushrooms organically and sustainably cultivated in the US and dual extract them for maximum benefit. Our products are also vegan, gluten-free, soy free and made with natural colors and flavors. We see other companies taking shortcuts with their mushrooms including where they're grown and not using the fruiting body. At the end of the day, creating the best product we can will always be our goal.

Q: Why should people incorporate mushrooms into their lifestyle?

Mushrooms have a myriad of health benefits and we believe should be incorporated into everyone's lives. Ranging from protecting your body from various illnesses and ailments, boosting cognitive function, maintaining a healthy gut, containing antiviral and anti-inflammatory properties and promoting a good night's rest to name a few, there's not much mushrooms don't do. To learn more, check out our page with more mushroom benefits along with research and studies. <https://trytroop.com/meet-your-shrooms/>

Q: What's the story behind Troop?

Jake and I are cousins and we founded troop during the pandemic. Like most during that time, we were investing in our health and wellness and looking into natural remedies and ways to keep our bodies healthy. When we came across mushrooms, we felt as though we had discovered this secret that not enough people were talking about. We became obsessed and started reading books, watching documentaries and then decided to grow our own mushrooms. We loved the benefits that mushrooms were bringing to our lives and wanted to share them with our community in a way that made sense to us. When we looked at mushroom products on the market, everything struck as ceremonial or mystical, or at the other end of the spectrum, geared towards the avid adventurer. We then set out to demystify mushrooms and make a product that would appeal to the everyday user, and what better way than in a delicious gummy? We decided

on the name troop because it means a group of mushrooms that grows together. As such, community is built into the ethos of our brand and our goal is to bring people together and create a troop of people who are passionate about health and wellness.

Q: What are your favorite kinds of mushrooms?

We love all of the mushrooms that we work with; however, if I had to choose, I would say lion's mane. Alzheimer's runs in our family and being able to protect your brain with something natural against the potential of that disease is extremely important to me. Jake's favorite is reishi- he describes it as getting a warm hug on the inside of his body and it helps him get a good night's rest.

Q: Why do you think mushroom wellness has grown so much in the past year?

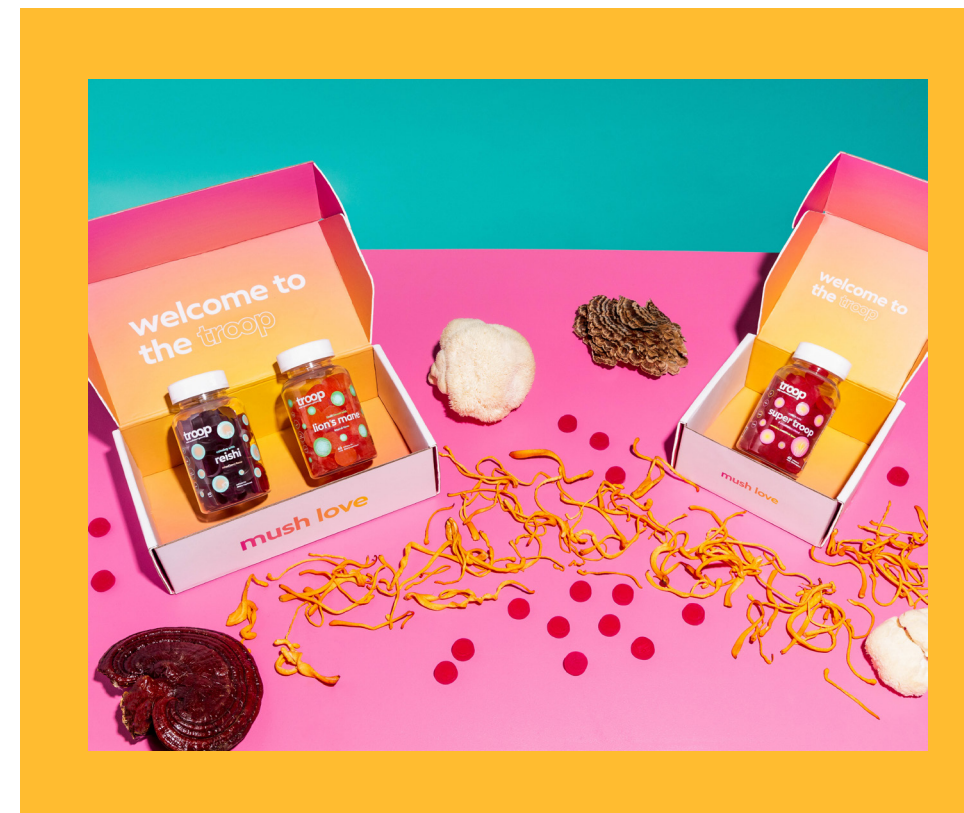
Even though mushrooms have been used in Eastern medicine for thousands of years, they're finally starting to get the recognition they deserve in the west. As more studies are being conducted and

their results publicized, the word is getting out how beneficial they are for our health. We truly believe that this is only the tip of the iceberg and we'll continue to see positive information spreading across the news and more mushroom-based products come to the market.

Connect with Troop

<https://trytroop.com/>

 @trytroop



Holistic Singing

BY DIVANA CLARIDAD

I began singing when I came out of the womb, a lot of us did. Our cry, our first song, our first breath.

Years later, being a kid in elementary school the music teacher did an audition and I got into the school choir. I grew up singing to music that played on the radio, MTV and the telenovelas as I grew up in a Mexican household. The scene behind the screen looked like such a faraway place. Discman, headphones and the mirror became great teachers in my process of discovering my voice.

It took me 23 years to admit to myself that singing is my passion. Buried under so many fears and masks I had built for a society, a world that told me being an artist is hard, on all levels: financially, psychologically, emotionally, morally. You see a lot of artists die at 27 because they cannot take it. It is a really difficult place to be in, especially as a woman. I was born in a border town in Tamaulipas, in my head aka as nowhere. I was not from NY, LA, Mexico City or someplace where I could be seen, or heard. - these were my limiting beliefs.

Also, growing up in a society that tells you “calladita te ves más bonita”, quietly you look the prettiest. How many years have women been shut down? The music industry has set up standards for competition on who should sing or who shouldn't.

The reason why I say this is not from a place of victimization, but to bring some insight as to why I was so confused about my purpose, why I subconsciously decided to turn one eye like nah, I'll pass on that path, I do not want to go down that road of dealing with all the “hardships” that comes with being an artist.

After trying 2 career paths in the western health industry, I realized that no path was easy and ended back in Theater where I continued training my voice. Still I felt something was not clicking for me. As I was also doing my yoga teacher training on the weekends, once I completed it I opted out of University and went on a journey to find myself.

I decided to go to the mountains in Oaxaca, where I took psilocybin mushrooms for the first time with the intention to ask about my purpose, my direction. They, los niños santos (saintly children), unraveled my mind, in such a way I could see all the baggage I was carrying. They showed me all the lies I was telling myself, all the expired programs that were keeping me from being and all the injustices that humanity



was doing to Mother Earth. I was lifted to see myself from a bird's eye view, then dove into the depths of my being and asked, so what is it that YOU love doing the most? I love singing, - responded. Amazing, well then sing! A voice said. Right here in the forest? I shyly asked. Well, what else do you need? Mother said. Alright, humming I began to hear the heartbeat of Mother Earth. A song started flowing through me in a conversation with Mother Earth asking how I could help heal all the injustice humanity had been doing with her.

And this is how she responded throughout all these years since that big awakening: Holistic singing. Singing consciousness. Singing with the consciousness of the power of the word, the power and the sacredness of our breath. She guided me to open a book at an Ashram in Nepal, that said: “OM is the OMnipresent, OMniscient, OMnipotent vibration of the Universe” I could recall in

that moment, those are the characteristics I'd been taught about God! Pshhhh! Big click!

All along my self-discovery journey I'd been picking up different philosophical laws that made me start to become aware of the power of our words. Dr. Miguel Ruiz: “be impeccable with your word” not only what we speak but we think can shape our reality, what we think of ourselves and others. Hermes Trismegisto tells us in the Kybalion “mind is Universe, Universe is mind”, whatever you think/ believe is your reality.

Bhakti yoga told me, when we sing our prayers they rise 3 if not 3,000 times faster!

With this being said, I started to be selective about what I sang and began a journey of recollecting ancient songs, medicine songs, and writing my own lyrics.

God is sound! From the Power of Sound, I gathered - Sound is the most immediate form of manifestation. Therefore I ask you, what are you singing?

Vibration is another one of the laws of the Universe that

Hermes Trismegisto shares with us, which says everything is constant movement. If you recall we were told we are atoms, particles vibrating. Crazy huh? And this human experience feels so real. A lot of these particles are H2O particles, we are about 70% water.

In sound healing therapies, the frequencies of the instruments such as tibetan bowls, quartz singing bowls, gongs, etc... Make our water particles vibrate, the waters being our emotions, shaking up the bottom of the pond, for whatever needs to be seen by us, like old stale emotions, come up to the surface for us to heal. “Healing” in the spiritual, metaphysical sense means bringing into consciousness those emotions, traumas or situations that we have obscured and perhaps somatically manifested into illness. Once we become aware, we can recognize it for what it is and we can begin to let go. That is an example of

What are you manifesting? And I invite you to become aware of the world we are creating because the world is calling for more consciousness. The age of aquarius is here, and we are not even being called, we are bound to change.

how healing with sound works, now imagine using your own voice as the instrument, your own intentionally infused vibrations. Singing, as a holistic practice, helps you to activate your throat chakra which is between the heart and the third eye. The connection between the different dimensions that exist between the earth plane and the world of the heavens, in the Andean culture the Kay Pacha and the Hanan Pacha. The bridge between the physical body and the mind. As you activate your throat chakra you start connecting deeper and deeper with our authentic expression, your confidence and your truth.

Today, via Holistic Vocal Coaching I guide people to connect to the healing power of their voice, and I invite them to use their body as an instrument to express their divinity. Through the sound healing sessions with singing bowls, medicine drum and voice I also invite patients to open their voice and heal with their own vibrations. Along with these practices, I have been called to share the medicine of cacao, and facilitate singing circles as well as retreats to share all the wisdom that I have been acquiring through my years of being a Yogini nomad, Moon dancer, and Multifaceted artist.

You can find my offerings and art through social media, on Instagram as [@Divanamusica](#). Find my music on Spotify, YouTube, Applemusic, and other streaming services as Divana Claridad



WELL **VERSED**

FEB 2023