

bloom
balance

MEDIA KIT



*holistic wellness
made easy*



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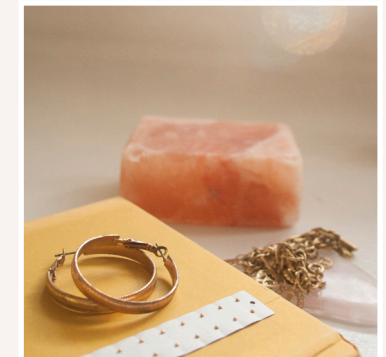
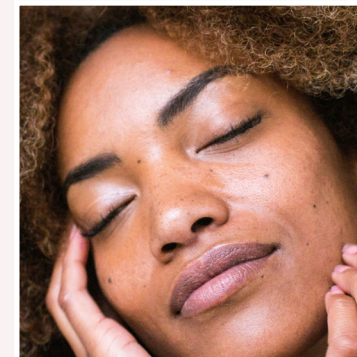
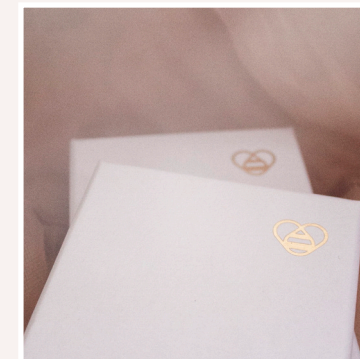
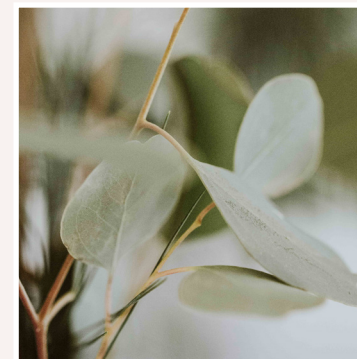
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holistic wellness made easy.

We get it — life is busy, and taking time for yourself isn't always a priority. We wanted to create products that would help you find a moment of stillness within the chaos. To help you take wellness into your own hands - anytime, anywhere. To empower you to indulge in a little self-care, cultivate mindfulness and feel your best, most centered and balanced self.



We like to think of ourselves as wellness connoisseurs. Our diverse team of experts brings years of experience, a wealth of knowledge and the magic touch when it comes to healing, making us pros at creating safe and effective healing rituals.

Our specialty is designing products backed by research and based in ancient medicine to help busy individuals infuse some self-care into their every day—in an accessible, available and inclusive way.

*about to bloom
balance*

bloom balance healing ear seeds

bloom balance ear seeds are just that - your 'acu' on-the-go. Our ear seeds are designed to aid in the relief of stress, anxiety and physical pain in the body. Each pack contains 20 ear seeds in your choice of 24k gold or silver, tweezers for application and an instruction manual, with detailed relief rituals.

\$45 for the healing ear seeds starter kit

\$28 for the relief refill (40 healing ear seeds)

\$55 for 40 swarovski crystal healing ear seeds



healing never *looked*
so good



bloom balance healing ear seeds
Specially crafted beads to heal and balance body and mind.

*rooted in traditional chinese medicine
& backed by science*

Bloom balance healing ear seeds stimulate pressure points to help keep day to day stress levels low and energy levels high.

It's the acupuncture "on-the-go" daily boost of energy and calm you've been craving.

Bloom balance healing ear seeds are small, ionized and tonifying beads made of 24K gold or silver that are used to stimulate pressure points in the ear helping to reduce stress and anxiety, balance the body and mind, and promote overall health and well-being.

How do these magical seeds work?

In Traditional Chinese Medicine, the ear is believed to be a representation of the entire body as a whole. There are dozens of points on the ear that correspond to different areas and functions of the body - such as the gut, brain, and heart. Applying a little pressure to these points with a small ionized seed can stimulate the flow of energy, creating balance and wellness throughout the body.

How do you apply them?

Choose a relief ritual or specific points that speak to you and your body. Peel the seed from the paper backing. Place it on the desired ear point. Press gently to fix to the ear. Let the healing begin!



the new way to heal,
flourish and bloom



comes with 6 everyday
healing rituals

Our relief rituals are customized to balance both the body and mind. Whether you need relief from pain or discomfort, are seeking mental and emotional clarity or are just craving a moment of mindfulness, these rituals will help you heal, flourish, and bloom - helping you feel your best self.

Included in each ear seed kit is an educational, easy to follow, illustrative relief rituals guide of healing acupressure points commonly stimulated to help relieve a variety of conditions.

healing treatments included in the relief rituals manual

be calm for stress | **be still** for better sleep | **be gone** for headache relief
be happy for depression | **be balanced** for body pain | **fertility** for conception



easy to use

Because we understand how busy life can get, our products are easy to use and apply meaning you won't have to fuss around or learn a new skill. Follow the relief rituals in your kit and ta-da...let the healing begin!



research-driven, tried and tested

Our relief rituals healing guides bring together the years of knowledge and experience of our incredible team of wellness practitioners. Rooted in Traditional Chinese Medicine theory and backed by several research trials, our products have been shown to provide relief for common conditions such as insomnia, anxiety and pain.



stays on for days

Place, press and heal - it's as easy as that! The adhesive used on our healing ear seeds is strong enough to stay on for up to 5 days. Gently press on the ear seeds throughout the day to give yourself a boost of energy!

BLOOM BALANCE



*float into complete serenity
and calmness*

tiny beads of magic



"ear seeds are pure magic

They've helped with my anxiety, depression and insomnia.
Thank you so much for creating such a great wellness product!"

-sierra l.

TESTIMONIALS

"this product is amazing!"

My first treatment came at the perfect time as I had been struggling for 5 days prior with a headache and backache I just couldn't shake. They were so easy to apply and instructions were easy to follow. The next morning I woke up and could hardly believe I had no back pain or headache. They stayed on for 5 days and the pain never came back. I have shared with some friends and family (who were also looking for relief in some way), they too experienced amazing results. I'm totally hooked and absolutely love how easy, convenient and non invasive these are!"

-shelly b.

"a great addition to your self care routine

These seeds are the perfect addition to your self-care routine. An easy way to help manage stress and pain. These seeds come with an easy-to-use pocket guide to help you select the best pressure point to suit your needs. On top of it all, they are super discreet and simply beautiful! Definitely worth trying!"

-elyse a.

"a must-try

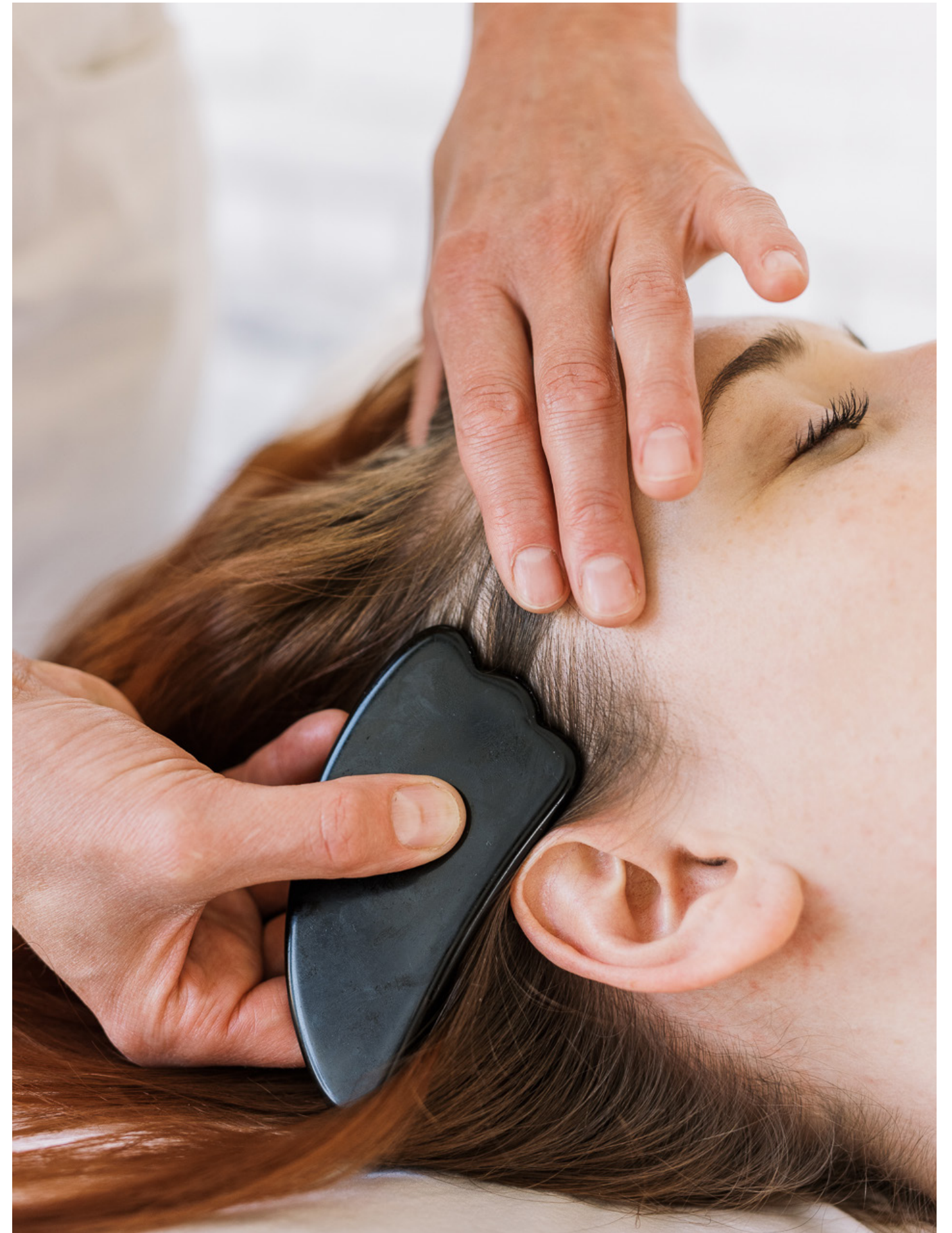
I was skeptical about the benefits of these ear seeds at first because I didn't think that such a tiny seed could do so much, but I was wrong! One day into using them and I felt less stress, I was sleeping better and my muscles were recovering a lot faster after my workout. These have now become my go-to for feeling good. Worth the try, you won't be disappointed."

-megan p.

bloom balance healing gua sha stones

Gua Sha stone is a tool used in a Traditional Chinese Medicine technique that focuses on a deeper facial and body massage to help firm the look of skin, improve circulation and release tension. Available in black obsidian and white jade, our signature stones will have you looking and feeling your best.

*\$23 for a bloom balance healing gua sha stone
available in black obsidian or white jade*





Black Obsidian is the purity stone and is known for its crystal healing qualities, and is directly tied to our root chakra, thus making us feel more grounded.

Our signature Black Obsidian Gua Sha Tool has the power to draw out negative energy and stress from our bodies. Unlike other stones, Black Obsidian naturally retains warmth and is great to use on congested, blemish-prone skin.

White Jade Gua Sha stone is known to promote harmony of the mind, body and spirit. Its healing properties are rooted in the heart chakra and therefore inspire love and positive energy, while also helping to heal emotional wounds, make challenges easier and bring a sense of calm to the nervous system.

Our signature White Jade is also an effective tool for lifting, toning and plumping the face as well as diminishing fine lines.

bloom balance moxibustion sticks

Our Bloom Balance Healing Moxibustion Kit is like a warm, cozy hug for your body and soul. Made of the Traditional Eastern Medicine herb mugwort, our moxibustion ('moxa') sticks are easy to use and create a gentle warming effect at specific acupuncture points. The heat from the moxa has many powerful benefits - from boosting circulation and enhancing immune function, to improving digestion, easing anxiety, relaxing muscle tension and replenishing energy.

It also provides a comforting warmth to the body for overall well-being and vitality.

Using only natural herb extracts, Bloom Balance moxa sticks are smokeless and easy to use, creating an effortless self care ritual and experience in the comfort of your home.

It's the "acu-at-home, no-needle" self care experience we know you'll love!

\$40 for the moxibustion starter kit





comes with 5 everyday healing rituals

Bloom Balance Moxibustion Sticks are your “acu-at-home, no-poke” solution to self care.

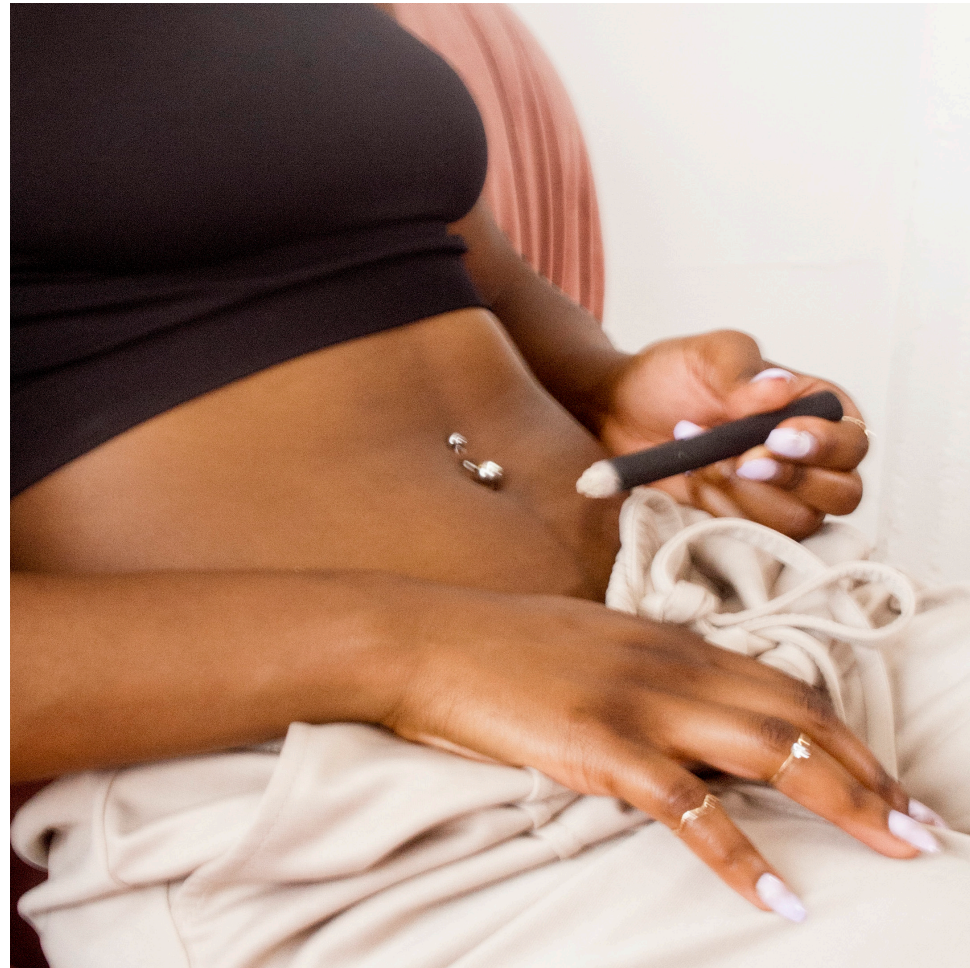
Our easy-to-follow Relief Rituals will help ease discomfort and promote balance and healing in the form of heat therapy.

Each ritual comes with its own mindfulness mantra which is repeated during moxa treatment.

healing treatments included in the relief rituals manual

be whole for optimal wellness | **be chill** for anxiety & stress | **be relieved** for pms relief
be prepared for optimal baby position | **be restored** for postpartum healing

healing never *felt* so good



“excellent quality and highly effective

I use these during my menstrual cycle to alleviate cramps and discomfort. They really work!”

-kate p.

TESTIMONIALS

“These moxibustion sticks are definitely magic and healing all in one

I found out at 34 weeks that my baby was breech. After using these sticks daily, I am positive they helped my baby flip into the head down position. I was able to avoid a c-section! Not to mention, the heat from them is super relaxing.”

-hannah c.

“so happy to have found this product

My digestion and bloating issues are solved after a few minutes of moxa!”

-melissa g.

“a natural remedy for breech baby

My OB told me about these! And they really work! Helped correct my breech baby presentation and helped me relax before labour and delivery!”

-erica d.

bloom balance facial cupping kit

Our Facial Cupping kit draws from Traditional Chinese Medicine (TCM) to brighten skin, stimulate collagen production, release facial tension and sculpt the cheekbones, jawline and neck.

Using our gentle and effective cupping relief rituals will leave you feeling calm, radiant and relaxed without any of the side effects of regular cupping (no bruises or red marks here!)—just flawless, glowing skin!

Ready to **squeeze, glide and glow** your way to beautiful, healthy skin?

\$58 for the facial cupping kit





comes with 6 everyday healing rituals

Our Facial Cupping Kit works by creating a gentle suction on the skin to lift away fascia from the underlying tissue and muscle to stimulate circulation and lymphatic drainage. This technique boosts collagen production, reduces puffiness and improves the look of fine lines to create smoother, brighter and ultra glowy skin.

healing treatments included in the relief rituals manual

the jawdropper for a sculpted jawline | **the cheek chiseler** for rosy cheeks
the eye opener for bright eyes | **the brow popper** for a lifted forehead
the scoop neck for a smooth neck | **the off the shoulder** for a smooth décolletage

the *natural* glow getter



“my new favourite product

I’ve only used it for a week and I’ve already noticed a difference in fluid retention / puffiness in my face. Excited to have this as part of my self-care routine.”

–vanessa m.

TESTIMONIALS

“the facial cupping kit has been a blessing

to my nighttime and morning skincare routine. It is so easy and I can feel the relief in tension along my jaw and movement of energy in my face. Would recommend!!”

–ashley h.

“very easy to use and it actually feels so good on my skin!

I especially loved the how-to guide that comes with the kit, showing you exactly how to use the cups on various parts of your face and neck to get the best results. ”

–sara p.

our story

From our family wellness clinic in Toronto, Ontario we wanted to help more and more people find balance in their life by curating products that help busy people (us included) find a moment to indulge in self care and relieve their aches and pains from the comfort of their home.

but we're more than that. we're a community.

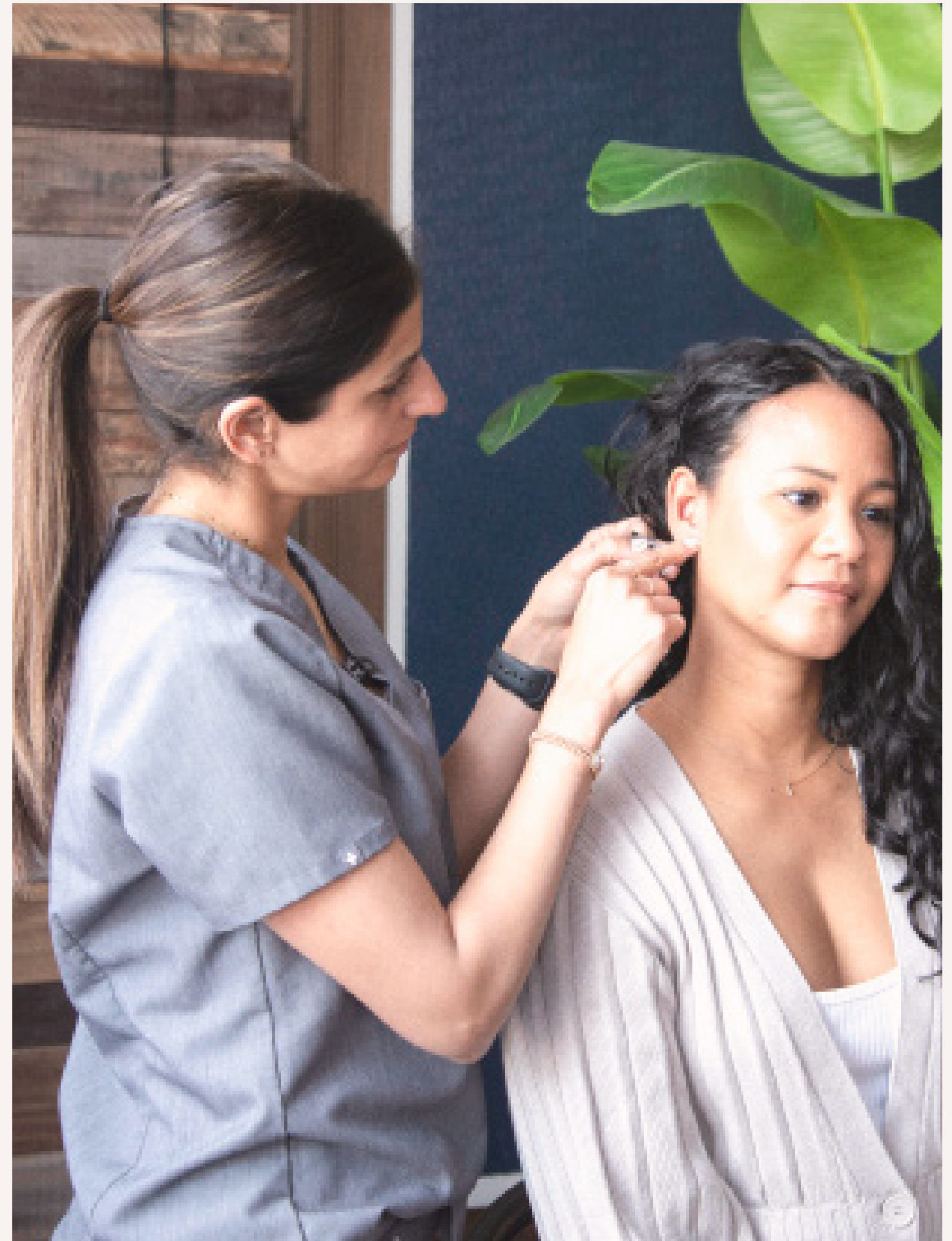
We'll admit, we're a little bit obsessed with wellness. Nothing brings us greater joy than helping others become their best, most authentic selves, which is why we started our family health clinic, wellbe family wellness.

But as busy moms and entrepreneurs trying to juggle a million things, we know first-hand how hard it is to take a moment for yourself and practice a little self-care. We wanted to find some easy, accessible and enjoyable solutions for incorporating wellness into everyday life — no matter how hectic things can get. We wanted to be able to create something that could empower busy people (guilty!) to take their health and well-being in their own hands—something that could give you a little piece of wellbe magic at home.

and so, bloom balance was born.

A curated apothecary of things that support your health and wellbeing through a holistic experience. Our hand-picked products are tried and tested by our team of practitioners and experts and will help you to heal, flourish, bloom, and feel your absolute best. We've made sure they're not just effective, but also fun to use (and pretty to look at!) so your moments of mindfulness can be something to look forward to each day.

happy healing!
aliya + sarina





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