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Arizonans' thirst for hale and hardy lifestyles prompts wave of new business ventures

The Business Journal of Phoenix - by [Angela Gonzales](#) Phoenix Business Journal

As the new year rings in and people Valleywide make a promise to eat healthier and exercise more, several companies are popping up to help them do just that.

- This month, Celeste Bumpus is launching [Creating Balance Seminars LLC](#) and publishing a book: "Are the Blueberries in Your Waffles Really Blueberries? A One-of-a-Kind Guide to Eating Smart."
- A new Scottsdale company called [Macrotherapy](#) is using technology to help exercisers learn how to move correctly to avoid potential muscle damage. The technique focuses on identifying and isolating weakened places in the body.
- Another new company, [Ayurzona](#), formed late last year to provide a different type of balance. The mother-daughter team combines psychiatry with Ayurvedic medicine, the ancient Indian healing art popularized by Deepak Chopra.

The business launches aren't surprising, given America's growing obsession with health and wellness.

According to the **Natural Marketing Institute's** most recent data, health and wellness industry sales totaled \$91 billion in 2006, up 15 percent from 2005.

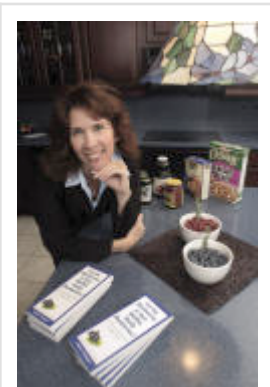
keep it simple

Bumpus' book is jam-packed with charts depicting calories, fat and fiber levels in specific foods. It points out, for example, that California avocados have fewer calories and fat than Florida avocados, but also have less fiber.

She'll host a book signing at 7 p.m., Jan. 22 at the Barnes and Noble store at 21001 N. Tatum Blvd. in Phoenix.

Knowledge and organizational skills were keys to her mastery of a healthy work/life balance, and now she's sharing her expertise via workplace seminars.

Bumpus worked at American Express for more than 15 years, managing 25 business locations. The higher she moved up the company ladder, the more hours she worked.



Jim Poulin/Phoenix Business Journal

Celeste Bumpus created a company and published a book to help people eat healthier.

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"I worked on process improvements at work and at home so I could balance my life," she said.

Her position was moved to another state in 2004, and she was laid off. During her year off, Bumpus started looking at what she wanted to do with the rest of her life. That's when she realized she had always been interested in the labeling and legislation of food.

Since then, she has been working on her book and preparing to launch her company. Her seminars and workshops address food and lifestyles.

"The focus is all about keeping it simple," Bumpus said. "For example, you can reduce sodium simply by changing salts, learn one easy way to balance fat and cholesterol, eat healthy and enjoy your favorite foods."

Richard Perryman, founder of LifeStrive Corporate Wellness Consultants, said he likes the idea.

"Eighty percent of all health care spending in this country is spent on treating chronic, preventable diet and lifestyle-based conditions," Perryman said. "It comes down to the decisions we make minute to minute, day to day."

finding balance

Nutritionist Tony Lamka, founder of a school-based program for children called Operation Tone-Up, said Bumpus is addressing part of the problem. The other part -- exercise -- is even more crucial than eating healthier.

"Exercise is going to automatically pump endorphins into your body naturally and will help cut down blood pressure and body fat," Lamka said.

Massage therapist Jerry Sanstead, founder of Macrotherapy, said his company's tools can identify and effectively treat core issues in the age of scientific discovery.

By combining therapeutic massage, exercise physiology and nutritional counseling, Macrotherapy's customized plans target unhealthy patterns that restrict performance. These patterns are identified through what Sanstead calls a motion-capture assessment tool, which pinpoints weaknesses or inconsistencies in movement patterns.

For example, pitchers can reduce their risk of elbow, shoulder and back pain, while golfers can develop a straighter drive and a more consistent swing.

Even nonathletes can improve the quality of movement in their lives. Individualized programs help build improved habits, leaving people feeling stronger and healthier with a new sense of balance, he said.

At Ayurzona, Dr. Meghana Thanki is a naturopath and her mother, Dr. Purnima Mehta, is a psychiatrist who treats anxiety, depression and sleep disorders without using pharmaceuticals. Both practiced in India before coming to the U.S.

They founded their Arizona practice in October, integrating yoga and ancient Indian healing techniques. One of the most popular, shirodhara, involves pouring warm oil on the forehead, over the "third eye."

"There are glands behind the third eye in the brain," Thanki explained. "All these get stimulated (during the treatment), and hormones become more balanced."

She said shirodhara provides relaxation as it synchronizes brain waves and gets the mind and body "back into each other."

Thanki, who graduated from the Southwest College of Naturopathic Medicine in August 2006, said her practice is beginning to attract patients through referrals.

"The take-home message of the place is discovery and healing," Thanki said.

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Macrotherapy: www.macrotherapy.com

Creating Balance: www.cr-eatingbalance.com

Ayurzona: www.ayurzona.com

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