

sincerity...created to inspire, impact & nourish well being

A little *sincerity*...

Seven years ago I jumped out the corporate advertising environment as I found myself in an uninspiring negative routine. A friend referred me to a Holistic therapist triggering the next "phase" of my life. Soon into my exploration of Holistic options, the inspiration & awareness' that surfaced, became a naturally fueled passion. Though through-out my exploration & experimentation, I found myself connected with the message but not the environment (to which I chuckled as before I connected with the modern environment but not the message).

I searched for a "place" where I could to get a sense that is a texture of "well being". A place to engage body, mind & soul interests within the urban landscape. Though I had found tools inspiring moments of clarity, peacefulness, & charms, I was overwhelmed with the options. I found the holistic community's *offerings* simple yet disorganized, effective yet unreachable

Alas the **sincerity** vision was born. A mindful contemporary "place" for individuals choosing to explore & integrate ancient techniques & mindful actions into their "modern" landscape. With moments of substance, fine fair, peaceful vibes & sincere tools enabling shifts in one's contemporary lifestyle. The **urban spiritualist** is then defined as...An individual who embraces urban living & applies "alternative" approaches for personal well being into their current life routine.

So, thank you for engaging & exploring alternatives with me. My efforts aspire to trigger moments of growth & awareness for oneself, others & our planet.



With sincerity
Silvina Etchegoyen
Urban Spiritualist
Vision Leader