



Basic Information:

Name Rivkie Blau

Number To Contact You: 424-250-0151

Business Website(s): www.renewbyrivkie.com

Social media: Facebook@[renewbyrivkie](https://www.facebook.com/renewbyrivkie) Instagram @[renewbyrivkie](https://www.instagram.com/renewbyrivkie)

Business Contact Email:hello@renewbyrivkie.com

Name of Business: Renew by Rivkie

Position or Professional Title: Integrative Nutrition Health Coach | Reiki Practitioner | Natural product consultant | Founder of Renew by Rivkie

Business Location: Los Angeles

Audio: <http://nbrfm.com/radio/show/2019/04/26/rivkie-blau/>

Audio above was cut to a few mins, so here are more details:

Company Background:

Q: Please give a description of your company and the products/services you offer:

Our goal at Renew by Rivkie is to help our clients feel completely Renewed by starting with the food that they eat and incorporating other daily habits that support healthy living.

We all know the saying: "*Let food be thy medicine and medicine be thy food*".

And I want to add an Ayurvedic proverb: "*When diet is wrong, medicine is of no use. When diet is right, medicine is of no need.*"

And this is why we're so passionate about helping people get their nutrition right so they can feel their best.

Many clients come to us for assistance with weight management, or to have more energy, to feel more vibrant or to simply learn what ingredients to buy. New parents want to learn how to cook healthier meals at home for their children but are lacking time, so they reach out to us for help with short cuts or quick 'n easy recipes. They're also curious to know what foods are really best for their toddlers or teenage children so we'll take them on a shopping tour, give them quick and easy tools on how to put together a healthy dinner, on a budget, quickly. We also work remotely with clients who want to work with us but are not in Los Angeles.

Where my business stands out among others in the health coaching field, is that with my background in early childhood education, we specialize in helping children and teenagers or parent of those age children make healthier choices. One of our favorite things to do is to go into the preschool classrooms and do growing food circles. And the reason we call it growing food is because children that age really don't know or care much about the word "health"; what they do care is about growing to be strong like mom and dad, right? So we use



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language in a way that they can relate to and teach them which foods make them strong; with interactive lessons, stories, hands on practice games, and sometimes we even dance, cuz hey, exercise is a big part of healthy living too and kids love to move. I've gotten great feedback from the preschool parents about how their children started trying fruits and most importantly vegetables after these lessons, so it's really gratifying to work with children because they love change and trying new things whereas adults are sometimes resistant. And, the only way to truly change the food culture in the America, is by starting with the next generation!

While food is our focus and I believe the first step in preventative medicine, Renew by Rivkie is about the whole person and that includes small lifestyle changes as well, which can often get in the way of making smart food choices. For children I'll incorporate in my lessons about being kind to our friends, how it makes us happier and makes our heart stronger and also encourage their parents not to reward with food. For adult, depending on what they're struggling with, I may suggest simply moving things around in their home to create a calmer and more conducive environment to support healthy living, or spending more time in nature, or staying away from toxic people or toxic energy; self-care, meal prepping, being organized, etc.

Education is a big component of what we do whether it's with speaking engagements, or educating our clients in their 1:1 sessions, as well as inspiring our followers on social media via IG and FB @renewbyrivkie. We want to empower the reader, even one who is not ready to hire a coach, that they too can make small changes on their own and feel better. You can follow us @renewbyrivkie on IG and FB.

If you'd like to learn more about what we do or hear from people who have worked with us, you can read many testimonials as well as see some pictures of Renew by Rivkie in action on our website by going to: <https://renewbyrivkie.com/testimonials/>.

Some things we offer:

- 1) 1:1 health coaching
- 2) Healthy cooking classes
- 3) Food shopping tours
- 4) Pantry and home healthy makeovers
- 5) Speaking engagements and lectures
- 6) Classes for kids
- 7) Wellness retreats
- 8) We're also passionate about products (because our skin is the largest organ in our body and absorbs 60% of what we put onto it, into our bodies) so we sell 100% toxic free products made by pure haven. You can order by going to www.purehaven.com/rivkie and you'll get 10% back on every order with that link.
- 9) We also offer classes to learn how to make your own products at home with natural foods and essential oils.

More recently we've added energy healing sessions such as:

- 10) Reiki session
- 11) Meditation classes to support proper nutrition and health

Q: Tell us about your background of your business and yourself.

I've always dreamed of working in the health and wellness field. I wanted to be both a nurse and a psychologist. Health Coaching somehow combined the two for me - nursing people back to health in a more holistic setting while coaching them when they feel stuck. We all progress better with support. I got certified as



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an Integrative Nutrition Health Coach at the [Institute of Integrative Nutrition](#) founded by Joshua Rosenthal. My teachers included some of the greatest minds in health, such as Dr. Andrew Weil, Dr. Deepak Chopra, David Wolfe, Dr. Neal Barnard, Dr. Mark Hyman, Dr. Mehmet Oz and so many more. I got certified in Integrative Shakti Reiki with Dr. Barbara Raven Lee whom I love, and I'm still studying with her, currently halfway thru a four-year Shamanic energy healing certification program. This journey of empowering people to embrace a healthier lifestyle both physically and emotionally has brought me so much joy and I feel blessed everyday to do what I believe I'm meant to do here on this planet. I love educating and helping people improve their lives and reach their wellness goals in a way that is attainable and practical and seeing my clients' progress, enthusiasm and motivation in the process.

Q: What inspired you to pursue your profession?

My brother's cancer diagnosis in 1994. I'm from a large Jewish family in Brooklyn, NY. I have 11 siblings, same parents btw. My brother Yosef #10 was diagnosed with osteogenic sarcoma, cancer in the knee at the tender age of 8. This changed our family forever. I, only 14 at the time, a freshman in high school spent 2 years on and off in the hospital with him, sharing shifts with the rest of my siblings, (this is where big families come in handy!). While we watched his body deteriorating from the chemo, my parents, way ahead of their time in holistic modalities, (you gotta remember this was 25 years ago, before google, or any cancer support and education groups were really out there), but they were determined, as any parent would, to do whatever it took to save their son. My parents stayed up nights reading books and researching doctors. They had my brother hooked up to every vitamin and oxygen drip they can get their hands on to refuel his weak chemo filled body as well as most importantly, changing the food in our home. We went from white rice to brown, grains to whole grains, margarine to olive oil, frying to baking, got rid of sodas and juices and all excess sugar. Don't worry, we were still kids who had plenty of junk, we weren't deprived in any way. But this made such an impression on me. I watched my brother slowly come back to life and heal from this traumatic experience, and I truly believe that changing our food and lifestyle has undoubtedly saved his life, in addition of course to prayers, miracles and the support of our extended family.

Since then, I've been extremely interested in nutrition and health and took a huge interest in understanding what different foods do to our body. I've seen with my own body as an adult how much more energy I have, how much less bloated and groggy I feel when I eat better. "*We are what we eat*". Our food becomes our skin, our hair, our nails, it literally makes up our body. Food not only affects our physical health but powerfully impacts our mood, our emotions, affects how we interact with people, it affects our confidence, our weight, and yes, it also affects our looks, our youth and our vitality. "*Sometimes the biggest challenges in life inspire the most growth*". In hindsight, I'm grateful for this challenge that we went through as it changed me and my family forever! It made us kinder, better and more compassionate humans to other people's suffering and much more aware and conscious of our own health and what we put in our body. This is how Renew by Rivkie was born.

Q: Where do you see yourself in the near future?

I would love to team up with some good friends in the health and wellness field to open a holistic health center together, incorporating all types of holistic and integrative healing under one roof - for physical, emotional and mental wellness and health. I envision it being a very spiritual, calming and sacred place where people can choose from an array of offerings and come for an hour, two, or even a whole day to receive healing and walk out feeling Renewed - from head to toe, in mind, body, spirit and heart. I would like to open this by 2023 so if anyone out there is listening and wants to partner with me, I would love to meet with you.

Thank you for this opportunity!!



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