



Press Release

FOR IMMEDIATE RELEASE:

PROVIDING EXCEPTIONAL WELLNESS SERVICES FOR THE BODY, MIND & SPIRIT

Body & Soul is like no other wellness center, large or small, magnificent or modest. Their main tag line comes from the poet Rumi who penned, "Be with those who help your being." It is their focused commitment to provide for the complete inner and outer health and beauty needs of their guests that empowers them to enhance the "being" of their guests so effectively. The following five components go a long way in clarifying what makes Body & Soul exceptional and unique: The Counseling Center, The Comprehensive Beauty Services, The Team, The Vision, and The Community:

THE COUNSELING CENTER

Their vision of a wellness center is about providing total health which encompasses mind, body, and spirit well-being. Most wellness centers do not include a mental health or the "mind" part of the wellness philosophy. From its inception, Body & Soul has offered a variety of professional Counseling and Coaching Services that serve the mental, emotional, relational and spiritual needs of their guests. In addition to mental health counseling, Body & Soul provides hypno-therapy, marital therapy, spiritual guidance, life-purpose coaching, EMDR, fitness/nutritional coaching, and even coaching for attracting a soul mate.

Their experienced team of therapists and coaches work with individuals, couples, families, adolescents and children of all ages. The private, tranquil counseling wing features confidential check-in/check-out and complimentary tea, vanilla chai, and filtered water for all guests. An important aspect of the counseling center is that it is situated adjacent to the spa and fitness center. It therefore feels more natural and easy for people to make the transition to counseling services in the environment that they are already familiar with. The gift shop and book store carry a selection of books and CDs recommended by the therapists and coaches to support the mental, emotional, relationship and spiritual well-being of the clients and other visitors.

COMPREHENSIVE BEAUTY SERVICES

Body & Soul seeks to provide products and services that are as natural and holistic as possible. Products are carefully chosen for their safe, yet effective results. For example, polishes are toluene and formaldehyde free, the skin care line has a green alternative and the make-up line is 100% pure minerals. They also offer holistic healing spa treatments. Derived from ancient and sacred origins, these treatments balance the body's flow of energy and create a deep sense of well-being.

In February 2011, Body & Soul opened a second location called Body & Soul Downtown SpaSalon. This new location enabled them to achieve a complete range of beauty services with the addition of hair services. As the name suggests, this new salon features all of the relaxing comforts of the spa environment, including an upscale boutique. It also includes a deluxe day spa which gives their guests the full complement of spa and salon services in one location. (Please see their menu for a complete listing of services). Some offerings not yet shown on the menu are hair extensions and decorations, such as feathers. Their boutique is well-stocked with products for hair care, skin care, make-up and a host of other mind-body-spirit gifts and accessories for women and men.





THE TEAM

The team at Body & Soul is amazing. Each team member has the heart of a healer and servant. The main focus for all team members is on being "Heart-Centered". Being Heart-Centered means behaving with love, kindness, respect, compassion and nurturing. This ethos is the most important ingredient in Body & Soul's mission to consistently create outstanding customer experiences.

As an example of this ethos, there is a Body & Soul yoga teacher who recently adopted a child from Ethiopia. As part of National Yoga Month this September, she offered to provide free yoga classes at Body & Soul every Thursday morning to the community. Participants were invited to make an optional love offering to her project of building a clean water well in Africa. Body & Soul offered to match the donation total.

Another example is a fitness instructor who recently won Employee of the Month. She works part-time yet displays a full-time attitude and commitment. When nominated by a fellow employee, the nomination included: "She was willing to take the time to teach the flash mob out of the goodness of her heart. When I asked her to write something for the newsletter she was all over it and I had something within hours. She is a tremendous instructor as well. In class she is very inclusive, friendly and works hard to make new people feel comfortable with a pretty tough group. Her guests absolutely love her positive energy and engagement. She always takes the time to greet every person in class and ask them something personal. I really think you would have to look high and low to find a better instructor and person than Pam and that is why I think she is a great candidate for Employee of the Month!"

Lastly, there is the senior massage therapist, Susan Hudek; perhaps one of the most sought after therapists in the town. Sue regularly offers complimentary services to her long-time guests and often rearranges her schedule to meet the needs. She also refers her guests to all other areas of the center including counseling, yoga and equipment-based Pilates to support their overall wellness. Many guests have expressed the deep appreciation for the humble and loving way that Sue has helped them through stressors and losses such as divorce or the loss of a loved one. These are but a few examples of the profound difference the team members make every day in the total health and well-being of the guests at Body & Soul. The team members' dedication to the Heart-Centered art of making each guest feel as though they have prepared for and been waiting just for them.

THE TOTAL HEALTH VISION

Body & Soul's vision flows primarily from the owners, Scott and Julia Theisen. They conceived of the idea of a holistic center focused on comprehensive wellness and beauty services before it was fashionable. Their experience in the health care industry (Scott's as a mental health counselor and Julia's as a nurse and nursing professor) allowed them to understand how badly a holistic approach was needed. Between their two locations, Body & Soul actually integrates seven different types of businesses: a counseling center, a spa, a salon, a gift shop & bookstore, a wellness learning center, an equipment-based Pilates studio, and a yoga/fitness center featuring thirty-five classes per week. Their mission in life and the overall mission of Body & Soul are as follows: To bring happiness, love, and mind/body/spirit well-being to their guests, to the Dubuque area, and beyond. In addition to this mission statement, they identified ten core intentions with their team that now serve as principles and values that guide how they manage Body & Soul. The commitment to these core values, to the mission, and to creating an inspired business culture has made them the leader in providing for the total health and beauty needs of their community.

THE COMMUNITY

The community that is Body & Soul is a direct reflection of the team, the owners, and the guests. Body & Soul is a safe place where strangers chat, where acquaintances hug, and everyone laughs and smiles. It doesn't matter if you are at a 5:30 a.m. class or a 7 p.m. class - if someone has a need, another guest is there to help. Body & Soul has organized meals and fundraisers for sick guests and team members, showers for new brides and babies, prayers and dedications for the fallen, and peace offerings for just about everything. Often-times at the conclusion of Saturday morning yoga, the instructor invites anyone and everyone to meet at Café Manna Java for breakfast. This is the community "vibe" of Body & Soul and it makes an impact every day, like ripples of joy!

