

| BUSINESS SPOTLIGHT |

BlueMoon Holistic

In May of this year, a business that has already touched many lives and would love to touch many more, opened on Nevada's Main (Sixth) Street.

"We believe in the values that Main Street brings," said Meagan Ausborn, who is owner and main instructor for BlueMoon Holistic Wellness, a studio where the practices of yoga, Reiki, and massage take center stage. BlueMoon is located in the old historic hotel building in the 900 block of Sixth Street.

"Main Street carries business energy," said Ausborn, who certainly knows the importance of energy when it comes to a person's health and wellbeing. "Main Street is also about values... We really wanted to be on Main Street to channel that energy and to really give back (to the community). I'd personally love to see a yoga studio on every main street in Iowa."

Ausborn, whose "better half" is Nevada Police Sergeant and Detective Andrew Henderson, has lived in Nevada for around 12 years. She was formerly director of Health and Wellness for Story Medical Center in Nevada, and she transitioned from that role into a national leadership role, overseeing physicians, social workers and nurses in 15 states. "The purpose was always to increase healthier humans and decrease long-term, chronic illness," she explained of her career in health and wellness.

Yoga has been around for thousands of years and is something Ausborn says can "transform the body, and ultimately transform a life... We all go through tough times in our lives. I personally have had some roller coasters in my life, and for me, the one constant has been my yoga. It grounds me not only to the present, but to my body." And when it comes to how a person is feeling, Ausborn knows one thing is certain, "Our body doesn't lie; it tells the whole story."

In 2014, while working as the Director of Health Promotions at Story Medical, Ausborn decided to become a yoga instructor. "I thought yoga would be a wonderful addition to our town," she said. Teaching yoga started as a partnership between Story Medical and the City's Parks and Recreation Department. Classes were initially held at Gates Hall.

More recently, Ausborn was teaching her classes at Farm Pond Inn in Nevada, where they had gym space. And, while she was grateful for having spaces to teach yoga, Ausborn was very excited to finally find a place on Main Street where she could be more visible and benefit from "Main Street Nevada's energy." Personally, she finally gave up the stresses of management in her full-time career, opting to go back to the bedside serving others on the front lines as a nurse and spend the rest of her time focused on her business and teaching.

"I aim to impact every life that I encounter," she said. "I aim to have you leave my presence better than when you came in." For those who've had the pleasure of meeting Ausborn, you know she whole-heartedly loves and cares for people.

What is offered at BlueMoon?

At BlueMoon, the main focus is the teaching of yoga.

"Yoga is mindful and intentional breath with movement," Ausborn said. "A lot of people think they have to come to a yoga studio with a fancy mat and twist themselves into pretzels, and in reality, if you are walking, and you are present – noticing the way your feet strike the pavement and you're mindful of the way you take breath in – that's yoga."

Presently, BlueMoon offers four types of yoga classes.

"Restore" is a deeply meditative class that keeps participants in a seated position and works to lengthen connective tissues.

"GentleFlow" is a slower-paced practice combining gentle yoga poses and breath work. It strengthens and stretches the entire body through flowing sequences and held postures. GentleFlow increases flexibility and helps to repair muscles.

"PowerFlow" links breath with movement as you flow through sequences with an emphasis on breath, proper alignment, meditation, and physical movements to create balance and strength in your body.

"Mindful Flow" is taught by Peggy B. CYT and is centered around sequencing postures and mindful movement that counteracts the effects of aging. This class is geared toward proprioception, tissue repair, spinal flexibility, mobility, improving balance, and relaxation techniques.

Every class can work for the beginner all the way to the most advanced yoga student, because as Ausborn explains, "you can go deeper into any movement or pose, but you can also modify (to your level) any movement or pose."

To be the best yoga instructor she can be, Ausborn takes yoga classes herself. "I personally believe and know the value of personal development. I work with a private yoga teacher in Des Moines each week, not only to increase my personal practice, but also to gain knowledge to better serve clients here," she said.

Ausborn also works to break through the preconceived notion that yoga is only for skinny people or just for women. Yoga is beneficial to people of all ages and sizes. "And only the manliest of men do yoga," she noted.

She's seen yoga change people's lives when they do it consistently. "With yoga, or anything you decide to bring into your life, you have to put in the work."

Along with yoga, BlueMoon Holistic offers meditation time, massage therapy and Reiki.

What is Reiki? "Reiki is energy healing," Ausborn said. "It's a Japanese technique for stress reduction. We are energy ... there is energy all around us. And, through life, stress of jobs and partners and children, our energy gets zapped. Through Reiki, I essentially channel the earth's 'chi' from my energetic field to you."

Skeptical? That's common. But, Ausborn reminds everyone, "Energy is a real thing. Reiki is in many, many hospitals nationwide as an alternative medicine." When receiving a Reiki treatment, "I place my hands on different parts of a person's body to transfer the energy from the universe into their vessels. You will leave feeling deeply relaxed and lighter."

BlueMoon Holistic offers a licensed massage therapist for massages, and has collaborated with others, like Heartland Sound Healing, to offer unique healing sessions, combining sound with yoga and Reiki.

Costs for yoga classes and other services are "very reasonable," Ausborn said. And because they utilize a punch card system for classes, clients choose how often they want to participate.

A small, but transformational space

One of the first things people might notice when they enter BlueMoon Holistic is that it is not the biggest space for yoga. But, it works.

"Would it be great to have a bigger space?" Ausborn asks and then answers, "Of course," and she and Henderson continue to look for a bigger space to do more things. However, they don't plan to give up their small space on Main Street.

"The intimacy of our small space is nice," she said. "We can really impact the energy in the room."

Plus, they are doing big things in their small space – a space that they took from being dark and dingy (when they first came into it) to bright and inviting. "In three months, we've had over 350 people come to yoga classes," Ausborn said.

“Even with the best possible scenario that I could have imagined ... I’ve been blown away by the support of our community (for this studio). I’m blown away by the people who strap on their bravery and try yoga for the first time, and then say, ‘I’m going back because I think it can provide value to my body and value to my life.’ It’s certainly surpassed our expectations.” Someday, Ausborn would love to make running BlueMoon Holistic her full-time occupation, because everything about it brings her joy.

“I love to use my own experiences, the trauma, the rollercoaster (how she describes one spell of her life) and use that experience to help others. It has been gratifying when I share a quote or an experience, and I see that ‘ah-ha’ moment on someone else’s face. Or when you see someone go further than they thought they would on that mat, or when they listen to the wisdom of their body and back off,” she said.

“Ultimately, my favorite thing about teaching yoga is ‘holding space’ for the people who walk through the door to show up and work out whatever particular stage of being human that they are in.”

In addition to her yoga studio, Ausborn has started to sell wellness products/high quality supplements as a social media retail consultant. Everything she does is committed to that same goal she’s always had of “increasing healthier humans and decreasing long-term, chronic illness.”

Ausborn and Henderson have three beautiful daughters: Lily, a high school freshman; Olivia, a seventh grader; and Finley, a third grader. As a family, they are very invested in Nevada and its people.

“It’s my passion and my mission to serve others,” Ausborn said. “I love teaching yoga. I know the value of yoga and that it can be truly transforming if you just wrap your arms around it. You could be a totally different person in six months.”

Visit BlueMoon Holistic on Facebook, or online at www.bluemoonholisticwellness.com to learn more.

--Written by Marlys Barker, City of Nevada