



Mandali Media

Blog Content Portfolio

Sandhya Keller
Content Marketing Writer

sandhya@mandalimedia.com
MandaliMedia.com
805 698 2179

Blog Content

Health and Wellness Blogs

Frederick Chiropractic Wellness Center

5 Ways to Maintain a Healthy Spine with Regular Chiropractic Care

Not every lower backache, neck pain, headache or joint stiffness is a sign of something serious, but it may cause some concern. As the saying goes: “Better safe than sorry”, so it’s a good idea to keep a close eye on your spine since it provides support for your whole body, protects your nerves and allows you to move and stay active. Knowledge is power, so the more you know about your spine, the better you can take care of it. Combining knowledge with how to maintain a healthy spine with regular chiropractic care will ensure that not only your spine, but your overall health, is kept in good shape.

About Your Spine

Let’s start with some spine basics, so you understand the very important role it plays in your body. Your spine is a column of bones that creates our body’s central support structure. It’s what keeps us upright and connects the different parts of our skeleton to each other: our head, chest, pelvis, shoulders, arms and legs.

Your spine is made up of 33 vertebrae which are separated by discs. These discs anchor your vertebrae together, and act like ‘shock absorbers’ and provide flexibility as you move. The most flexible part of your spine is your neck, which makes sense if you think about how important head and neck mobility is for daily functioning. The lower vertebrae are the ones that have more weight to carry, so they are larger and more stable than the top vertebrae.

The bones that make up the spine also protect the spinal cord, which runs through the spinal canal. It is the spinal cord that connects and relays all the information between your brain to muscles of the skeleton and internal organs. Spinal nerves also carry sensory information like touch, pressure, cold, warmth, pain and other sensations from the skin, muscles, joints and internal organs to the brain via the spinal cord. The spinal cord and the brain are what make up the central nervous system.

Simply stated: We are our bodies, the core of our body is the skeleton, and the core of our skeleton is our spine.

Maintaining a Healthy Spine

“If you would seek health, look first to the spine.” – Socrates

Spine health is one of those things that people don’t notice until it’s gone. Now that we know how important the spine is, it’s easy to understand that if it isn’t working correctly, problems can manifest from head to toe! Fortunately, keeping

your spine healthy is made a lot easier with regular chiropractic care.

Similar to the preventative care provided by medical doctors, periodic visits to your chiropractor will optimize your spine’s health and help detect any issues that you may not be aware of. Your chiropractor will evaluate and adjust your spine as needed and guide you on how to prevent wear and tear or injury between appointments. Some of the ways you can partner with your chiropractor on keeping your spine healthy are:

1. Getting Regular Chiropractic Care – Depending on your specific condition you may need to see a chiropractic once a month or even once a week. If your spine is healthy and you don’t experience any back or joint pain, we recommend that you still get a check-up at least once every few months to address any issues before they affect your function and health.

2. Increasing Circulation – While chiropractic care doesn’t prevent the wear and tear on your spine that daily life brings, it can do a lot to heal that damage. Spinal adjustments help increase circulation to your spinal discs and surrounding tissues. Increased circulation carries healthy nutrients and removes waste material from your spine, making it possible for your spine to revitalize more thoroughly than without good circulation.

3. Staying Active – You’ll hear it over and over when you visit your chiropractor: Keep moving! Not only that, they’ll say to keep moving even when you have back pain. Lack of exercise and movement combined with poor posture can cause core weakness, muscle strain, stress, inflammation and structural dysfunction, so regular exercise and good posture are essential for spine health.

4. Decreasing Pain – If back or joint pain does occur, it can most likely be alleviated with chiropractic. In many cases it will eliminate the need for drugs or painkillers. When there is back trouble, chiropractic adjustments and proper movement education relieve the stiffness that prevents movement and help relieve pain naturally. By returning your spine to proper alignment, circulation is increased, pain is decreased, muscles release and mobility returns.

5. Following a Wellness Program – Your Chiropractor will recommend that you maintain a healthy spine by following their wellness program that includes good nutrition, ergonomics, exercises, stress reduction, inflammation prevention and ways to enhance your well-being.

By taking these important self-care steps, implementing spinal care best practices and working closely with your chiropractor, you should be able keep your spine healthy and well for years to come.

Health and Wellness Blogs

Frederick Chiropractic Wellness Center

The Attack of the Sugar Monster!

With Halloween coming up soon and the holidays around the corner, it will be hard to say no to the abundance of candy, cake and other sweet treats that seem to jump out at us at every corner and lurk in every store aisle! Despite them seeming irresistible, think twice before giving in to temptation because these seemingly innocent goodies can create some serious havoc with our health. To understand how, it's important to understand the difference between natural and what is known as "added sugar" since natural sugar is actually an important part of a balanced diet.

Natural Sources

Natural sugar is found in fruits, berries, vegetables, and unsweetened dairy products. Unlike added sugar, natural sugars aren't bad for us. This is because your body processes them differently. Natural sugars deliver beneficial nutrients like protein and fiber, which encourage the sugars to be absorbed by your bloodstream at a slow, steady rate, thereby preventing spikes in blood sugar.

Added Sources

Refined sugars such as table sugar and sucrose usually come in the form of crystals, syrups or powders. They are no longer 'natural' because they have been altered or processed in some way. The main sources of added sugar include candy, cakes, and cookies as well as dairy desserts. It is also found in sweetened drinks, such as soft drinks, sports drinks, "energy" drinks, and juice drinks.

Inflammation and Other Health Issues

While inflammation is normally a natural and protective response to injuries or threats to our health, excess sugar can cause Chronic Inflammation. If left unchecked, the consistent intake can contribute to several serious health issues such as tooth decay, severe headaches, mood swings, obesity, Type 2 diabetes, digestive issues, liver disease, heart disease, blood vessel disease, Alzheimer's disease, and even cancer. This is because excess sugar causes a major imbalance in the body.

Doctor Recommended Maximum Daily Intake

The American Heart Association (AHA) recommends a maximum amount of added sugar as:

Men: 150 calories per day (37.5 grams or 9 teaspoons)

Women: 100 calories per day (25 grams or 6 teaspoons)

The Center for Disease Control recommends that we limit our intake of added sugars to less than 10% of our total daily calories as part of a healthy diet. For example, in a 2,000 daily calorie diet, no more than 200 calories should come from added sugars.

An Apple a Day Keeps The Sugar Monster Away!

Sugary foods might seem like an easy fix when we need a quick pick-me-up. But there are much healthier sources of energy. Here are some ways to reduce added sugar intake:

- Try to cut out most candy, baked goods, and dairy desserts.
- Skip sugary drinks and choose water instead.
- Avoid processed foods. These are high in added sugar and sodium, not to mention preservatives.
- Look for recipes that use less sugar when you are cooking or baking. You could also try substituting refined sugar with Stevia or other FDA approved sugar alternatives.
- Choose healthy foods, such as fruits, berries, vegetables, lean proteins, and whole grains, legumes, and seeds for meals and snacks.

Make sure to check nutrition facts on whatever packaged foods you buy because The Sugar Monster goes by many different names! Some names are obvious references to sugar, but some trickier versions are agave, cane juice, dextrose, fructose, fruit juice concentrate, glucose, lactose, maltose, lactose, maltose, malt syrup, and molasses. They're all additional!

What's important to remember is that the type and quantity of foods you eat play essential roles in determining your energy levels during the day. Choosing the right foods combined with regular exercise will help decrease your dependence. You'll soon see an increase in your energy. Making these important changes in your diet will set you on the path towards much better health and an enhanced sense of well-being!

Customer Service Blogs

Customer Service Institute of America

7 Ways You Can Convert Delighted Customers Into Brand Advocates

Businesses that enjoy continued success follow best practices when it comes to providing excellent customer service. While satisfied customers are great for a company, delighted customers are more likely to become loyal customers – even fans and brand advocates. What is the difference between a satisfied and delighted customer?

According to Hubspot:

“Customer satisfaction happens when you simply meet customers’ expectations, whereas customer delight is the process of surpassing customers’ expectations to build a long-term, positive experience around your product or service and brand.”

If our goal is to convert our delighted customers into loyal, brand advocates, it is important to have a strong presence on the communication channels they frequent and provide plenty of opportunities for content sharing and interaction.

Why is it beneficial for a company to have delighted customers as brand advocates?

Simply stated: Organic brand advocacy is much more valuable than any kind of advertising your business can buy. User-generated content (UGC) – i.e. content generated by a consumer – can be defined as online content that is voluntarily created and shared by individuals, fans or consumers of a brand who are not associated with that brand. This content could be anything from social media posts to reviews on third-party websites.

Examples of User-Generated Content

User (Customer)-generated content (UGC) can fall under these three main categories: content, images, and videos. Let’s explore a few examples of UGC:

- **Social Media** – People take and share thousands of photos and videos daily on social media. They often tag their favorite business, such as a hotel, restaurant, spa, or retail store, in their posts.
- **Reviews and Testimonials** – Customers may send in reviews to a company to be included on a testimonial section of a website, or they may take their own initiative to use third-party sites such as Yelp, Google, Trip Advisor, etc. It has also become a trend for Yelp and Google users to post photos or videos along with their reviews.

- **Blog Posts** – If, for example, your business is a daycare provider, a blogging parent might write about how much they appreciate your services in a blog post and link it to your website so that readers can click on it and see what you do. Similarly, a travel blogger might write about their favorite hotel or spa and include links and photos.
- **Video Content** – More and more consumers are sharing product or service reviews via videos or live streams. These include GoPro videos, Instagram or Facebook Stories, YouTube videos, and so on.
- **Podcasts** – A more recent trend is for consumers to mention a product or service on a Podcast they host or are a guest on. Podcasts provide great opportunities for B2B interactions as well.

If you know you have delighted customers, but don’t see a lot of user-generated content about your business, read on!

How to Encourage Brand Advocacy

Here are some tips to get your customers sharing more UGC for your product or service:

Tip #1 – Invite Customers to Share Photos – Be highly responsive on social media whenever a customer shares photos or videos about your brand. Let them know how great it is to see their enthusiasm. Invite your followers to share their photos and videos as well.

Tip #2 – Acknowledge and Thank Customers – Make sure to publicly acknowledge anyone who engages with your posts or writes content about your business. This can be as simple as replying, retweeting, or sharing.

Tip #3 – Hold Contests – Photo, video, or content contests with prizes or freebies for the winners are a wonderful way to generate UGC. Even just giving someone the spotlight by featuring their image or blog is popular. It will inspire your other fans to share more, in hopes of getting featured too.

Tip #4 – Host a Podcast – Host a weekly or monthly podcast and invite your top fans to be guests. You could even invite them to host one of your podcasts – especially if they are an influencer in their field.

Tip #5 – Conduct Case Studies – Most happy customers are more than happy to share their experience in a case study, video interview, or online testimonial. They may just need a little guidance and encouragement!

Customer Service Blogs

Customer Service Institute of America

7 Ways You Can Convert Delighted Customers Into Brand Advocates

Page 2

Tip # 6 – Ask for Their Vote – If your business or service has been nominated for an award, don't hesitate to ask your fans to vote and share the good news.

Tip # 7 – Create Online Consumer Forums – Another way to encourage interaction is to set up an online forum so that your biggest brand advocates can take part in the dialogue about your products and services and any new releases.

For all of the above, keep in mind that it's important to obtain the appropriate permissions and rights to use a customer's content, image, or video for your marketing purposes. Once you have permission, you can get even more out of UGC by repurposing it on your website, social media, email – even build an online community around it!

We hope this has given plenty of food for thought on how to convert your most delighted customers into enthusiastic brand advocates. When your fans are invited to take a proactive part in your marketing, they willingly contribute to your continued growth and success, making it a win-win for all!

Customer Service Blogs

Customer Service Institute of America

Tips To Take From Zappos' Customer Service

Do you buy from a particular company because their service is so much better than others? Some companies just know how to treat people and it allows them to really stand out, not only among the competition in their industry but among businesses in general. We think Zappos is one of those companies!

Since the phenomenally successful online shoe and clothing retailer Zappos first came on the e-commerce scene in 1999, their primary goal has been to deliver the best possible service experience to their customers. The Zappos company motto is "Powered by Service," which means every aspect of their operation puts customer service first.

Here are tips to take from Zappos for providing excellent customer service:

1. **Personalized Service** – Zappos trains and empowers their customer service team aka Customer Loyalty Team (CLT) to provide not only outstanding but personalized service. Unlike other online retailers with call centers that have pre-written scripts and a time limit per customer interaction, the CLT is encouraged to take whatever time they need to serve their customers and make sure all questions and concerns are addressed. The Zappos website also reflects their personalized service approach by offering a tailored shopping experience, size recommendations on product pages, and "Best for You" search results.
2. **Employee Autonomy** – Customer service reps are given a certain level of autonomy to be able to serve and follow up with their customers as they see fit. This could be in the form of a personalized email, or a gift or note, to ensure customers are not only satisfied but happy.
3. **Service-Based Relationships** – Zappos sees the importance of building and maintaining long-term relationships with their customers. Employees know that every interaction – large or small- is important, so the emphasis is placed on the relationship rather than the transaction.
4. **Company Culture aka Happiness Culture** – Zappos has an employee culture that is focused on customer service, both internally and externally. Zappos really cares that their customers are happy. It is baked into the company mission, core values, customer interactions, who they hire, and how they train their workforce. Which brings us to the last but probably most important part of the Zappos success story...

5. **Employee Development and Training** – In an interview with Fast Company, Zappos founder Tony Hsieh, describes how crucial his customer service training program is for all hires, regardless of their position in the company. "Everyone that's hired, it doesn't matter what position—you can be an accountant, lawyer, software developer—goes through the exact same training as our call center reps. It's a four-week training program and then they're actually on the phone for two weeks taking calls from customers. At the end of that first week of training, we make an offer to the entire class that we'll pay you for the time you've already spent training plus a bonus of \$2,000 to quit and leave the company right now." His goal with this is to weed out anyone who doesn't grasp their company culture or are "just there for a paycheck".

These tips say a lot about how important each and every role is in a company. So, whether you are a call center rep or customer experience professional, your attitude and approach to your customer makes all the difference when it comes to the overall success of your role and your organization.

We'll leave you with this quote from Tony Hsieh that is sure to give you some food for thought!

"For individuals, character is destiny. For organizations, culture is destiny."

Tony Hsieh

Customer Service Blogs

Customer Service Institute of America

Customer Marketing: A Customer Service And Marketing Synergy

Customer marketing is a combination of programs and activities designed to manage customer retention. This includes loyalty, advocacy, participation and growth. It is a strategy that focuses on creating strong, long-term customer relationships. Our last article was all about the importance of customer loyalty and retention. We are now delving into a related topic, which is Customer Marketing. What exactly is customer marketing? Customer marketing is a combination of programs and activities designed to manage customer retention. This includes loyalty, advocacy, participation and growth. It is a strategy that focuses on creating strong, long-term customer relationships.

Customer marketing is a powerful marketing tool. It not only changes businesses for the better, it is a crucial and timely growth strategy. A customer marketing strategy is essential in today's ever-changing consumer landscape but it takes a lot of teamwork to implement it.

“Marketing is too important to be left to the marketing department.”

– **David Packard**

A robust business management strategy is one that leverages cross-team collaboration and integration. This includes the relationship between marketing and customer service teams. The need for a symbiotic marketing and customer service relationship is more important now than ever, especially since consumers increasingly using online marketing channels – such as websites, review sites and social media – to research, review and communicate with businesses.

Successful customer marketing relies on:

- Knowing and segmenting customers
- Effectively engaging with customers
- Maintaining a customer advocacy program.

As we shared in our last article, acquiring a new customer is anywhere from 5 to 25 times more expensive than retaining an existing one. So, if we put in the effort to engage an existing, happy customer, we'll see 3 times the annual value compared to other customers!

Know and Segment Your Customers

The foundation for customer marketing should exist within each and every business. It is essential to collect as much data and information as possible about

existing customers and save this information in the company database. Everything you need to conduct cutting-edge customer marketing should be within reach. Make it a goal to know your customers' behavioral, transactional and sociographic data, because this information is like an untapped goldmine.

Looking at this data will allow for the right kind of segmentation, targeting and personalization that is at the heart of customer marketing. In this way, your customers will be segmented into relevant groups. As a result, you can communicate with each group according to members' circumstances, preferences, tendencies and wants. Below are some elements of successful Customer Marketing strategy.

1. Give Every Customer the VIP treatment

As we mentioned in our last article on customer retention, many customers place as much value on the quality of service as they do on the quality of a product. Remember that 70% of buying experiences are based on how the customer feels they are being treated. So, if you demonstrate how much you value them, right from the get-go, they are more likely to remain not only loyal to your brand but become an advocate for your brand.

2. Offer Quality Content and Consistent Communication

When it comes to customer marketing, consistent communication with customers is essential. Producing meaningful content is a great way to keep the dialogue going. Don't hesitate to offer content, if what you're sending is relevant. Consumers enjoy hearing more from their favorite brands and businesses in the form of quality content, deals, and advice.

Sending out a weekly, monthly or quarterly email will help keep your business on your customer's radar. Some companies use their Customer Relationship Management system (CRM) to set up reminders to check in with customers on a regular basis.

Bear in mind that your customers' attention is valuable, and there is a lot coming at them in the form of email and social media. However by consistently delivering value to them, you'll always stay fresh in their minds.

3. Encourage Customer-Generated Content

Once you have established a solid customer retention and brand loyalty program, one of the best examples of customer marketing is curating and sharing customer-generated aka user-generated content (UGC). UGC is a term used to describe any type of content created by users of a brand and made accessible via social media and other online channels. Customers trust each other more than the brand themselves.

Customer Service Blogs

Customer Service Institute of America

Customer Marketing: A Customer Service And Marketing Synergy

Page 2

In fact, several surveys suggested that more than 60% of the people trust the comments posted or photos taken by other customers more than those taken by the seller or manufacturer itself.

This supports the importance of a user-generated content even more. UGC turns a loyal consumer into a brand campaigner who will help build engagement among various communities. The basic idea of user-generated content is that the passionate customers or partners of the brand will provide a more authentic recommendation to other communities and customers in helping them make a buying decision.

User-generated content could be in the form of posted images, videos, blog posts, online reviews and testimonials. What are some examples of brands that use UGC? We bet you can already think of some! Topping the list are Starbucks, Netflix, Apple, Adobe and Coca Cola. Many automobile, designer fashion, retail and hotel/travel brands are following suit. These brands encourage UGC by providing hashtags, holding online campaigns, contests and competitions that both directly and indirectly promote their brand.

4. Highlight Customer Success Stories

Knowing that our customers' content and experiences can serve as one of our best marketing tools, here is a way to take it to the next level.

Do you have a case of a customer who's truly gone above and beyond in their brand advocacy or a customer or partner who has reached a major career or business milestone, thanks to your product or service? Consider putting them in the spotlight!

"Make your customer the hero of your stories."

– Ann Handley

For example, invite them for an interview, so their story could be shared in a video, podcast and/or blog post. These kinds of stories are both engaging and insightful for both prospective and current customers.

5. The Human Touch

As we've shared in our article on emotional intelligence, let's not forget the human element in customer service and marketing.

Developing relationships with your customers means connecting and interacting with them on a very human level. To create a genuine sense of community, it pays to show that we truly care. Sometimes your customers or clients just need to know that you're rooting for them! When you show your support, you remind them that they're part of something bigger than your product or service.

The greatest technology in the world hasn't replaced the ultimate relationship building tool between a customer and a business; the human touch.

– Shep Hyken

To sum up, bringing a human element into your customer marketing strategy can truly help your brand stand out. Demonstrating that you're a personable, helpful resource as opposed to just another business 'out to do business', is key to forming long-term customer relationships.

Elder Care and Caregiving Blogs

Shepherd's Staff In-home Care, LLC

5 Benefits of In-Home Services for Dementia and Alzheimer's Patients

Have you been torn between in-home care and a nursing home for your loved one? We understand that there are many things to consider and when your loved one has Dementia or Alzheimer's, the decision is even more complex. We hope that the information we share will help it be less complex...

The biggest value that in-home care offers for any senior is that it allows them to remain in the comfort, familiar surroundings, and safety of their own home for as long as possible – which has been proven to enhance their physical, emotional, and mental well-being.

However, as an adult child of an aging parent who is at the early or advanced stages of memory loss due to Dementia, Alzheimer's, or another condition, you may be wondering if aging in place is even an option. Now that many in-home care agencies can provide caregivers who have special memory care and patient safety training, this level of care combined with your loved one's ability to remain in their familiar surroundings makes in-home services something worth considering. Let's explore some of the benefits of allowing a dementia patient to remain in their home:

1. You avoid the disorientation caused by moving – Moving to an assisted living facility, a memory care unit or a nursing home is not easy for any aging parent, but it can be downright disorienting for a dementia patient. In fact, relocating them could even cause a setback in their mental health and worsen their condition.
2. It maintains home routines – Even simple daily home routines such as mealtime rituals, checking the mail, or watching a TV show or the news at the same time every day can support and reinforce memory care – plus it creates a sense of stability and predictability.
3. Respect for privacy and dignity– In-home caregivers are trained to facilitate daily activities, including chores and personal care tasks, at the appropriate times and only provide assistance when needed. Respecting the dignity and privacy of a senior and preserving their very personal and deeply ingrained routines not only helps enhance their memory, but it also gives them a sense of empowerment and understanding of what is going on around them.

4. Customized in-home memory care activities – Caregivers can provide memory care by learning about a senior's life, interests, and hobbies. They can help your senior family member continue to engage in – or at least observe – their favorite activities and help them continue activities, events, and traditions as much as possible. An experienced caregiver will also work to engage clients in a variety of activities – whether at home or outside the home – as their interests or abilities change.

5. Sensory stimulation – An essential part of in-home dementia care is sensory stimulation. This is especially important in the later stages of memory impairment. Studies show that participating in music therapy, light therapy, aromatherapy, dance or other stimulating activities can have a very positive effect on memory, mental health, physical health as well as social awareness.

When you are looking into a long-term solution for your aging parent – especially if they are a memory care patient – it's good to know that you have options. We hope these points will help you make an educated decision on the best possible long-term solution.

Elder Care and Caregiving Blogs

Shepherd's Staff In-home Care, LLC

What to Consider When It May Be Time to Transition a Parent

When aging parents reach the point where they can no longer function on their own, you, as a family member, may be faced with a difficult decision. Is it possible to help them stay where they are, or is it time to transition them to a smaller home, an independent senior living community, a “granny suite in your home, or an assisted living facility? If you feel that transitioning is the best solution, it can create a lot of stress for both you and your parent if not planned and carried out carefully and with compassion.

When the decision to make a change comes from the parent, the transition may be easy. Often, however, the need to move a parent to a safer environment may be clear to family members but not to the parents themselves. Including the person in the decision process is vital — they need to feel included and involved in the process. Moving a parent – especially out of the family home, where the children grew up, is never easy. Here are some points to consider that will make the move easier for everyone involved.

Planning the Transition Ahead

Grief is an expected part of any major life change. Planning ahead can help make the transition as smooth as possible and reduce the likelihood of emotional trauma.

Communicate, Communicate, Communicate! – It’s an important step that your parents understand the need for change. Point out safety hazards in the home, lovingly express your concerns, and explain how important their health, well-being and safety is to you. Make sure they understand how moving will improve the quality of their life, both physically and emotionally.

Involve Them in the Transition Process – Having no say in what is going to be done with one’s belongings can be incredibly hurtful. Some possessions may carry precious memories that even immediate family members cannot fully appreciate. When possible, allow your parent to decide what to keep and what to discard. Consider options like auctions, second-hand boutiques, or thrift stores for repurposing some items.

Consider Hiring a Downsizing Specialist The stress of a major move can be eased by involving an expert in senior downsizing. Stress-Free Solutions is a great example of this type of service. More than a moving company, they help with organizing possessions, arranging the new space with familiar treasured pieces, as well as donating, selling, or hauling away items that are no longer needed.

Work with a Counselor – If emotions are running high, you may want to involve a counselor who specializes in senior transitions, such as Counterpoint Health Services. A skilled counselor helps navigate the emotions around a move and helps everyone involved understand one another’s perspectives. Often it helps for the parent to share deep feelings with a neutral party, rather than family members who may have their own emotional biases.

Consider Involving a Social Worker – Life Care Managers, also known as Geriatric Care Managers, are senior advocates who specialize in meeting the needs of elderly clients. They can ensure the transition goes well and that all the senior’s needs are met. These social workers can fill the gap when family members live at a distance or are not able to handle the details of a parent’s care. Consider a reputable company like Debra Levy Associates if you need this type of service.

Consult a Senior Placement Service – This service is free to seniors considering a move to an assisted living facility, continuous care retirement community, or long-term care home. Experts in the various options in a particular area, they will learn a client’s specific needs and wishes, suggest options, and act as a go-between, setting up tours and assisting with the details of the transition. Examples of this type of service include Oasis Senior Advisors and CarePatrol.

Consider Moving Your Parent’s Caregiver with Them – If your parent already has an in-home caregiver, continuing their services – even if at a reduced schedule – it will help them with the moving process and make them feel more safe and secure in their new environment. A familiar caregiver may be able to help with arranging drawers and closets and engaging in the social life of the new environment.

Stay in Touch – Be sure you have something in place so that your loved one doesn’t feel abandoned after the move. COVID-19 restrictions may limit family visits, but there are creative ways you can keep in touch. Check-in often, especially in the early days after the move, to ensure they are fitting in well and to reduce the sense of isolation or loneliness.

Hospitality Blog Post

Dolphin Bay House

Kona's Tropical Fruit Markets

We've had several guests ask us about where to buy the delicious tropical fruits Hawaii is famous for, so for all you foodies – this list is created especially for you!

There are farmers markets and fruit stands throughout the Big Island. The Kona side has plenty of them that you'll want to visit during your stay with us.

Depending on the season you can buy fresh, local grown fruits such as bananas, pineapple, mango, guava, papaya, jack fruit and dragon fruit, as well as a rainbow of tropical flowers. Many of the local farmers grow their crops organically, making them extra tasty and nutritious.

Be on the look out for famous estate grown 100% Kona coffee and delicious homemade pastries, fresh fruit smoothies and other fruit delights. At most of the markets you will be greeted by live music from local musicians. If you love artisan crafts, many of the markets feature local artists who make uniquely Hawaiian handmade jewelry, pottery, clothing, photography, woodwork and carving. Hot food trucks and some local restaurants offer breakfast and lunch at the markets. Hawaii has a long tradition of welcoming visitors into the community, the Farmers Markets are a delightful place to experience that welcome and the spirit of Aloha. E Komo Mai

Farmers Markets near Kona

Farmers markets in and around Kailua Kona and Captain Cook (south of Kona)

Kona Village Farmers Market

- Directions: At the intersection of Hualalai Rd. and Alii Dr., in the parking lot next to the Kona Public Library (across from Hale Halawai) in Kailua-Kona
- Market days: Thursday to Sunday from 7:00 AM to 4:00 PM
- More information: Kona village farmers market

Ali'i Gardens Market Place

- Directions: 75-6129 Alii Drive, Kailua-Kona
- Market days: Wednesday – Sunday from 9:00 AM to 5:00 PM
- More information: directions and pictures of the Alii garden marketplace.

Ho'oulu Community Farmers Market

- Directions: Sheraton Kona Resort at Keauhou bay: 78-128 Ehukai Street, Kailua-Kona, HI 96740
- Market days: Every Wednesday between 09:00 AM and 2:00 PM
- More information: Ho'oulu community farmers market

Keauhou Farmers Market

- Directions: Keauhou Shopping Center. 78-6831 Alii Drive, Kailua-Kona, HI 96740-2440
- Market days: Saturdays between 8:00 AM and 12 PM (noon)
- More information: Keauhou farmers market

South Kona Fruit Stand

- Directions: Between mile marker 103 & 104. 84-4770 Mamalahoa Hwy, Captain Cook
- Market days: Monday to Saturday from 9:00 AM to 6:00 PM, Sunday from 10:00 AM to 4:00 PM
- More information: South Kona fruit stand

The South Kona Green Market

Only vendors that offer 100% grown or made in Kona (non-imports) are allowed to participate at this Sunday Green Market.

- Directions: Located across from the Manago Hotel in Captain Cook
- Market days: Sunday between 9:00 AM and 2:00 PM
- More information: South Kona green market.

Self Help and Recovery Blogs

Dolan Research International

5 Signs It's Time for a Transformation

Have you watched someone you've known for a long time transform the person they are? Maybe you're the person that's been transformed? Transformation is something we all experience as we navigate the different seasons of our life. While we wish it were this beautiful, linear, happy process, that's quite often not the case.

Transformation typically happens when we least expect it. The symptoms of metamorphosis are experiencing significant dissatisfaction, circumstances beyond our control, and sometimes when we've personally decided that "enough is enough". Here are some signs that it's time to explore what it will take to make a transformation.

1. When you feel stuck and powerless - If you hear yourself consistently saying "I know, I know, I know." yet you're still stuck, it's a good sign it's time for a change. Stuckness is a sign of learned helplessness and you CAN get out of the rut you're in. Getting help with becoming resilient and learning to be optimistic can help you rise up and get out of this rut.

2. When it's everyone else's fault - Has someone recently told you that you're "playing the victim"? or have YOU realized that you feel like a victim? When you're blaming the world and scared of taking responsibility, it's a good time to change.

3. When people are tired of you being around - When we are blaming others and convinced we're a victim not only are we experiencing a cognitive distortion – we're also experiencing high-levels of self-pity as a substitute for real self-love. Feeling sorry for ourselves and blaming others is a surefire way to push those around us away and it's something that we can overcome. If you notice that others are avoiding you (or you just feel that they are), it's time to engage in some self-reflection to determine why. Or better yet, you can ask them – and be ready for their honest feedback.

4. When you feel miserable - When people are being distant from you or you can't even stand to be around yourself, life can get pretty miserable. If you find that you can't find joy in anything and that you dread every day, it's time for a transformation.

5. When you are feeling divine discontent. Divine discontent is a profound feeling of dissatisfaction or an urge to be more than you are. Divine discontent is a sign that something internal is preventing you from becoming the best you that you can be. The disconnect could be caused by not having the skills, the beliefs, or the knowledge to get where you want to be or by not being able to envision yourself as the person that can achieve your goals. Discovering the barriers to your happiness will set you free if do the work to remove the barriers.

When we are experiencing some (or all) of these signs, it limits us from living the life we know we are capable of living. Therefore, it's important to recognize that we are in need of some change. Once we are aware, we can create a plan to make the change.

Self Help and Recovery Blogs

Dolan Research International

How to Feel Empowered with Your Money

In our last blog on finances, we shared some important Tips for Managing Your Cash Flow. Managing your cash flow is the first step towards feeling empowered with your money. What does it mean to be empowered? To be empowered is to have the knowledge, confidence, means, or ability to do things or make decisions for oneself. So, the first step towards financial empowerment is knowledge.

Know and Understand your Current Financial Situation

You can't feel empowered and confident about your money if you don't know how you're spending it. As I shared in my previous blog, keeping a spending diary really helps. This is how you will become conscious and aware of your spending habits. As you get good at tracking each month, you will develop an overview of your monthly, quarterly, and annual income and spending habits, by category. Knowledge is power. The more you know and the more aware you are of your spending, the more control you will have over your finances.

Create a Budget

Creating a realistic financial plan which includes a budget is especially important. Even more important, is to stick to it. Practice precision when creating spending categories – such as housing, utilities, food, education, and entertainment. I say practice because it will take practice to create and maintain a budget that works for you. Especially if you are used to purchasing the things you want on credit. That feeling of instant gratification takes time to let go of. Create spending limits for each category. It may mean making some significant life changes and some sacrifices, there may be some discomfort at first, and you will get through it. Know that because you are the person creating the budget, you can always come back and adjust it to better suit your life, your needs, and your interests. Remember to take care of future you, put some money aside! The result – your financial freedom – will be well worth your efforts!

Make a Commitment to Reducing Debt

If you are heavily in debt, it is important to understand how you got into debt in the first place. Once this is clear and understood, commit whatever amount you can – however small – to making monthly payments and decreasing your total debt. Make your goal to use 30%, or less, of your available credit. It could take months, or years, to reach this goal. That's okay. Slow progress is still progress. As your debt decreases, you will find yourself getting closer and closer to the home stretch. Use your feeling of accomplishment to tackle the next debt on your list until you are complete. I suggest that while you pay all of your bills monthly that you focus on paying off one debt or bill at a time by devoting more to it than just the monthly payment due every single month.

Invest in Your Future

Prioritize investing your time and money on something that will improve your future, as opposed to buying things that only provide temporary gratification. Examples of this would be getting an education or professional training, attending a conference, getting a new computer for work, or buying books that increase your knowledge.

Celebrate Milestones

Acknowledge and celebrate each achievement – however small. If you paid off a credit card, saved \$1,000, chose to save for that new toy you want instead of putting it on a credit card – that's MASSIVE. Give yourself a pat on the back! Tell your buddies! Dance around! Enjoy your accomplishments!! Creativity in your celebrations will not only feel good, it can support you in making choices to celebrate without running up debt.

In time, you will have paved the way for financial empowerment. As you take more control of your finances, you will see doors in all aspects of your life begin to open for you. All the time and energy spent on financial worries can now be spent on creating a brighter future for yourself.

Skincare and Beauty Blogs

Alazzo Med Spa

5 Fall Skincare Ideas That Will Make You Glow

As Autumn gets closer to Winter, the air starts getting cooler and crisper, and there is often a significant drop in humidity. Even though there isn't as much sun to worry about, cold nippy air can wreak havoc on your skin as well. Dryness is one of the major skin issues that arise in the winter and unfortunately, spending more time inside and indoor heat can also contribute to dry skin issues as well. Because of this, it's important to maintain a skincare regimen, however, following the same skincare routine year-round may not work as well when the humidity drops. Without a change in your regimen, dry air can cause wrinkles and even fine lines to become more noticeable. Dry, itchy skin can flake, crack, and – in extreme cases – even bleed.

Tips to Prevent Dry Skin

To help heal dry skin and prevent its return, dermatologists recommend the following:

- Close the bathroom door when showering
- Use warm rather than hot water.
- Limit your time in the shower or bath to 5 or 10 minutes.
- Wash with a gentle, fragrance-free cleanser.
- Apply enough cleanser to remove dirt and oil, avoid using so much that you see a thick lather.
- Blot your skin gently dry with a towel.
- Use moisturizer immediately after drying your skin.
- Drink plenty of water

Skincare Products

Our Ageless line of skincare products are formulated to combat the effects of dryness and nourish the skin. This line includes a facial cleanser, anti-aging serum, repair crème, eye lift crème, skin lightening serum, and a retinol-A crème as well as a daily moisturizer with SPF 30 or 50.

We also recommend a daily dose of Skinade! We provide you with a 30-day supply of a daily drink that supports the skin all over your body. It works from the inside out to rebuild and strengthen the collagen matrix below the skin's surface, boost levels of hydration and reduce the appearance of fine lines & wrinkles.

Fall Moisturizing Treatments

We also recommend scheduling some treatments such as peels and facials to give your skin an additional boost of moisture. Some recommended Fall treatments include:

- 1. Pro Pumpkin Enzyme Peel** – Pumpkin is an excellent moisturizer, plus it contains vitamins A, C, and E, and antioxidants, which help fight sun damage and wrinkles. It also has fruit enzymes that help naturally exfoliate dead skin cells, as well as zinc and potassium to combat redness. We combine all these beneficial ingredients in pumpkin with alpha-hydroxy acids (AHAs) and glycolic acid which give the appearance of younger-looking skin by exfoliating dead skin cells.
- 2. Fire & Ice Facial Peel** – This is one of our most popular facials. This treatment is designed to rapidly and safely resurface the skin, diminishing the appearance of fine lines and wrinkles while smoothing, softening, and encouraging overall skin rejuvenation. The Fire and Ice Peel is gentle enough for all skin types and ages, and results in a complexion that is dramatically refined.
- 3. Prodigy Peel** – This treatment is a little more intense, but the end result is radiance! We combine resorcinol, lactic acid, salicylic acid, and citric acid to target mild to moderate aging, acne, and pigment irregularities. These ingredients are coupled with a powerful salicylic acid booster to create a light depth peel that is safe and effective for all skin types.
- 4. O2 Lift** – A luxurious treatment that infuses oxygen, plant derived stem cells, peptides and high concentration of enzymatic botanicals into the skin to leave your skin looking luminous, refreshed and rejuvenated in just one treatment!
- 5. The Signature Facelift:** This treatment is done in four layers and will totally change the image of your skin. Vitamin C, glycolic acid and gentle but highly active enzymes speed up cellular turnover and brighten, tighten and lighten your skin in just one treatment.

Fall and Winter conditions don't need to dry your skin out and accelerate the aging process. We can customize a skincare regimen and recommend the right treatments for your particular skin type, to keep you glowing through the holidays.

Skincare and Beauty Blogs

Alazzo Med Spa

Acne, Poof Be Gone!

Is your acne taking a toll on your life? We hear you!

Acne can affect anyone regardless of age or gender—but that doesn't make it any easier to deal with. Not only can it be really painful, but it can also have a pretty big impact on your self-esteem. We wish we could take a magic wand and make it go away, but we can't. We are here to support you with treatment options that will help clear your skin—and boost your confidence.

What is Acne?

A skin condition that occurs when pores get clogged. Pimples can erupt anywhere on the body, but most people see their first outbreaks on their faces. Common types of pimples include whiteheads, blackheads, and cysts which respond to different treatment strategies.

What Causes Acne?

There are a number of factors that can be the cause and is most common in teenagers aged 12 to 17. But acne can affect people of all ages, so it's common in adults as well. A genetic link can make some people more susceptible, but some other common triggers include anxiety, stress, diet, lack of hygiene and hormonal changes.

How is Acne Treated?

Depending on the severity, your dermatologist may prescribe medicated ointments to help reduce outbreaks or oral medications to lessen the dramatic swing in hormones. In some extreme cases, surgeries or extractions might be required.

We carry a line of gentle cleansers, toners and moisturizers that we could recommend for your particular skin type. In addition, we offer services that treat and help decrease the visible signs such as:

Chemical Peels – A chemical peel is a treatment used to resurface the skin. By “peeling off” dead skin cells on the surface, we stimulate the body to produce new skin cells, giving you smoother, softer skin. Our Acne Lift Peel is a blend of AHA's (Alpha-Hydroxy Acids) and BHA's (Beta Hydroxy Acids) with protective agents to effectively treat all grades of acne as well as acne-prone or oily skin.

Microdermabrasion – Microdermabrasion is a treatment that can treat and enhance your overall skin appearance. Our Teen Mini-Micro treatment is tailored for teenage skin. It includes an exfoliation process combined with suction to gently lift away the top layer of damaged skin. We then infuse the skin with valuable nutrients to enhance results.

Fraxel Laser Skin Rejuvenation – Our Fraxel 1550 is a laser treatment for skin resurfacing and the treatment of acne scars. This treatment smooths the skin by heating up the underlying skin tissue (without harming the surface) so that your body will be prompted to produce collagen – your skin's own healing substance that fills in textural irregularities and improves skin quality.

Microneedling – Our micro-needling treatment helps reduce the appearance of acne scars. The process promotes the growth of new collagen in your skin, encouraging your skin to heal itself, reducing the appearance of ice pick, boxcar, and rolling acne scars.

Everyone's skin is different, with different levels of sensitivity. We will put together a skincare regimen and suggest the best treatments for your particular skin type, so you can finally say goodbye to the effects of acne and the problems it is causing in your life!

Yoga and Mindfulness Blogs

Yogamour Yoga & Healing Arts Center

5 Ways To Include Yoga In Your Non-Profit Organization Programs

If you are part of a non-profit that serves the underrepresented and underserved, helps people who have experienced trauma, or that offers wellness programs for people of varying levels of health and ability, you may be looking for classes to add to your programs and services. If you haven't considered including yoga and meditation, read on! But before we go into how yoga can enrich your programs, let's define yoga and how it has evolved in the west.

What is Yoga?

Yoga is an ancient mindfulness practice that originated in India. The form of yoga that is most commonly practiced in the west is called Hatha Yoga. It involves movement – positions known as asanas - as well as meditation and breathing techniques that promote mental and physical well-being. The word yoga is a Sanskrit word that means “union” because the overall philosophy of yoga is about uniting body, mind, and spirit.

In the west, yoga is known more as a generic term for any type of yoga that teaches physical poses - with the added benefit of enhanced inner peace, increased physical energy, and reduced stress and anxiety. We feel this quote sums it up perfectly:

“Although yoga has its origins in ancient India, its methods and purposes are universal, relying not on cultural background, faith or deity, but simply on the individual. Yoga has become important in the lives of many contemporary Westerners, sometimes as a way of improving the health and fitness of the body, but also as a means of personal and spiritual development.” – Tara Fraser

As professionals in the health, wellness, and mental health sectors have noticed that there are numerous advantages of yoga that complement their own therapies and practices, yoga has evolved into hybrid forms such as restorative yoga and trauma-informed yoga.

How to Include Yoga in Your Non-profit Programs and Services

There are many creative ways to include yoga in your non-profit programs and activities. Let's go over some of the ways you can introduce yoga to the community you serve:

1. **Get yoga training and certification** – One easy way to introduce yoga to your community is to get trained and certified in yoga yourself. There are yoga schools that offer teacher training intensives as well as online courses. If your non-profit helps clients who are victims of trauma or other mental health issues you can also receive specialized training in trauma-informed yoga.

2. **Organize yoga classes and workshops** - Invite a certified yoga teacher to conduct regular yoga classes or restorative and/or trauma-informed yoga sessions as well as meditation classes at your organization or school.

3. **Offer donation-based yoga and meditation classes** – You could teach or invite a certified yoga practitioner to teach donation-based yoga and meditation classes at your organization. Not only will you be making yoga available to those who may not otherwise be able to afford it, but a percentage of the donations can also go to your or another charity.

4. **Plan wellness retreats that include yoga** – If your organization offers annual or semi-annual wellness retreats, consider adding yoga and meditation to your daily schedule. The great thing about yoga is that it can be taught to virtually anyone of any age or ability.

5. **Conduct outreach programs** – An effective way to expand your presence is to conduct community outreach programs at schools, colleges, libraries, and other organizations. Including some yoga, breathing and meditation exercises are a great way to engage your audience while introducing your charity and its programs.

We hope these points have inspired you to look into adding yoga to your existing programs. Yoga will not only bring health and well-being to those you serve, but it will also help maintain and grow your cause.

Yoga and Mindfulness Blogs

Yogamour Yoga & Healing Arts Center

The Importance Of Including A Trauma-Informed Approach To Teaching Yoga

While teaching yoga, you may have noticed that sometimes emotional issues come up in some students during your classes. They may tell you that they experience anxiety, sadness or they may even relive a traumatic event from their past. If you have observed this but aren't sure what's going on or how to help a student navigate these difficult moments, read on.

People are drawn to yoga - a mind and body practice that was developed in ancient India - for the many benefits it provides. For some, it is to improve strength, balance, and flexibility. For others, it is to decrease stress and sleep better. While for others yoga is a mindfulness practice that enhances self-awareness and inner peace. In more recent times, it has been discovered that yoga can also release and heal pent-up trauma that is stored in the body. The healing power of yoga can be very beneficial for people who have experienced great loss, abuse or trauma. Let's explore what trauma is and what a trauma-informed approach to yoga is.

What Is Trauma?

According to neuroscientist and trauma recovery expert Bessel van der Kolk:

"Trauma is not just an event that took place sometime in the past; it is also the imprint left by that experience on the mind, brain, and body."

In other words, trauma leaves a lasting impression on all levels.

Examples of trauma include:

- Physical, sexual, or emotional abuse
- Parental or spousal neglect
- Racism, sexism or other forms of discrimination
- Living or growing up with an addict
- Ongoing lack of basic resources such as food, clothing, and shelter
- Severe injury or illness
- Death of a loved one
- Divorce
- Natural disaster
- War
- Any other experiences that have caused an emotional or physical threat or damage

While the type and impact of trauma can vary, the body still absorbs the traumatic experience. If a person experiences a traumatic event, the body responds by trying to protect itself. The response is known as a fight, flight, or freeze response. This

response is stored in the nervous system as a stress response, which remains in the system even when the threat is no longer present. Trauma survivors may experience lasting effects which are presented as hyperarousal, hypervigilance, dissociation, numbness, and emotional dysregulation.

What is Trauma-Informed yoga?

A trauma-informed approach to yoga is based on the understanding that trauma affects the entire mind-body system and can have long-term effects on the survivor. Studies show that trauma-informed yoga practices can reduce the impact of exaggerated stress responses, help with anxiety, provide emotional regulation techniques, assist with relaxation, and can be a tool to combat depression.

A yoga teacher who is trained in trauma-informed yoga knows how to create a safe, supportive space in which students can learn how to connect with their breath and increase their body awareness. Some of the elements of a trauma-informed yoga class include:

- Knowing that any student may have experienced trauma – When we assume that anyone in the class may have experienced some form of trauma or the other, we can provide support, reassurance, and guidance when a yoga posture or sensorial experience triggers traumatic memories and emotional dysregulation.
- Creating a safe environment – An environment in which students feel safe and comfortable will facilitate their learning. Asking if lights are too bright or dim, if music is welcome, and giving the student a choice whether or not they wish to receive physical adjustments from a teacher are examples of how to create a sense of trust and safety.
- Encouraging focus on the breath – Collective deep breathing in a group class creates a sense of connection and commonality with others. Deep breathing also helps calm and relax students who struggle with depression, stress or anxiety.
- Helping reconnect with the body – Many trauma survivors have disengaged with their body as a coping mechanism. Yoga postures help students reconnect with and gently care for their body.
- Increasing spiritual awareness – Through meditation practices and sharing the philosophy behind yoga, spiritual awareness can be developed. This awareness helps students tap into a deeper source of their being which provides both physical and mental healing.

In conclusion, combining the practice of yoga with knowledge of trauma and how it affects the body will enable yoga teachers to welcome and support students from all types of backgrounds and life experiences, so they can also take advantage of the many benefits yoga has to offer.