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October-2024

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MEET OUR PRESIDENTS



Dr. Nachiketa Bhatt (Nick)
President
Freedom Group of Companies
(USA)

Dr. Nachiketa "Nick" Bhatt, founder of Freedom Senior Share, LLC, has a healthcare background focussing on the diverse needs of the elderly. Trained as a doctor in India and a licensed nurse in Kentucky USA, Nick has built a comprehensive care network addressing home health, attended care, adult daycare, pharmaceuticals, primary care, affordable housing, etc. Inspired by his father's stroke and desire for independence, Nick developed businesses to offer better alternatives to traditional nursing homes. To ensure high-quality patient care, he assembled a team of skilled professionals, a staff of 2000+ including attorneys, CPAs, medical directors, administrators, APRNs, Rns, and case managers. Freedom Group of companies serves a diverse patient demographic across Kentucky and the surrounding 8 states of the USA fostering a supportive culture with extensive staff training and a focus on adult daycare services, enhancing its specialty knowledge and patient care.



Dr. Harendra Joshi
President
Freedom Group of Companies
(Canada)

Dr. Harendra Joshi is a classical homoeopathic practitioner with three decades of experience. He is a visionary in the medical field with a distinguished career dedicated to the pursuit of excellence in medicine. As a founder and medical director of Joshi Group of Companies, he has led various health initiatives worldwide, particularly in Neurology, Medical devices and innovative health products. Dr. Joshi is globally recognized for his contributions to dream analysis, psychoanalysis and biological rhythms, as well as ground- breaking research in Parkinson's disease, Oncology and Aids. From developing innovative Senior Care plans and various non profit Initiatives to inventing patented medical devices like the FLIS Fluid level indicating signal, his innovations have bridged traditional and modern medical practices.

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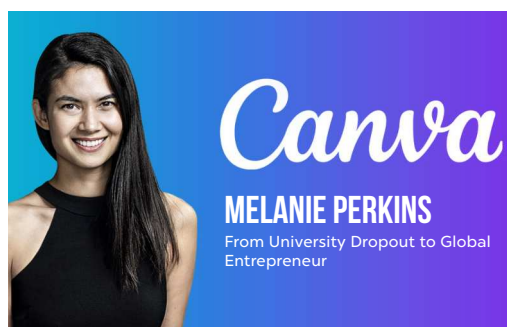
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Neurobic Activities:

Mindful Games for a Healthier Brain



In an age where mental wellness is becoming just as crucial as physical fitness, "Neurobic" activities are gaining popularity. Neurobics—coined from "neuro," meaning brain, and "aerobics," indicating exercise—refer to brain exercises that stimulate and maintain cognitive functions. These activities, often in the form of mindful games, challenge the brain to think in new ways, fostering creativity, memory, and mental agility.

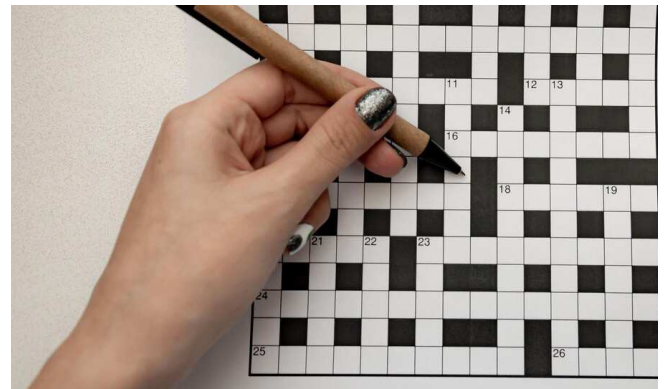
Why Neurobic Activities Matter

Our brains, like muscles, need regular exercise to remain sharp. Neurobic activities are designed to engage different brain areas by combining sensory inputs in novel ways, creating new neural pathways. This can slow cognitive decline, improve memory, and enhance problem-solving abilities. Neurobics are especially relevant today, with increasing concerns over mental health issues, cognitive decline, and brain-related conditions like Alzheimer's and dementia.

Popular Neurobic Activities

Neurobic activities can be simple yet effective. Here are a few popular ones:

Crossword Puzzles and Sudoku:



These classic games are not only fun but also challenge the brain's memory and logical reasoning skills. Solving a puzzle involves working memory, vocabulary recall, and pattern recognition, making it a comprehensive neurobic workout.

Mindfulness and Meditation Apps:



Apps like Calm and Headspace guide users through exercises that combine mindful meditation with cognitive challenges. For example, visualizing a complex pattern or sequence during meditation engages both the memory and the imagination.

Memory Games:



Digital and physical memory games, where players match pairs of cards or remember sequences, help improve short-term memory and attention to detail. Popular apps like Lumosity and Elevate offer a variety of these memory challenges tailored to different cognitive skills.

Learn a New Skill:



Learning something new, such as playing a musical instrument, speaking a foreign language, or even dancing, can be a potent neurobic activity. These tasks require the brain to work in novel ways, engaging different areas for sensory input, motor control, and cognitive processing.

Handwriting with the Non-Dominant Hand:



This simple yet effective activity challenges your brain to work differently. Writing with your non-dominant hand engages the opposite hemisphere of the brain, creating new neural connections and enhancing cognitive flexibility.

Examples of Neurobic Activities in Daily Life



Switch Up Your Routine:

Make small changes in your daily routine. For example, take a different route to work, brush your teeth with the opposite hand, or rearrange your workspace. These activities force your brain to engage with new stimuli and enhance neural flexibility.



Use All Five Senses

Engage multiple senses simultaneously. For instance, try listening to music while cooking, or focus on the different textures while doing laundry. These actions stimulate various brain regions, promoting new neural connections.

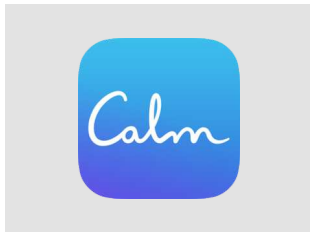


Play Neurobic Games:

Play games that challenge your brain, such as chess, checkers, or card games like bridge or poker. These games require strategic thinking, memory, and concentration, all essential for cognitive health.

Recent Trends and News in Neurobic Activities

Neurobic activities are experiencing a surge in popularity, with more people seeking ways to stay mentally active at home. The pandemic has heightened awareness about the importance of mental health, leading to an increase in mindfulness app downloads and sales of brain games. According to a recent report by Sensor Tower, meditation apps like Calm and Headspace have seen a nearly 30% increase in downloads in 2023 compared to previous years.



Moreover, a study published in the Journal of Cognitive Enhancement highlights that engaging in neurobic activities for at least 15 minutes a day can significantly improve cognitive function, particularly in adults over 50. The study found that regular participation in these activities could delay the onset of cognitive decline by as much as five years, underscoring their importance in aging populations.

Incorporating Neurobic Activities into Your Routine

Adding neurobic activities to your daily routine can be simple and rewarding. Here are a few tips to get started:

Set Aside Time Daily:

Dedicate at least 10-15 minutes each day to neurobic exercises. This could be a short brain game session, solving a crossword puzzle, or engaging in mindful meditation.

Mix It Up:

Variety is key in neurobics. Engage in different activities to stimulate different parts of the brain. One day, try a logic puzzle; the next, focus on a memory game.

Use Technology:

Leverage technology by downloading apps like Lumosity, Elevate, or Peak. These apps offer scientifically designed games that target various cognitive skills, from memory and attention to problem-solving and creativity.

Make It Social:

Incorporate neurobic activities into your social life. Play strategy games with friends, solve puzzles together, or attend a mindfulness class. Social interaction itself is a powerful neurobic exercise, as it requires communication, empathy, and cognitive flexibility.

Neurobic - the way to a healthy mind.

Neurobic activities offer a fun and effective way to enhance mental agility, prevent cognitive decline, and promote overall brain health. With the increasing awareness and endorsement from celebrities and health experts, it's easier than ever to incorporate these mindful games into your daily routine. Whether you're a fan of classic puzzles, tech-savvy brain games, or hands-on activities, there is a neurobic activity for everyone. So, why not start today and give your brain the workout it deserves?

By embracing neurobic activities, you can make a small yet significant investment in your cognitive health, ensuring a sharper, more agile mind for years to come.

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CANADA
CHAPTER

Lifestyle **Modifying Nest (LMN)**

Freedom Senior Care

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Mental Health
Assessment



Nutritious
Meal



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The Importance of Gut Health:

A Deep Dive into Your Second Brain



If you have experienced a bloated belly, Acidity, Gas or Constipation... It's your Gut which needs attention. Most people ignore Gut health, even though it's called as the second brain of human being.

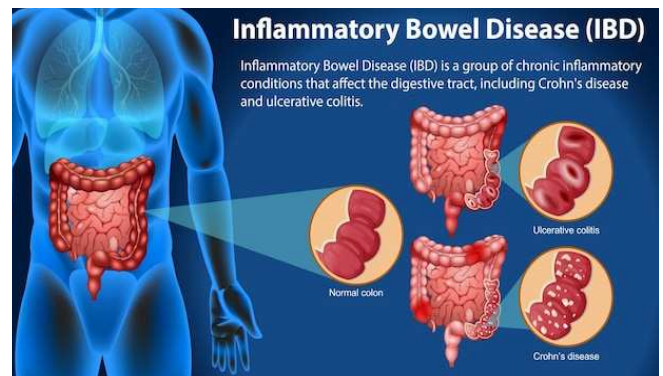
Gut health has become a focal point in wellness conversations, and for a good reason. In North America, where fast-paced lifestyles, processed foods, and high-stress levels are common, understanding and maintaining gut health is crucial. The gut, often referred to as the "second brain," plays a pivotal role in not only digestion but also overall well-being, including mental health.

The Importance of Gut Health

The human gut is home to trillions of microorganisms, collectively known as the gut Microbiota. These tiny residents are far from passive; they play an active role in maintaining your health. A healthy gut microbiota aids in digesting food, synthesizing essential vitamins, regulating the immune system, and protecting against harmful pathogens. The importance of gut health cannot be overstated—it's integral to overall physical and mental well-being.

In North America, diets are often high in processed foods, refined sugars, and unhealthy fats, which can

disrupt the delicate balance of the gut microbiota. This imbalance, known as dysbiosis, can lead to various health issues, ranging from digestive disorders like irritable bowel syndrome (IBS) and inflammatory bowel disease (IBD) to systemic problems such as obesity and type 2 diabetes. Moreover, dysbiosis can have far-reaching effects, influencing the risk of chronic diseases, immune function, and even longevity.



Maintaining a diverse and balanced gut microbiota is essential for optimal health. The gut's ability to efficiently absorb nutrients, support immune function, and prevent disease hinges on this balance. Given the gut's central role in health, it's clear that taking care of it should be a priority.

The Gut-Brain Connection: Effects on Psychology

One of the most fascinating aspects of gut health is its connection to the brain, a relationship often referred to as the gut-brain axis. This complex communication network involves the central nervous system, the enteric nervous system (often called the "second brain"), and the gut microbiota. These systems communicate through neural, hormonal, and immune pathways, with the vagus nerve playing a key role in transmitting signals between the gut and brain.



Research has increasingly shown that the state of your gut microbiota can significantly impact mental health. The gut produces around 90% of the body's serotonin, a neurotransmitter crucial for mood regulation. A healthy gut microbiota supports serotonin production, which in turn helps to maintain a positive mood, reduce anxiety, and enhance overall mental well-being.

Conversely, an imbalanced gut microbiome has been linked to several mental health conditions, including depression, anxiety, and even neurodevelopmental disorders such as autism. Studies suggest that individuals with these conditions often have a less diverse gut microbiome, leading to increased inflammation and impaired production of mood-regulating neurotransmitters. In a region like North America, where mental health issues are on the rise, understanding the gut's influence on psychology is particularly important.

The gut-brain connection also extends to stress response. Chronic stress can alter gut bacteria composition, leading to dysbiosis and increased intestinal permeability, often referred to as "leaky gut." This condition allows toxins and partially digested food particles to enter the bloodstream, triggering an immune response that can affect brain function and exacerbate mental health issues.

Given these insights, it's clear that a healthy gut is not only crucial for physical health but also for psychological well-being. By nurturing your gut, you can positively influence your mood, reduce the risk of mental health disorders, and enhance overall cognitive function.

How to Improve Gut Health

Improving gut health requires a multifaceted approach, particularly in North America, where dietary and lifestyle factors often work against maintaining a balanced gut microbiome. Here are some practical strategies to enhance gut health:

Dietary Adjustments



- **Increase Fiber Intake:** Fiber is a key nutrient for gut health, as it feeds beneficial bacteria in the gut. Foods like fruits, vegetables, legumes, and whole grains are excellent sources of dietary fiber. Aim to consume at least 25-30 grams of fiber daily to promote a healthy gut environment.

- **Incorporate Fermented Foods:** Fermented foods such as yogurt, kefir, sauerkraut, kimchi, and kombucha are rich in probiotics—live beneficial bacteria that can help restore and maintain a healthy gut microbiota. Regular consumption of these foods can improve digestion and boost immune function.

- **Limit Processed Foods and Sugars:** Processed foods and refined sugars can disrupt the balance of gut bacteria, leading to dysbiosis. Minimizing the intake of these foods and focusing on whole, unprocessed options is crucial for maintaining a healthy gut.

- **Consider Prebiotic Supplements:** Prebiotics are non-digestible fibers that feed beneficial bacteria in the gut. If your diet lacks sufficient fiber, prebiotic supplements can be a helpful addition to support gut health.

Stress Management



Chronic stress can negatively impact gut health by altering the gut microbiota and increasing intestinal permeability. Incorporating stress management techniques such as mindfulness, meditation, yoga, and regular physical activity can help reduce stress and support a healthier gut.

Sleep Hygiene



Quality sleep is essential for maintaining a healthy gut. Poor sleep can disrupt the gut microbiota and contribute to dysbiosis. Aim for 7-9 hours of uninterrupted sleep each night to support both gut and overall health.

Hydration



Staying well-hydrated is crucial for digestion and maintaining a balanced gut environment. Drinking plenty of water throughout the day ensures that the digestive system functions smoothly, promoting the growth of beneficial bacteria.

Cautious Use of Antibiotics



While antibiotics are necessary for treating bacterial infections, they can also harm beneficial gut bacteria, leading to dysbiosis. If antibiotics are needed, consider following up with a course of probiotics to help restore the gut microbiota.

Regular Exercise



Physical activity has been shown to increase the diversity of gut bacteria, which is a marker of good gut health. Incorporating regular exercise, such as walking, cycling, or swimming, can positively impact your gut microbiome and overall health.

Cultivating Healthy Eating Habits:

“A Simple Guide to Developing Healthy Eating Habits”



In today's fast-paced world, maintaining a healthy diet can be challenging. With the constant promotion of quick-fix diets and the temptation of fast food, it's easy to stray from healthy eating habits. However, establishing a nutritious and balanced diet is crucial for our overall health and well-being. This article will guide you through the fundamentals of healthy eating habits in simple terms, ensuring that you can make informed choices for a healthier lifestyle.

Understanding the Basics of Healthy Eating

Healthy eating is not about strict dietary limitations or depriving yourself of the foods you love. Instead, it's about feeling good, having more energy, improving your health, and stabilizing your mood. To achieve this, you need to consume a variety of foods in the right proportions.

Balanced Diet: A balanced diet provides your body with all the essential nutrients, including carbohydrates, proteins, fats, vitamins, and minerals. Each of these nutrients plays a specific role in maintaining good health.



Carbohydrates provide energy



Proteins are the building blocks of cells



Fats support cell function



Vitamins and minerals are necessary for various bodily functions



Water keeps you hydrated.



Proportion Control: Overeating, even healthy foods, can lead to weight gain and other health issues. Proportion control is about eating the right amount of food, which varies depending on your age, sex, activity level, and overall health. One simple way to manage proportions is to fill half your plate with vegetables, a quarter with protein (like meat, beans, or tofu), and the remaining quarter with whole grains.

Variety is Key: No single food can provide all the nutrients your body needs. Eating a wide variety of foods ensures you get a good mix of vitamins, minerals, and other nutrients. One can aim to include a rainbow of fruits and vegetables in one's diet, along with different types of proteins and grains.

Healthy Eating Habits to Adopt

To develop healthy eating habits, you need to make small, manageable changes that can be maintained over time. Some simple habits can significantly impact your health:



Eating Regularly:

Skipping meals, especially breakfast, can lead to overeating later in the day. Eating at regular intervals helps to keep your

metabolism steady and prevents hunger pangs that lead to unhealthy snacking. Start your day with a nutritious breakfast, and aim for small, balanced meals every 3-4 hours.



Include More Fruits and Vegetables:

Fruits and vegetables are rich in vitamins, minerals, and fiber, all of which are essential for good health.

Aim to fill half your plate with fruits and vegetables at every meal. Fresh, frozen, or canned (without added sugar or salt) options are all good choices.



Choose Whole Grains Over Refined Grains:

Whole grains like brown rice, oats, and whole wheat bread are more nutritious than refined grains like white

rice and white bread. Whole grains retain more fiber and nutrients, which help in digestion and keep you feeling fuller for longer.



Limit Added Sugars and Salt:

Excessive sugar and salt intake are linked to various health problems, including obesity, heart disease,

and high blood pressure. Be mindful of hidden sugars in processed foods and beverages. Opt for naturally sweet foods like fruits and use herbs and spices to flavor your food instead of salt.



Stay Hydrated:

Water is essential for every function in your body. It aids digestion, regulates body temperature, and helps transfer of nutrients.

Aim to drink at least 8 glasses of water a day. If plain water is not appealing, try adding a slice of lemon or cucumber for a refreshing twist.



Mindful Eating:

Mindful eating is about paying full attention to your food as you eat. It involves savoring the flavors, textures, and smells of your

food and eating slowly to recognize when you're full. This practice can help prevent overeating and increase your enjoyment of meals.



Limit Processed Foods:

Processed foods are often high in unhealthy fats, sugars, and salt, and low in nutrients.

While processed foods are convenient, they should not be a staple of your diet. Instead, focus on whole, unprocessed foods like fruits, vegetables, lean proteins, and whole grains.



Healthy Snacking:

Snacking doesn't have to be unhealthy. Choose snacks that provide nutrition rather than empty calories. Examples include

a piece of fruit, Examples include a piece of fruit, a handful of nuts, yogurt, or whole-grain crackers with hummus. Planning your snacks in advance can help you avoid unhealthy choices when hunger strikes.

Overcoming Common Challenges

Adopting healthy eating habits can be difficult, especially when faced with obstacles like busy schedules, limited food access, or emotional eating. Here are some strategies to overcome these challenges:



Plan Ahead: Planning your meals and snacks ahead of time can save you from making unhealthy choices when you're pressed for time. Prepare meals in bulk on the weekends or the night before to have healthy options ready when you need them.

Healthy Substitutes: When cooking or baking, try to substitute unhealthy ingredients with healthier options. For example, use Greek yogurt instead of sour cream, whole wheat flour instead of white flour, or applesauce instead of butter.

Manage Emotional Eating: Many people turn to food for comfort when they're feeling stressed, lonely, or bored. This can lead to unhealthy eating habits. Instead of using food as a coping mechanism, find other ways to deal with your emotions, such as going for a walk, talking to a friend, get involved in any activity or practicing relaxation techniques.

Manage Emotional Eating: Many people turn to food for comfort when they're feeling stressed, lonely, or bored. This can lead to unhealthy eating habits. Instead of using food as a coping mechanism, find other ways to deal with your emotions, such as going for a walk, talking to a friend, get involved in any activity or practicing relaxation techniques.

Cultivating a Lasting and Balanced Approach to Eating

Developing healthy eating habits isn't about adhering to rigid diets or making sudden, drastic changes. It's about establishing a sustainable, balanced way of eating that you can maintain over time. Here are some final tips:



listen to Your Body: Your body knows what it needs. Pay attention to hunger and fullness cues, and eat when you're hungry and stop when you're full. Don't feel obligated to finish everything on your plate if you're already satisfied.

Enjoy Your Food: Eating should be a pleasurable experience. Take time to enjoy your meals, and don't deprive yourself of the foods you love. Instead, find a balance where you can enjoy treats in moderation while still nourishing your body with healthy foods.

Be Patient: Developing healthy eating habits is a journey, not a destination. It takes time to change your habits, and it's okay to have setbacks along the way. The important thing is to stay committed and keep moving forward.

Make "Healthy Eating" a life mantra

Healthy eating is a cornerstone of a healthy life. By understanding the basics of nutrition and adopting simple, sustainable eating habits, you can improve your health, boost your energy levels, and enhance your quality of life. Remember, small changes can lead to big results, so start today and take the first step towards a healthier you.



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Natural products have become an integral part of daily life for many people in North America, reflecting a broader shift towards health-conscious living and sustainable practices. But let us understand what exactly are natural products, and why have they gained such popularity?

What Are Natural Products?

Natural products refer to substances derived from natural sources such as plants, animals, minerals, and microorganisms. Unlike synthetic products, which are often created through chemical processes, natural products are sourced directly from the environment. They are minimally processed to preserve their natural integrity, and they are often free from artificial additives, chemicals, or preservatives.

These products span a wide range of industries, including food, cosmetics, pharmaceuticals, and dietary supplements. Their appeal lies in their perceived health benefits, eco-friendliness, and alignment with a more holistic, natural lifestyle. In North America, the demand for natural products has surged, driven by factors such as increased awareness of environmental issues, a growing interest in wellness and self-care, and a desire for transparency in product sourcing and manufacturing.

Herbal Products

Herbal products are perhaps the most traditional and widely recognized type of natural products. They encompass a variety of items, including herbal medicines, supplements, and teas, all derived from plants with therapeutic properties.

Herbal Medicines: Herbal medicines are plant-based treatments used for therapeutic purposes. They have been used for centuries in traditional medicine systems like Ayurveda, Traditional Chinese Medicine (TCM), and Native American healing practices. In North America, herbal medicines are gaining popularity as natural alternatives to synthetic pharmaceuticals.

Herbal Supplements: These are dietary supplements that contain one or more herbs. They are used to support overall health or target specific health concerns. For instance, turmeric supplements are praised for their anti-inflammatory properties, while ashwagandha is an adaptogen that helps the body manage stress.

Herbal Teas: Herbal teas are another popular category, known for their soothing and medicinal properties. Common herbal teas include chamomile, which promotes relaxation and sleep; peppermint, which aids digestion; and rooibos, which is rich in antioxidants.

Herbal teas are widely consumed both for their health benefits and their pleasant flavors



Essential Oils

Essential oils are concentrated extracts from plants, capturing their aromatic compounds and therapeutic properties. These oils have a wide range of applications, most notably in aromatherapy, where they are used to enhance physical and emotional well-being.

Aromatherapy: In aromatherapy, essential oils are inhaled or applied to the skin to promote relaxation, reduce stress, and support overall health. Popular essential oils include lavender, known for its calming effects; eucalyptus, which helps with respiratory issues; and peppermint, which boosts alertness and energy.

Natural Personal Care: Essential oils are also used in natural personal care products, such as skincare and haircare. Their antimicrobial properties make them valuable ingredients in natural cleansers, toners, and shampoos. Additionally, their pleasant scents are often used in perfumes and natural deodorants.



Home and Cleaning Products: Beyond personal care, essential oils are used in natural cleaning products for their antibacterial and antifungal properties. Lemon, tea tree, and lavender oils are commonly used in homemade or commercial natural cleaners to provide effective, chemical-free alternatives to conventional products. These are safe and healthy.

Natural Cosmetics and Personal Care Products

The natural beauty and personal care industry has experienced significant growth in recent years, driven by consumers' desire for clean, non-toxic products. Natural cosmetics and personal care products are made with ingredients derived from nature, avoiding synthetic chemicals, artificial fragrances, and other potentially harmful substances.

Skincare: Natural skincare products include moisturizers, cleansers, serums, and face masks made with plant-based oils, extracts, and butters. Ingredients like shea butter, aloe vera, and jojoba oil are popular for their hydrating and soothing properties. Many consumers choose natural skincare products to avoid the harsh chemicals found in conventional beauty products, which can irritate sensitive skin or contribute to long-term health concerns.

Haircare: Natural haircare products, such as shampoos, conditioners, and hair treatments, are formulated without sulfates, parabens, and silicones. Instead, they rely on botanical ingredients like argan oil, coconut oil, and chamomile to nourish and strengthen hair. The "no-poo" movement, which advocates for washing hair with natural alternatives to shampoo, has further popularized natural haircare options.

Makeup: Natural makeup products are made with mineral-based pigments, plant oils, and waxes, avoiding synthetic dyes and preservatives. Brands often emphasize the absence of toxic ingredients like lead, phthalates, and synthetic fragrances. Natural makeup has gained a loyal following among consumers who prioritize clean beauty and sustainability.



Dr. Andrew Weil

Dr. Andrew Weil believes that true health is more than just the absence of disease; it's a dynamic state of balance and wholeness that allows you to be fully engaged in life. Natural products play a key role in achieving and maintaining that balance.

Andrew Weil, a prominent physician and a pioneer in integrative medicine, is a strong advocate for the use of natural products and herbal remedies. He has written extensively on the benefits of natural approaches to health, particularly in his books and public appearances. Dr. Weil believes in the power of natural products to promote overall wellness and prevent diseases.



Jessica Alba

Actress Jessica Alba is the co-founder of The Honest Company, a brand that focuses on natural, non-toxic household and personal care products.

When she was pregnant with her first child, she was shocked to learn about the potential dangers in the products which were used every day. She went on to create a company that offered safe, effective, and natural products for families.

Alba has been vocal about her commitment to using safe and natural products for her family, particularly after becoming a mother.

Organic Foods

Organic foods are produced without the use of synthetic pesticides, fertilizers, genetically modified organisms (GMOs), or irradiation. The organic food movement has grown significantly in North America, driven by concerns about food safety, environmental sustainability, and the health impacts of conventional farming practices.



Fruits and Vegetables: Organic fruits and vegetables are grown using natural farming practices that focus on soil health, biodiversity, and ecological balance. Consumers often choose organic produce to avoid pesticide residues and support environmentally friendly agriculture.

Dairy and Meat: Organic dairy and meat products come from animals raised without the use of antibiotics, growth hormones, or genetically modified feed. Organic farming practices prioritize animal welfare, with animals often having access to pasture and outdoor environments. Organic dairy products, such as milk, cheese, and yogurt, as well as organic meats like beef, chicken, and pork, are popular choices among health-conscious consumers.

Grains and Packaged Foods: The organic label extends to grains, cereals, and packaged foods like snacks, bread, and pasta. Organic packaged foods are made with ingredients that meet organic farming standards, ensuring they are free from synthetic additives and preservatives. The growing demand for organic packaged foods reflects a broader trend towards healthier, more transparent food options.

Natural Dietary Supplements

Natural dietary supplements include vitamins, minerals, amino acids, and other nutrients derived from natural sources. These supplements are often used to address nutritional deficiencies, support overall health, or target specific health concerns.



Vitamins and Minerals: Natural vitamins and minerals are derived from whole foods, ensuring they are in a bioavailable form that the body can easily absorb. Common supplements include vitamin D from lanolin, vitamin C from acerola cherries, and calcium from algae.

Probiotics: Probiotics are live bacteria and yeasts that promote gut health. Natural probiotics are found in fermented foods like yogurt, kefir, sauerkraut, and kombucha, as well as in supplement form. The growing interest in gut health and the microbiome has led to an increase in probiotic supplement use.

Omega-3 Fatty Acids: Omega-3 fatty acids, essential for heart and brain health, are commonly sourced from fish oil. Plant-based alternatives, such as flaxseed oil and algae oil, are also popular among those following a vegetarian or vegan diet.

Natural Products are aligning with Health First Approach of current generation

The rise of natural products in North America reflects a broader cultural shift towards health-conscious living, environmental sustainability, and a desire for clean,

transparent ingredients. Consumers are increasingly seeking products that align with their values, opting for options that not only support their well-being but also contribute to the well-being of the planet.

The popularity of natural products, particularly in categories like food, skincare, and household items, is driven by a growing awareness of the potential risks associated with synthetic chemicals and heavily processed goods. As people become more educated about what they consume and use in their daily lives, there is a clear trend towards products that are derived from nature and processed minimally to preserve their innate benefits.

Herbal products, in particular, have seen a significant surge in popularity, reflecting a renewed interest in traditional remedies and plant-based wellness. With a history rooted in ancient practices, herbal supplements, teas, and essential oils are now being embraced by a new generation of consumers who value their natural origins and holistic benefits. These products offer an alternative to conventional pharmaceuticals, appealing to those who prefer a more natural approach to health.



The trend towards natural products is not just a passing fad but a fundamental shift in consumer behavior. As the demand for natural and sustainable options continues to grow, companies are responding by innovating and expanding their offerings. This has led to a more diverse and accessible market, making it easier than ever for consumers to find natural products that suit their needs and preferences.

Myth & Facts

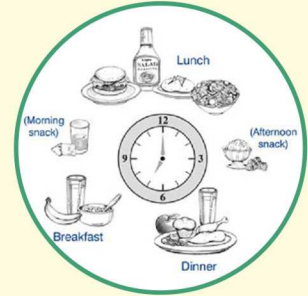


MYTH: Skipping Meals help you reduce weight.



FACT

- ◆ People who skip a meal because they're not hungry can later gorge on high-calorie, nutrient-poor snack b/w meals.
- ◆ Skipping meals can also cause blood sugar levels to fall too low; then when you do eat a big meal, they can surge too high.



MYTH: Cereal bars are lower in fat and sugar



FACT

- ◆ It's true they're usually lower in fat (unless they're packed with nuts and seeds) They often contain just as much sugar, which might appear in the ingredients.
- ◆ Few examples: maltodextrin, glucose-fructose syrup, raw cane sugar, fructose, honey etc.



MYTH: Nuts are fattening and should be avoided if you want to lose weight



FACT

- ◆ Although nuts are high in calories and fat, most contain heart-healthy monounsaturated rather than saturates
- ◆ Have a low glycaemic index.
- ◆ This means they help keep blood sugar levels steady and leave you fuller for longer after eating them.
- ◆ Nuts also contain protein, fibre and many other vitamins and minerals and so can contribute to a healthy diet.



MYTH: Exercise is not recommended for people with heart diseases.



FACT

- ◆ The appropriate kind of exercise can work magic for a heart patient.



Myth & Facts



MYTH: Potatoes, bread, pasta and rice are fattening



FACT

- ♦ There is no proof that carb-rich foods are more likely to make us gain weight than any other food.
- ♦ It is an excess of calories that makes us pile on the pounds.
- ♦ In fact, it is the fat we add to carbs that boosts the calorie content for eg: butter, cream etc.



MYTH: Honey is less fattening than sugar



FACT

- ♦ Honey contains around 75% simple sugars and 25% water.
- ♦ It's actually higher in calories than sugar making it a less appealing option for slimmers.
- ♦ The darker varieties contain good amounts of naturally- occurring plant chemicals called flavonoids.



MYTH: Organic food is healthier than non-organic food



FACT

- ♦ The term 'organic' refers to the farming methods used to produce a food, not its nutrient content.
- ♦ Eating more of them doesn't necessarily mean you'll have a lower - calorie diet.
- ♦ For example, organic biscuits, chocolate and cakes normally contain just as much fat, sugar and salt as their non-organic counterparts.



MYTH: Salad is the best meal to go for when eating out



FACT

- ♦ if they contain lots of high-fat ingredients they may well contain more calories than a steak and fries!
- ♦ Croutons, crispy bacon, mayonnaise and oily dressings are usually the worst offenders.
- ♦ They considerably boost the calorie, fat and salt content of salads, but add few vitamins and minerals.





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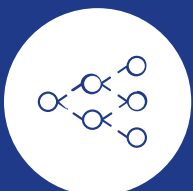
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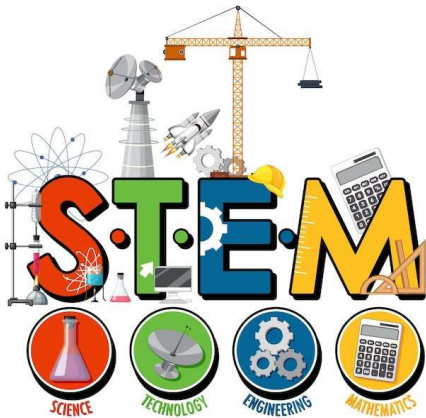
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STEM Education: Shaping the Future of America



In an increasingly complex and technologically driven world, STEM education—**Science, Technology, Engineering, and Mathematics**—has emerged as a crucial element in preparing students for the future. America, being a region known for its innovation and economic power, is at the forefront of embracing STEM education as a pathway to maintaining global competitiveness.

The Growing Importance of STEM



The modern workforce is rapidly evolving. Automation, artificial intelligence, and digital technologies are transforming industries, creating a demand for a workforce with advanced technical skills. In North America, where industries like technology, healthcare, and engineering play a pivotal role in the economy, there is an urgent need to equip students with the skills required to excel in these fields.

STEM education is not just about filling jobs in these industries; it's about fostering critical thinking, creativity, and problem-solving skills. These are the very skills that will enable the next generation to tackle some of the world's most pressing challenges, from climate change to global health crises. By emphasizing STEM in education, North America can ensure that its students are not only job-ready but also equipped to be innovators and leaders in a rapidly changing world.

The State of STEM Education in North America

Across the United States and Canada, significant strides have been made in integrating STEM into K-12 education. In the United States, the **Every Student Succeeds Act (ESSA) of 2015** provided funding and support for STEM education programs. Similarly, Canada has implemented various initiatives, such as the **CanCode program**, which provides funding to help students develop digital skills, including coding and data analytics.

Despite these efforts, there are still considerable gaps in access to quality STEM education. In both countries, rural and underserved communities often lack the resources and qualified teachers to provide robust STEM education. This disparity leads to a significant underrepresentation of women and minorities in STEM fields, an issue that both countries are striving to address.

Moreover, the COVID-19 pandemic exposed and exacerbated these inequalities, as schools with limited access to technology struggled to deliver effective STEM education remotely. However, it also highlighted the importance of digital literacy and the need for all students to be proficient in technology, regardless of their background.

High-quality STEM education, is necessary to grow the economy, meet workforce needs and inspire young minds.



The national annual average wage for STEM occupations is **roughly 1.7 times** that for all occupations



The United States is expected to need an additional **1 million STEM jobs** by 2022



As of 2011, **nearly 26 millions jobs-20 % of all jobs**-require a high level of knowledge in a STEM field

STEM education also fosters creativity, critical thinking, and problem-solving skills— all of which are critical for facing the challenges of our modern society.

The Every Student Succeeds Act (ESSA), passed in 2015, gives more autonomy to states than No Child Left Behind. This provides an opportunity for states to improve and expand STEM education while driving equity



President Barack Obama signs Every Student Succeeds Act (ESSA)

Innovative Approaches to STEM Education

To address these challenges and ensure that all students have access to high-quality STEM education, educators and policymakers across North America are adopting innovative approaches.

Project-Based Learning (PBL):



This hands-on approach encourages students to engage with real-world problems and develop solutions through collaboration and experimentation. PBL not only makes STEM subjects more engaging but also helps students develop critical thinking and teamwork skills. For example, schools in California have adopted PBL to address environmental issues in their communities, allowing students to apply their STEM knowledge to solve local problems.

Integrating Technology in the Classroom:



The use of technology in education has become more critical than ever. From coding programs for young children to virtual reality experiences that bring complex scientific concepts to life, technology is making STEM education more accessible and exciting. Schools across North America are increasingly incorporating tools like 3D printers, robotics kits, and online platforms that offer interactive STEM lessons.

After-School Programs and Competitions:



Extracurricular activities such as robotics clubs, science fairs, and coding competitions provide students with additional opportunities to explore STEM subjects. These programs often inspire students to pursue STEM careers by allowing them to apply their skills in fun and competitive environments. Initiatives like FIRST Robotics and the Google Science Fair have gained popularity, offering students hands-on experience and mentorship from professionals in STEM fields.

Professional Development for Teachers:



Effective STEM education requires teachers who are not only knowledgeable in these subjects but also skilled in innovative teaching methods. Professional development programs for educators are crucial for ensuring that they can deliver high-quality STEM education. In the U.S., initiatives like the STEM Teacher Leadership Network provide resources and training for teachers to improve their STEM teaching practices.

Partnerships with Industry:



Collaboration between schools and industries is another essential aspect of successful STEM education. By partnering with local businesses and tech companies, schools can provide students with real-world experiences, internships, and exposure to the latest technologies.

These partnerships also help align educational programs with the needs of the job market, ensuring that students are learning relevant and in-demand skills.

Challenges and the Way Forward

Despite the progress made, several challenges remain in fully realizing the potential of STEM education in North America.

Equity and Access: Ensuring that all students, regardless of their socioeconomic background, have access to quality STEM education is a significant challenge. Bridging the gap in resources and opportunities between affluent and underserved communities is crucial for creating a more equitable education system.

Gender and Racial Diversity: Women and minorities are still underrepresented in STEM fields. Addressing this disparity requires targeted initiatives that encourage and support these groups in pursuing STEM careers. Mentorship programs, scholarships, and role models are vital in breaking down the barriers that prevent underrepresented groups from entering STEM fields.

Curriculum and Assessment: The traditional education system often struggles to keep pace with the rapidly changing demands of the workforce. There is a need for ongoing curriculum development and assessment methods that reflect the skills and knowledge students need in the 21st century.

Teacher Training: The success of STEM education hinges on the ability of teachers to effectively deliver it. Ongoing professional development, support, and resources are essential for teachers to stay current with the latest advancements in STEM education.

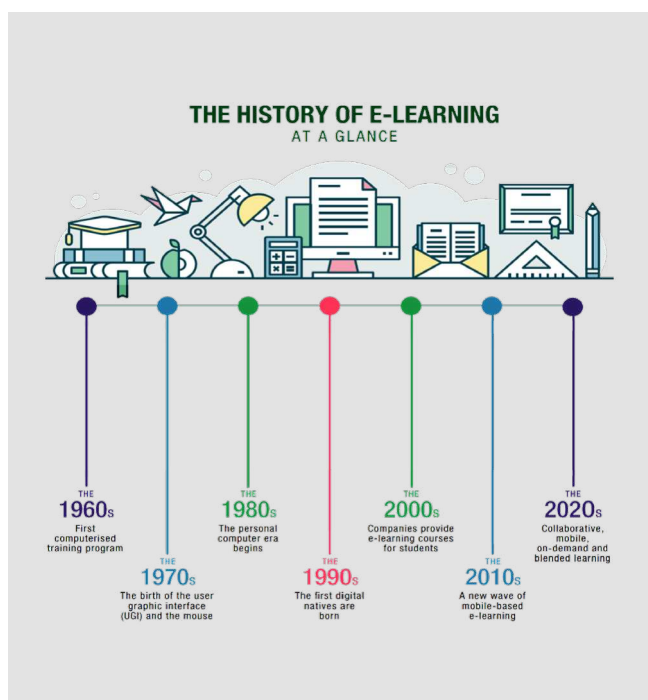
The Way Ahead

STEM education is more than just a trend; it is a fundamental component of preparing students for the future. In North America, where innovation and technology drive the economy, investing in STEM education is crucial for maintaining global competitiveness. By addressing the challenges and building on the successes of STEM initiatives, we can ensure that our students are equipped to lead and innovate in a rapidly changing world. The future of STEM education lies not only in expanding access and opportunities but also in fostering a culture of curiosity, creativity, and lifelong learning that will inspire the next generation of leaders and problem-solvers.



As we move deeper into the 21st century, the landscape of education continues to undergo radical transformation. Central to this change is the rise of online education, a paradigm shift that promises to reshape how we learn, teach, and think about education. Once considered an alternative or supplementary option, online education has firmly established itself as a primary mode of learning for millions of people worldwide.

The future of online education holds exciting possibilities, characterized by rapid technological advancements, greater accessibility, personalized learning experiences, and evolving social dynamics.



The Evolution of Online Education

The concept of online education began gaining success in the late 1990s with the rise of the internet, but it remained a niche market until the early 2010s.

MOOCs (Massive Open Online Courses), like those offered by platforms such as Coursera, edX, and Udacity, allowed anyone with an internet connection to access courses from world-renowned universities. However, the tipping point came in 2020 with the global pandemic.

COVID-19 accelerated the adoption of online learning on an unprecedented scale. Suddenly, educational institutions, businesses, and individuals turned to online platforms as the primary means of learning and development.

Trends Shaping the Future of Online Education

★ Personalized Learning

The traditional one-size-fits-all education model is giving way to a more customized online education will leverage artificial intelligence (AI) and data analytics to offer highly personalized learning.

Algorithms will track learners' progress, preferences, strengths, and weaknesses, tailoring content and assessments to their needs. This adaptive learning will make education more efficient and enjoyable, as students can progress at their own pace, focusing on areas where they need improvement rather than being held to a uniform standard.

★ Immersive Learning Technologies



Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR) are set to revolutionize how students engage with content. These immersive technologies will allow learners to experience history by virtually walking through ancient civilizations, conduct science experiments in fully interactive digital laboratories, or explore complex mathematical concepts in 3D environments. The ability to "experience" learning rather than passively consume information will engage students on a deeper level, making online education more effective and exciting.

Imagine medical students practicing surgeries in virtual operating rooms or architecture students designing and walking through 3D-rendered buildings they have created.

★ Artificial Intelligence and Machine Learning

AI is already playing a role in automating administrative tasks today. However, its future potential goes beyond these functions. AI-powered tutoring systems will provide real-time feedback and support to students, acting as a personalized tutor that can answer questions, clarify doubts, and suggest additional resources.

Moreover, AI will assist educators in identifying gaps in learning, enabling proactive intervention. Machine learning algorithms will also optimize course content based on students' engagement patterns and outcomes, ensuring that educational materials are constantly evolving and improving.

★ Lifelong Learning and Micro-credentials



The rapid pace of technological change and the evolving job market mean that traditional education is no longer sufficient for a lifetime. In the future, education will be less about earning a single degree and more about continuous learning. Online platforms will cater to this need by offering micro-credentials, certificates, and short courses that focus on specific skills or knowledge areas.

These micro-credentials, often stackable, will allow learners to build a portfolio of competencies over time, which can be directly applied to their careers. Employers, too, are starting to recognize the value of skills-based credentials over traditional degrees, making online learning an essential tool for career advancement.

★ Global Access and Equal Opportunities to Learn



One of the most significant benefits of online education is its potential to democratize learning. In the future, geographical boundaries, socioeconomic status, and even language barriers will no longer hinder access to quality education. With the internet becoming more accessible, learners from remote and underserved communities will have the opportunity to study at top-tier institutions and gain valuable skills.



Initiatives like open educational resources (OER) and free online courses will further reduce the cost barrier, making education more inclusive. Moreover, translation technologies and localized content will ensure that language is no longer a barrier, offering a truly globalized education system.

★ Collaborative Learning



The absence of social interaction and peer collaboration, which are essential components of conventional learning, has been a frequent complaint of online education. This will be addressed in the future of online education by means of enhanced social learning platforms, virtual campuses, and collaborative technologies. Peer-to-peer learning will be improved by gamification, forums, discussion groups, and live video sessions.

With the help of new technologies, students will be able to collaborate easily on group assignments regardless of where they are physically located. The social aspect of in-person education will be replicated in online classrooms through increased interaction and engagement, all without compromising the flexibility that online learning provides.

★ The Future is Bright

The future of online education is bright and full of possibilities. From personalized learning experiences to the integration of immersive technologies and AI, the way we learn is set to become more engaging, accessible, and efficient. As the boundaries between traditional and online education continue to blur, we are moving toward a hybrid future where learning is continuous, flexible, and tailored to the needs of each individual.

As we look ahead, one thing is certain: online education will continue to shape the future of learning, opening doors for millions of learners around the world.

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“Education is the most powerful weapon
one can use to change the world.”

– Nelson Mandela



These words speak of the enormous impact that education can have on both individuals and nations. In today's fast-paced world, higher education is a gateway to opportunity, knowledge, and social adventure. However, despite its central role, the path to and through higher education is fraught with challenges.

Rising tuitions across universities, and even in the smaller educational institutions, and growing student debt are just the hurdles before the first step. Despite the challenges faced by students today, statistics show a greater participation in higher education institutions today than ever before. Let's explore the same in further detail.

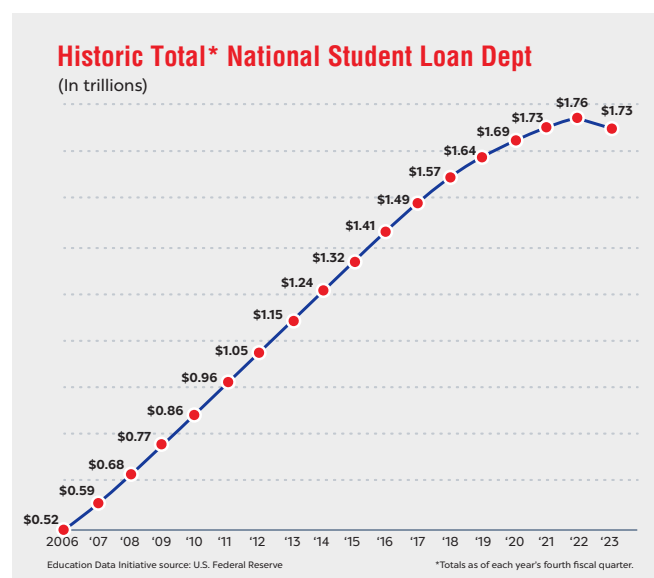
Financing Qualifications

One of the largest issues faced by students pursuing higher education today is the rising cost of tuition. Over the past few decades, tuition has increased at a rate that far outpaces inflation, interest, and salaries. Research data suggests that the average tuition and fees for the 2023-2024 academic year at four-year private schools in the United States lies around \$38,070. Four-year public schools follow closely, with out-of-state students paying an average of about \$27,560, while in-state students pay an average of \$10,560.

This rise in debt has created an incredible student loan crisis. Through 2024, student loan debt in the United States has reached an all-time high of more than \$1.7 trillion, with more than 44 million borrowers. The average cost of a student loan today is about \$37,000 per student, which is a shocking **211% more** than 24 years ago (\$17,480 in 2000).

This financial burden prevents potential students from pursuing higher education, and also affects the financial decisions of those who do, delaying important steps such as buying a home or starting a family.

The following chart displays the trend in student debts over the past 17 years.



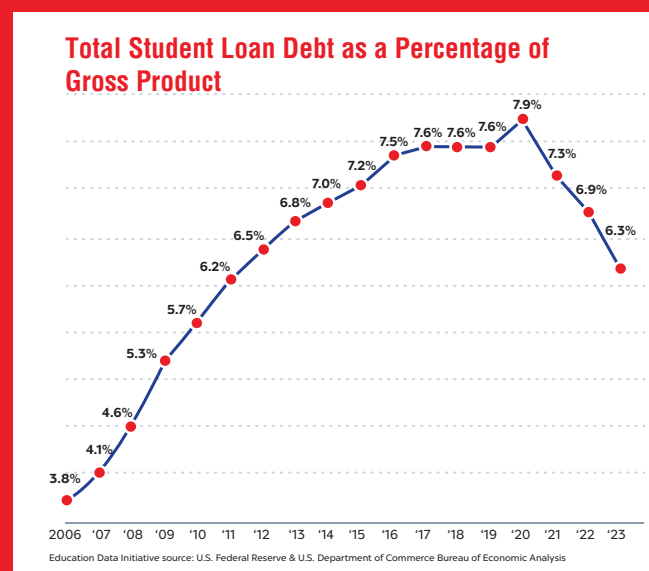
Accessing Higher Education – A Dynamic Approach

Access to classical higher education, while certainly limited due to facing the above issues, cannot be taken as something that serves as an immovable wall. This is because as of recent, especially due to the lockdowns during the worldwide Coronavirus pandemic, led to the incredibly rapid growth of a different pathway to the pursuit of knowledge – online course.

Companies such as Coursera, edX, Khan Academy, Unacademy, and many more saw explosive growth. Platforms such as Cisco Webex, Google Meet, and Microsoft Teams saw their utilisation and popularity rise worldwide, practically overnight. Technical access and support for the same now became the next major hurdle. Students from affluent families that could afford the change experienced a smooth transition, while people already struggling due to pursuing their education abroad or economically weaker sectors fell behind even more sharply.

Not only this, but additionally, the support that the education sector has on a country's economy is huge. The effect on the GDPs of countries clearly portrayed the shift from a higher cost system (that of offline higher education) to a lower cost system of online courses, classes, and certification.

This also led to the need for student loans reducing, as the newer students needed a far smaller investment to gain access to the same level of faculty as resident scholars in university campuses.

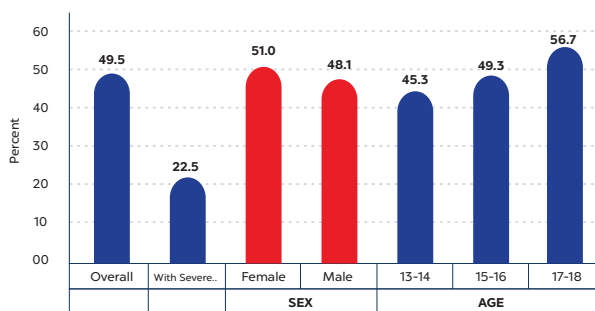


The Invisible Elephant in the Room

Post the attainment of all of the above – gaining access to a higher education institute, and being able to fund the journey to a degree, the next greatest obstacle is mental health. The majority of students pursuing higher education experience problems at one point or another. More often than not, in our fast-paced world, issues only lead to the creation of new ones. And the result of the same is the high rate of occurrence of mental issues in students.

Lifetime Prevalence of Any Mental Disorder Among Adolescents (2001-2004)

Data from the National Comorbidity Survey Adolescent Supplement (NCS-A)



The main causes of these issues are the various environmental factors. The economic stresses placed upon students and the loans, part-times, and assignment workloads from universities lead to stress disorders. They experience social anxiety, as our digitally connected world promotes FOMO-culture – making people believe that every event they miss, and every experience with friends is a once in a lifetime opportunity, which leads to only greater issues.

The trends examined by NCS-A shows a steady increase in mental health issues as students approach and enter higher education institutes and pursuits, and the figures have only grown in the past 20 years. Studies show that, despite the increased occurrence in mental health issues, the amount of people approaching and receiving formal help for the same also goes up significantly as people enter higher education institutions. Long-standing issues experienced by them also receive recognition and are dealt with as they gain freedom and people start living independently.

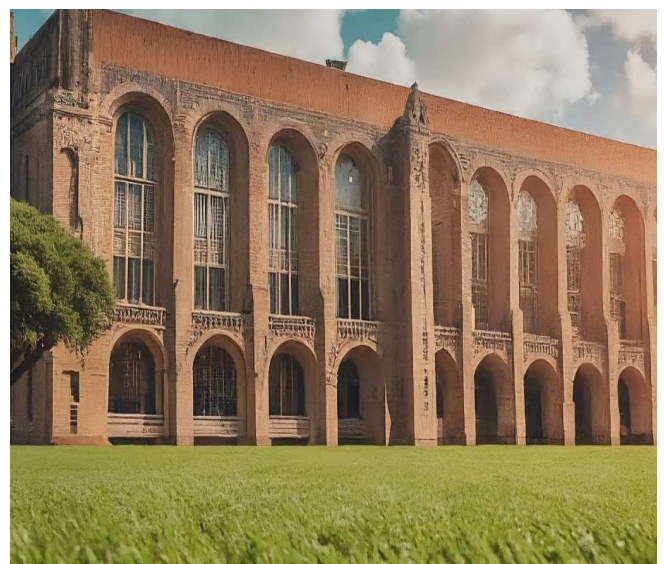
The Light Behind the Clouds

The news isn't all bad, though.

Despite the field of higher education being incredibly more diverse and varied than it was 20 years ago, so did the career field. Students pursuing higher education, due to the AI tools, online publishing, free certification courses, and much more, have an easier time than ever before in actually pursuing their academic dream. This is not to say that it guarantees a person success, but the fact is even failure is much more forgiving today. Truly, some of the greatest business and inventive minds of our century are those that did not succeed in a typical manner in higher education systems.

The name that consistently tops these lists is that of Steve Jobs. A first semester dropout from the Reed College in Oregon, he went on to found Apple Inc., a multi-trillion-dollar company, valued higher than a significant number of third world countries. Rachael Ray, a businesswoman, televised chef, and author valued above \$60 million, dropped out of New York's Pace University.

So as a student pursuing higher education in this day and age, one need not be afraid of anything at all. Because despite the various hurdles along the road to higher qualification today, it is a whole world of opportunities out there, and one has an infinite number of ways to succeed at whatever they dream of.





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Lighting of lamp by the Honourable **Anita Anand**, President of the Treasury Board, Canada and the Honourable Lisa Hepfner, Member of Parliament.



Cake cutting by Honourable Anita Anand, President of the Treasury Board, Canada and Honourable Lisa Hepfner, Member of Parliament.



Dr. Harendra Joshi
addressing the gathering.



Dr. Harendra Joshi
With LMN Team



Seniors being served
Lunch

Inauguration of Lifestyle **Modifying Nest (LMN)** Canada.



**Daily health
assessment**



**Seniors engaging in
arts and crafts**



**Seniors engaging in
Neurobics activities**



**Mental health discourse by
Dr. Joshi & Dr. Vidhi**



**Seniors participating
in Yoga**



**Seniors playing a
game of Bingo**



“To Heal and To Harmonize”

This is the motto that **Dr. Mark Anthony Williams** carries into nearly every aspect of his life, whether it be in music, medicine, or serving his community. If we think about someone who has blended their passions for family, music, and service into a harmonious whole, Dr. Williams stands as a shining example. A renowned physician and vocal specialist from Nashville, Tennessee, he exemplifies achievement and kindness. He is not only a blessing to his patients through his medical expertise but also a devoted family man, musician, and author.

Dr. Williams earned his undergraduate degree from the University of Cincinnati and Cincinnati College of Mortuary Science. He went on to complete medical school and residency at the University of Cincinnati College of Medicine, where he also obtained his Ph.D. in Pharmacology and Cell Biophysics. He has served as adjunct faculty at Meharry Medical College from 2007 to 2018, and currently provides care for inmates—a role that is compensated.



Understanding the importance of our voices as powerful instruments for both communication and expression, Dr. Williams specialized in voice disorders, but he did not undergo fellowship training. Over the years, his work in this field has helped singers, speakers, and individuals of all walks of life regain control of their voices. Dr. Williams' faith is also central to his philosophy and philanthropy. His spiritual beliefs inspire him to give back, often through charitable donations from his musical performances. He sees helping others as both a duty and a privilege. His work in spiritual healing through music is deeply rooted in his commitment to compassion and generosity. Family life for Dr. Williams is not simply about balancing a busy career with being a husband and father. His wife and children have always been deeply involved in his pursuits, whether supporting his music or encouraging him in his medical endeavours. Although Dr. Williams has not yet participated in medical mission trips it is something he expresses his sincerest hopes to be able to do in the future -his family shares his dedication to serving the community

Dr. Williams is also a talented musician, and for him, music is not only a personal passion but a way to spread joy and hope. He has released several music albums, each reflecting his deep faith and love for life. He performs at various events and churches, using his music as a form of healing, just like his medical work. His songs are infused with messages of hope, resilience, and faith, connecting with audiences on a spiritual level.

Dr. Williams also advocates strongly for mentoring the youth, particularly in music and the arts. He has expressed a desire to establish a scholarship fund for young musicians from underprivileged backgrounds, helping them pursue their dreams. His belief in the power of music as a healing tool drives this initiative, emphasizing the importance of nurturing future talent.

In addition to his medical and musical accomplishments, Dr. Williams is an author. His first book, *“When a Man Worships”* released in 2020 during the pandemic times, took a personal and spiritual approach, exploring the transformative power of worship. Though he has not yet finished his book on voice health, he did release a voice care video titled *“Understanding Your Voice: Your Instrument”*, which offers practical insights into maintaining vocal health.



**Dr. Mark Williams, from his book
“When a Man Worships”**

“Worship is not just a Sunday morning ritual,
but a way of life.”

Service to the community has always been a vital part of Dr. Williams' life, and his commitment to his community extends beyond his profession. Over the years, he has actively sought opportunities to provide medical care to underserved populations, particularly in his work with inmates. He envisions expanding these efforts and expresses a deep aspiration to participate in international medical missions, providing life-changing care and sharing his expertise in voice treatment with impoverished regions. While he has not yet participated in international medical missions, his work closer to home is just as impactful. He spends time providing care to underserved populations, including inmates, ensuring they receive the medical attention they need. Dr. Williams dreams of making a global impact by establishing healthcare initiatives in developing nations. His goal is to collaborate with local providers, training them in vocal health. Through this, he hopes to empower communities to improve their own healthcare systems and leave a lasting, positive impact by offering them essential medical resources and skills. So, what drives Dr. Mark Anthony Williams? His goal is simple: to continue serving his patients, family, and community with the same level of dedication and compassion that has defined his career. Whether through medicine, music, or writing, Dr. Williams strives to leave a positive and lasting impact on those around him.

Dr. Williams plans to create a global network of healthcare professionals, including specialists in vocal health, who can offer care and training in regions with limited medical resources. By leveraging his expertise in otolaryngology and voice treatment, Dr. Williams hopes to address specific medical needs that are often overlooked in these communities. He envisions the nonprofit not only providing direct care but also facilitating knowledge transfer by training local healthcare providers. This sustainable approach ensures that communities can continue to benefit from advanced medical practices long after initial interventions. Beyond healthcare, Dr. Williams aspires for his nonprofit to serve as a platform for educational initiatives, particularly in music and the arts. His background as a musician fuels his belief in the therapeutic power of music, and he hopes to integrate music-based healing programs into the organization's services. By offering music therapy, vocal health education, and scholarships for young musicians from disadvantaged backgrounds, the nonprofit will aim to enrich lives through both physical and emotional healing.

Dr. Williams' story shows us that true success is not defined by what we achieve, but by how we use our talents to serve others. His journey of service and dedication stands as an inspiration, proving that healing, harmony, and service are powerful forces that can touch lives in many profound ways.

YOG NEPAL

A New Voice for America's Future

In the rapidly evolving political landscape of the United States, a new voice has emerged that promises to bring fresh perspectives and dynamic leadership to the Republican Party: Yog Nepal. Known for his pragmatic approach, innovative ideas, and deep commitment to public service, Yog Nepal has quickly become a name to watch in American politics. His journey from a humble beginning to a Republican candidate has been marked by hard work, dedication, and an unwavering belief in the promise of America.

Background and Profile of Yog Nepal

Yog Nepal was born and raised in a small town, where he learned the value of hard work, determination, and community spirit from an early age. The son of immigrants, Yog's story is a testament to the American Dream. His parents instilled in him a deep respect for education, the importance of family, and a belief in the power of perseverance. These values would guide him throughout his life, shaping his approach to leadership and service.

Yog pursued his education with determination, earning degrees in Business Administration and Public Policy from prestigious universities. His academic achievements were complemented by his leadership roles in various student organizations, where he championed causes such as educational equity, economic empowerment, and community service. After graduation, he embarked on a successful career in the private sector, quickly rising through the ranks due to his keen business acumen, strategic thinking, and commitment to excellence.

But Yog's true passion lay in public service. He transitioned to the public sector, where he served in various roles, including as an advisor on economic policy and community development. His work focused on creating opportunities for small businesses, advocating for fair taxation, and driving job creation in local

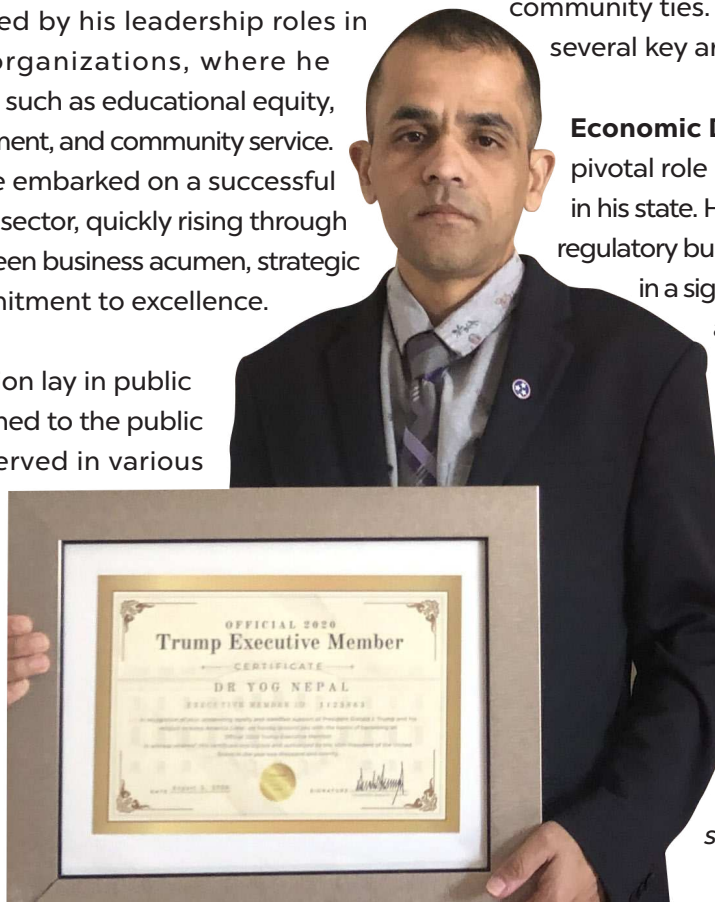
communities. His ability to bring together diverse groups to find common ground has earned him respect across party lines and made him a sought-after leader in his state.

Work and Contributions in His State and Across the U.S.

Yog Nepal's contributions have been felt both within his state and at the national level. He has been a tireless advocate for policies that promote economic growth, enhance educational opportunities, and strengthen community ties. His work can be categorized into several key areas:

Economic Development: Yog has played a pivotal role in driving economic development in his state. He spearheaded initiatives to reduce regulatory burdens on small businesses, resulting in a significant increase in entrepreneurship and job creation. His efforts have been widely recognized for their impact on local economies.

Speaking on the importance of economic growth, Yog Nepal has said, "A thriving economy is the bedrock of a strong nation. We must create an environment where businesses can innovate, grow, and compete on a global scale while ensuring that every American has the opportunity to succeed."



Education Advocacy: As a staunch believer in the power of education, Yog has been a leading voice for reform in the educational system. He has advocated for increased funding for public schools, expanded access to vocational training programs, and the integration of technology into the classroom to prepare students for the jobs of the future.

On the subject of education, he has stated, *"Education is the greatest equalizer. It's the key to unlocking every child's potential and securing our nation's future. We must invest in our teachers, empower parents, and ensure that our schools are places of learning, growth, and opportunity."*



Donate Warm cloth to small kids in our District 53 Tennessee.

Community Engagement and Service: Yog's commitment to his community is evident in his extensive work with local organizations and nonprofits. He has led efforts to provide resources for low-income families, support veterans, and address the needs of the homeless population. His initiatives have included organizing job fairs, supporting local food banks, and creating programs to help young people develop job skills and find employment.

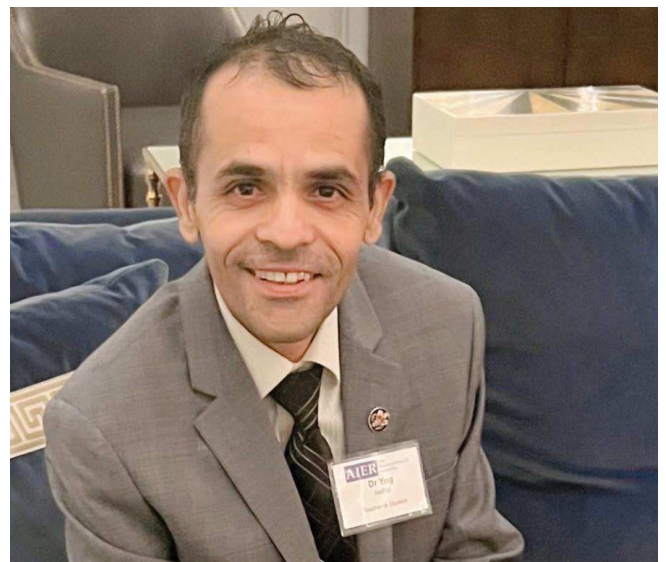
On community service, Yog Nepal has remarked, *"Strong communities are built on the foundation of service, compassion, and shared responsibility. We must come together to lift each other up, support those in need, and create a society where everyone has the chance to thrive."*



Donate baby item needy children in Tennessee.

Healthcare Reform: Recognizing the importance of accessible and affordable healthcare, Yog has been an advocate for reforming the healthcare system to make it more efficient and responsive to the needs of all Americans. He has pushed for greater transparency in healthcare pricing, expanded access to telehealth services, and increased funding for mental health programs.

Speaking on healthcare, he has said, *"Healthcare is not just a policy issue; it is a human issue. Every American deserves access to quality care, regardless of their circumstances. We must work to create a system that is fair, affordable, and responsive to the needs of our people."*



National Security and Veterans' Affairs: As a firm believer in the importance of national security, Yog Nepal has been a vocal advocate for a strong military, secure borders, and a foreign policy that prioritizes America's interests. He has also worked tirelessly to support veterans, pushing for better healthcare services, job training programs, and support for military families.

On national security, he has noted, *"A secure nation is a strong nation. We must be vigilant in defending our borders, supporting our military, and standing firm against any threats to our freedom and way of life."*



A Leader for All Americans



With Senator Mark K Pody



With Mike Pence Former Vice President (USA)

Yog Nepal is more than just a politician; he is a leader who cares deeply about the future of the United States. His commitment to public service, his dedication to his community, and his belief in the promise of America make him an ideal candidate for the Republican Party.

As Yog Nepal often says, *"America's greatness lies in its people. Together, we can build a stronger, more prosperous nation that reflects our highest ideals and aspirations."*

Join Yog Nepal on his journey to make a positive difference in the lives of all Americans. His vision, leadership, and unwavering dedication to public service offer a path forward to a brighter future for our great nation.



With Dr Harendra Joshi, president Joshi Group and Freedom Group (Canada)



DEEPAK TIWARI: From \$10 to Triumph-An American Dream Come True!

Picture this: a young dreamer lands in America with just a \$10 bill in his pocket. Sounds like the start of a Hollywood movie, right? Well, that's exactly how Deepak Tiwari's American journey began nearly 20 years ago. With a heart full of hope and a mind buzzing with ambition, he set out to carve his path in a land of opportunities. So, grab your popcorn, because this is a story of resilience, grit, and a sprinkle of good ol' hard work!

Struggles and Hustle

Now, let's keep it real—Deepak's early days weren't all sunshine and rainbows. Imagine landing in a new country, excited but clueless, and facing rejection at every turn. Yup, that was Deepak! With his accent and language barrier, finding a job was tougher than cracking a safe. But did he let that stop him? Nope! Instead, he rolled up his sleeves and got ready to hustle.

His breakthrough moment came when he wandered into a local fast-food joint, eager to snag a job. With that signature mix of charm and determination, he approached the manager. "I'm here to work! Just give me a chance, and I promise to be number one!" That's the spirit! And just like that, he landed his first gig.

Learning on the Job

Here's where the magic happens. Deepak didn't just clock in and out like a robot. Oh no, he dove headfirst into the deep end of the fast-food pool! Left alone in the kitchen on his first day, he faced a whirlwind of burgers and fries. And what did he do? Instead of panicking, he got creative. "I didn't even know what a cheeseburger was, but I was ready to learn!" Deepak says with a grin.

Using his brain and a bit of intuition, he observed how things were done, experimenting along the way. He took those pre-made burgers, cracked them open, and figured out the magic inside. Talk about thinking outside the bun! Instead of just working for the paycheck, he was on a mission to soak up every bit of knowledge like a sponge.

The Secret Sauce: A Learning Mindset

Deepak's journey is a masterclass in the power of a learning mindset. He wasn't just there to flip burgers— he was there to learn how to become a better version of himself.

“ I realized that every job, no matter how small, was an opportunity to grow ”

he explains. This is the secret sauce that sets him apart.

While others might see menial tasks, Deepak saw stepping stones. From washing dishes to cleaning the floors, he tackled every task with a can-do attitude.

“ I can do one job at a time for eight hours, just send me wherever! ”

he recalls. And guess what? His employers recognized his dedication and hard work. They became his mentors, guiding him through the ups and downs of the fast-food world.

Building a Business Empire

Now, if you think the story stops at flipping burgers, think again. Deepak's drive didn't go unnoticed, and soon, he moved from hustling at a fast-food joint to building his own business empire. His entrepreneurial spirit and determination eventually caught the attention of the White House! Yes, you heard that right—the White House recognized Deepak for his contributions as an immigrant entrepreneur.



With Kentucky Governor Andy Beshear

His story isn't just about making it big—it's about embracing every opportunity that came his way and turning challenges into stepping stones. Deepak's journey shows the power of persistence, hard work, and a willingness to learn.

A Message for Today's Dreamers

Now, let's address the elephant in the room: Can someone today arrive in America with just a few bucks and achieve the same level of success? Deepak's answer?

“ Absolutely! It's all about hard work and honesty. ”

But he adds a caveat: success isn't just about the money—it's about the journey, the lessons learned, and the friendships made along the way. He believes that anyone willing to put in the effort can achieve their dreams, no matter the odds.

“ You can come here with nothing, but if you're dedicated and open to learning, the ”

Just like Deepak Thakur

This is the kind of motivational speech that gets you fired up and ready to tackle the world!

"From \$10 to the White House: The Deepak Tiwari Story" is one of those books that pulls you in from the first page. It's all about Deepak Tiwari's wild and inspiring journey, from landing in the U.S. with only \$10 in his pocket to becoming a powerhouse entrepreneur. And, yep, you read that right—he even caught the attention of the White House!

Through all the struggles and big wins, the book gives you an inside look at the ups and downs he faced and the hard-earned lessons along the way. It's not just a success story; it's a real story. Whether you're hustling toward your own goals or just love a good underdog tale, this one's bound to leave you motivated.

White House Recognition: A Dream Realised

The culmination of Deepak's incredible journey came when the White House honoured him for his entrepreneurial spirit and positive impact on his community. His story represents the American Dream at its finest—a tale of an immigrant who worked his way from nothing to something, from \$10 in his pocket to receiving recognition from the highest office in the land.

The recognition wasn't just about business success—it was about the lives he impacted, the jobs he created, and the inspiration he provided to countless immigrants chasing their own dreams. Deepak's story is proof that hard work, resilience, and a learning mindset can make even the wildest dreams come true.

The Journey Continues

Deepak Tiwari's story is more than just a tale of personal triumph; it's a celebration of the human spirit. His journey reminds us that with grit, determination, and a thirst for knowledge, anything is possible.+

So, the next time you find yourself facing challenges, channel your inner Deepak. Remember, it's not just about where you start but how you choose to hustle and grow along the way. As Deepak puts it,

“ Work hard, learn hard, and success will follow. And who knows? Your \$10 might just turn into the adventure of a lifetime! ”

In a world full of shortcuts and quick fixes, let's raise a toast to those who dare to dream big and work even harder.

Here's to the dreamers, the hustlers, and the ones who believe that anything is possible—
just like Deepak Tiwari!

On his 70th Birthday, His son addressed the occasion with the following words: “Your journey has shaped your family. You’ve exemplified the meaning of perseverance, the depth of the human spirit, and the power of relentless courage.

It reminds me of Dylan Thomas's Poem:

“ Do not go gentle into that good night,
Old age should burn and rave at the
close of day; Rage, rage against the
dying of the light. ”



With his son and family.

Mychael Danna

A Journey in Music and Creation

As we all encounter music in our lives for the first times, we all fantasize about it and its magical ability to take us to and make us feel like we're in an entirely different world. That's exactly what Mychael Danna, Canadian-born composer, has done time and time again. If you've ever been swept away by the magical score of *Life of Pi* or felt the emotional depth of *Little Miss Sunshine*, you've already experienced Danna's genius. Let's tune into his story- a tale of creativity, dedication, and the enduring power of music.

Finding His Rhythm: Early Struggles and Inspirations

Mychael Danna's love for music began early, and like any artist, his journey wasn't without its challenges. Growing up in Toronto, he was exposed to both classical and world music traditions, which fuelled his unique approach to blending sounds from across the globe.

While finding a way to turn this passion into a career wasn't easy, Danna's experimental blending of traditional orchestral music with global influences became a hallmark of his style. In 1985, he earned the Glenn Gould Composition Award at the University of Toronto, marking the beginning of his recognition in the field.

In the early days, Danna wasn't working with Hollywood studios or award-winning directors. He was busy just trying to make a name for himself in Canada's indie film scene. It was during this time that he began experimenting with blending traditional orchestral music with electronic elements and global sounds, something that would come to be known as his creative signature in later years.

His breakthrough came when he began working on Atom Egoyan's films, like *The Sweet Hereafter* and *Exotica*, where his distinct compositions began to catch attention.

One of the things that set Mychael Danna apart in his early years was his global approach to music. While



“ I’ve always felt that music is an expression of culture and history. For me, it’s about honouring that. ”

Mychael Danna

many composers tended to stick to tried-and-true formulas, Danna dove deep into different musical traditions, from Indian ragas to Middle Eastern rhythms, and blended them with Western orchestral music. He always believed that music was universal, capable of evoking emotions across culture.

The Big Break: Life of Pi and Beyond

The most definitive moment in his career was Danna's work on *Life of Pi*. By the time this project came around, Mychael Danna had already earned a solid reputation in the film industry, but this was the project that shot him to the heights of fame.

Working alongside director Ang Lee, Danna created a melody that captured the mystical, spiritual journey of the fictional Piscine Molitor "Pi" Patel, and allowed us to travel through his world. Danna created a score that reflected the film's deeply trans-national story, using inventive combinations like Indian sitars playing French melodies, and choirs singing in Sanskrit.

The result? Danna won the **Oscar for Best Original Score** in 2013, cementing his place as one of the most innovative composers in Hollywood.

However, *Life of Pi* was far from the end of Danna's journey. He went on to score films such as *Moneyball* and *The Good Dinosaur*, each project presenting a new opportunity for creative exploration. Danna's mindset has always been about pushing boundaries and continuing to learn.

He incorporates a variety of influences, whether traditional Japanese instruments or folk music, to bring something new and emotionally resonant to each music has made him a sought-after collaborator for directors across the industry. composition. His passion for storytelling through

"For me, every film is a new opportunity to explore," he says. As for the secret to Danna's success? He never stopped learning. And that same mindset is what has

kept him at the top of his game for decades. While many artists turn complacent in success, Danna has constantly pushed boundaries, always looking for new ways to express emotions through music.

Whether it's incorporating traditional Japanese instruments into a score or blending folk music with contemporary beats, Mychael Danna remains a master of innovation.

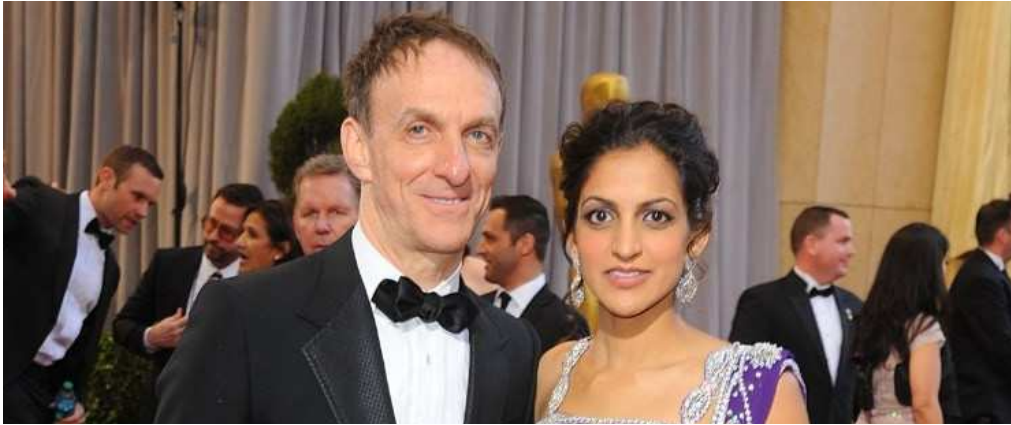


“I think the best artists are always curious,
“There's always something new to learn,
something new to discover.”

**Mychael Danna holding his Oscar for Best
Original Score in Life of Pi**

Family: A Creative Partnership

Danna is married to Aparna Danna, whose Indian heritage has greatly influenced his compositions, particularly his work on *Life of Pi*. Their relationship reflects a beautiful fusion of cultures, with Aparna's background inspiring Danna's exploration of global sounds in his work. Together, they exemplify a partnership where both personal and creative worlds are deeply intertwined.



Accolades

Of course, it's impossible to talk about Mychael Danna without mentioning his recognition. And Danna's accolades are numerous. In addition to his Oscar Award, he's been recognized with **Golden Globe Awards**, **BAFTAs**, and an **Emmy Award for Outstanding Composition for his work on *World Without End* (2013)**. His ability to evoke emotional depth through music, blending non-Western traditions with orchestral and electronic elements, has set him apart in the industry.

"Every project teaches me something new," he says. "I'm just grateful to be able to do what I love."

Even after decades in the industry, Mychael Danna's journey is far from over. His work in films, collaborations with directors, and exploration of new musical landscapes continues. His work reminds us that creativity has no limits and that the fusion of cultures and sounds can create something truly magical.

So, the next time you hear one of Danna's scores, whether it's in a film or on a soundtrack, take a moment to appreciate the incredible journey behind the music. Because just like Danna, we all have the potential to blend our passions and create something extraordinary.



“ It's about finding your own voice. ”

“ You can be influenced by other cultures, other musicians, but ultimately, it's about being true to who you are. ”



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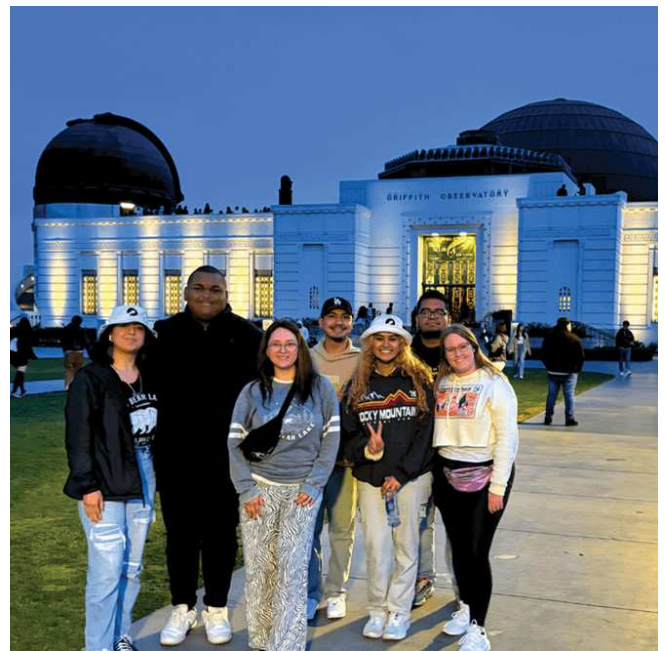
FUTUROTM

LEAD.SERVE.CONNECT.

“ Because we intentionally work to make students’ dreams a reality. ”

Deriving their name from the Spanish word for ‘future’, FUTURO Inc. are a Non-Governmental and Non-Profit organization dedicated to building college success and professional development, based in Nashville, Tennessee. They have been operational since 2012, incubated by the Tennessee Latin America Chamber of Commerce. They are committed to creating equitable opportunities in education, communities, and the workplace. They strive to enhance the quality of life for the underserved and underrepresented in our communities through education, leadership training, service, strong partner networks, and civic engagement.

Since their inception, they have set themselves apart from other organizations on campuses. Futuro focus on building a professionally driven, strong community of leaders who are engaged and prepared for the workforce. Their greatest asset is the group of determined young professionals, alumni, leaders, and community partners. Along with their partners, the goal of Futuro is to create a more inclusive, diverse, and equitable workforce. The wealth of support from Futuro alumni, professional mentors, and volunteers provides students with guidance and inspiration, as well as opportunities for job shadowing, internships, mentorship, career growth, and professional development. They have already helped more than 700 students achieve and develop their potential through support programs.



FUTURO give students the access to the skills, resources, and opportunities that will help them succeed in school and their future career. Plus, don't forget, there's the familia – a community of peers, mentors, and alumni ready to support you. They understand that one of the greatest predictors of students staying and completing college is engagement. Just showing up and taking part (maybe even having a little fun) in something like FUTURO has changed the trajectory of lives. The goal for every student is to see them leave college with a degree in one hand and a job offer in the other.



“As a leader, you are a role model to the people around you. You support your peers to support a shared goal.”

- Samuel Antonio Perez

Their primary aim is closing the equity gaps in higher education by providing college- and career-readiness skills and leadership training for Hispanic/Latino students and other underrepresented peers. FUTURO believes in creating a more inclusive, diverse, and equitable workforce. They find their roots in the Latino value of “familia”. Through their familia — the alumni, community leaders, professional mentors, partners, and volunteers — students can gain access to the skills, support, and opportunities they need to build self-confidence and improve their economic mobility.

“I can never say enough how much FUTURO has been a part of my story and success.” - Eric Batchelder

**One life, one familia, one community at a time —
FUTURO students are creating a new future, right now.**

FUTURO is an inclusive organization committed to creating equitable opportunities in education, communities, and the workplace. They strive to enhance the quality of life for the underserved and underrepresented in our communities through education, leadership training, service, strong partner networks, and civic engagement.

FUTURO's members have gone on to set standards and achieve in several fields and industries, and even today are a part of multiple organizations and companies such as:

“FUTURO has united me with a familia and empowered me to become an exceptional leader for my community.”

- Sabrina Alfaro



- ★ Asurion
- ★ Bank of America
- ★ Broadcast Music, Inc (BMI)
- ★ Deloitte
- ★ Nissan
- ★ Schneider Electric

FUTURO's impact extends beyond the classroom. The organization actively engages in community service and civic engagement, encouraging students to apply their leadership skills in real-world settings. Through various programs and initiatives, FUTURO students participate in job shadowing, internships, and mentorship opportunities, gaining valuable experience and building professional networks.

FUTURO have also garnered praise from various eminent personalities who recognize the organization's significant contributions to the community. Dr. John Smith, a renowned educator, remarked, **"FUTURO is a shining example of how targeted support and mentorship can transform lives. Their commitment to equity and inclusion is truly commendable."**

Similarly, Mayor Jane Doe of Nashville has lauded FUTURO's efforts, stating, **"Organizations like FUTURO are vital to our city's growth and development. They are not just building careers; they are building futures."**

With a steadily growing social and professional media presence, FUTURO is a growing organisation, and they are steadily developing and expanding. They aim to grow and assist many more students in the future.

FUTURO support student-led chapters at:

- 🎓 Middle Tennessee State University
- 🎓 Tennessee State University
- 🎓 Cumberland University
- 🎓 Trevecca Nazarene University
- 🎓 Belmont University
- 🎓 Nashville State Community College
- 🎓 Tennessee Technical University

Their Aspire Chapter, run by alumni, serves currently unenrolled college students, hosts affiliate programs at Lipscomb University, Western Kentucky University, Vanderbilt University, and Fisk University.

Now, FUTURO has emerged as a beacon of hope. It provides students with everything from skills and resources to assistance in actually finding jobs, thus serving as the final touch on their higher educational tenure. As they continue to expand their reach beyond the hundreds of students whose lives they've already touched, they remain dedicated to their original mission of helping shape the lives of young people and students, leading towards forming a brighter future for all.

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A Little Luxury for My Tired Eyes: My Experience with Black Pearl & Gold Hydrogel Eye Patches



Okay, confession time: I've been battling tired eyes for as long as I can remember. Whether it's staying up too late watching just one more episode of a show or cramming for a deadline, my under-eye area always seems to give me away. Puffy bags, dark circles—ugh. So, when I came across the **Black Pearl & Gold Hydrogel Eye Patches**, I thought, "Why not?" I mean, it has "black pearl" and "gold" in the name—it sounded like something straight out of a luxury spa. And honestly, I could use a little self-care that makes me feel like I've got my life together.

But like with most things, I was skeptical at first. I've tried other eye patches before and felt pretty meh about them. Still, the promise of brighter, less puffy eyes kept me intrigued, and let's be real—I couldn't resist the idea of slapping on some fancy-sounding skincare and pretending I'm royalty for 20 minutes.

Here's how it went down.

First Look: Fancy AF

First things first—the packaging. I know we're not supposed to judge a product by its box, but I couldn't help it. The sleek black and gold design made me feel like I was holding something straight out of a beauty influencer's Instagram post. When I opened the jar, the eye patches were sitting in this shimmery, golden liquid that just looked fancy.

It even comes with a little spatula for scooping them out. Yes, it's an extra step, but it feels so bougie that I'm here for it.

When I pulled out the first patch, I was surprised by how soft and flexible it felt. They're made from hydrogel, so they're smooth and cool to the touch. And that slight gold shimmer? It's like a subtle reminder that you're treating yourself to something special, even if no one else can see you in your bathroom looking like a glowing panda.



The Magic Moment: Applying Them

The first time I used these patches, I had just come home after a long day, and I was exhausted. My eyes were puffy, my skin was dull, and honestly, I just needed a pick-me-up. I popped these babies under my eyes, and the cool sensation instantly relaxed me. It's like they were saying, "We got you, girl."



What I loved most was that they didn't slip around. Some eye patches I've tried before would slide down my face, and I'd have to awkwardly reposition them. Not these. They stayed put, letting me go about my evening, whether that was scrolling through TikTok or making a cup of tea. The cooling effect stuck around for the whole 20 minutes I wore them, and I didn't even notice how much tension I'd been holding in my face until I felt it all melt away.

The Ingredients: Why They Work

Now, let's talk about the good stuff inside these patches. The Black Pearl is known for its brightening properties—exactly what I need to tackle my dark circles. I'm not a morning person, and my eyes tend to show it, so any help with that is a win. The Gold part is supposed to help with puffiness and inflammation, which makes sense because after using these, the bags under my eyes don't look nearly as bad.

There's also niacinamide (a brightening powerhouse) and adenosine (which helps with fine lines). So, while I didn't expect a miracle transformation, I did have high hopes that these ingredients would at least help me look like I'd slept more than five hours.

The First-Time Reveal: Did They Work?

After the first 20-minute session, I took the patches off, lightly patted the leftover serum into my skin, and checked myself out in the mirror. Honestly? I was surprised. The skin under my eyes looked so much smoother and more hydrated.

The puffiness had gone down a lot, and while I still had some dark circles (let's be real, I'm not expecting them to vanish overnight), they were definitely less noticeable.

But the real moment of truth came the next morning. Usually, when I wake up, my eyes are puffy and tired-looking. But after using the patches the night before, I looked... awake? Like, my eyes weren't as puffy, and I didn't have that "I stayed up too late again" look. It was subtle, but it was there, and I was loving it.

Using Them Consistently: A Mini Ritual

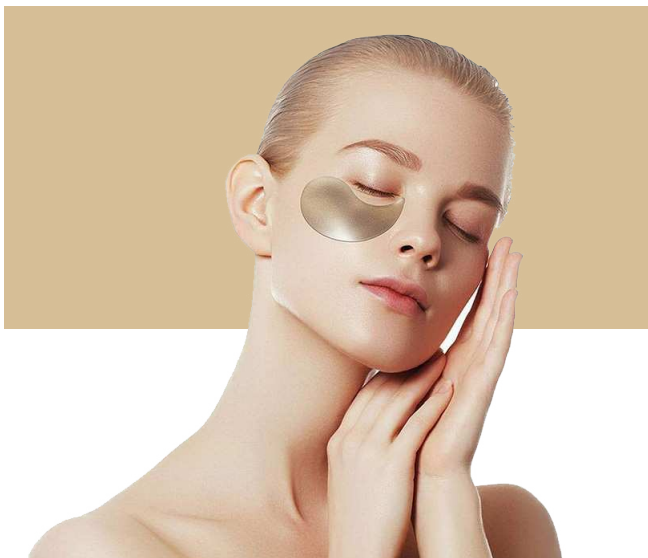
I've been using the Black Pearl & Gold patches about three times a week for the past month, and I've got to say—they're doing the job. I love how hydrated and smooth my under-eye area feels now. My makeup applies so much better because the skin there is softer and less textured. And the best part? My concealer doesn't cake into fine lines anymore. It just glides on smoothly.

What I didn't expect, though, is how much I've started to look forward to this little part of my evening. It's become a mini ritual for me—one of those self-care moments that feels more like pampering than just another step in a skincare routine. I throw on the patches, relax for 20 minutes, and emerge feeling a little more put together than I did before.



Is It Worth It?

At around \$25 for a jar with 60 patches (30 uses), I think it's worth the splurge, especially if you're like me and tend to wake up looking tired. They're not going to erase your dark circles or make you look like you've slept for 10 hours every night, but they will give your under-eyes a much-needed boost of hydration, brightness, and smoothness. And sometimes, that's all we need.



If you're looking for something to add a little luxury to your skincare routine without breaking the bank, I'd say give these a try. Even if you don't see instant results (because let's be real, nothing's magic), the way they make your skin feel is totally worth it. Plus, who doesn't want to feel like they're treating themselves with black pearl and gold? I know I do.

PETITFÉE

The Great Detox Myth:

Why Your Body Doesn't Need That Juice Cleanse

We've all been there. You finish a weekend of indulgence—late-night pizza, maybe a few too many glasses of wine, and snacks that felt oh-so-right at the time. By Sunday night, the guilt creeps in. Instagram doesn't help; it's full of influencers swearing by their detox routines. All those gleaming bottles of juice lined up perfectly, promising to cleanse your body of toxins and hit the reset button. "Get back on track," they say, with claims of glowing skin and renewed energy.

I get it. It's tempting to believe that you can undo all the damage with a 3-day juice cleanse or a detox tea. Trust me, I've been there. But after one too many times feeling weak and hangry halfway through a cleanse, I started wondering: do these detox diets actually work? And, more importantly, is there even such a thing as "detoxing" your body?

That's when I found myself tumbling down a rabbit hole of research—real, actual science—about how detox diets have been debunked time and time again. Spoiler alert: they don't work. And by the end of this article, you're going to be as done with them as I am.



Where Did the Detox Craze Come From?

To understand why we're so hooked on detox diets, it helps to look at the history behind them. Turns out, this isn't a new idea. Ancient cultures had their own versions of cleansing rituals, like fasting in Greece or purging in medieval medicine. The modern detox craze, however, got its foothold in the early 20th century when the idea of "auto-intoxication" came into play. Doctors believed that undigested food and bacteria in the colon could poison the body, causing a range of health problems. This theory was eventually debunked, but the idea of needing to "cleanse" your body stuck around.



Fast forward to today, and the detox industry is booming, pulling in billions of dollars annually. You can find detox everything—teas, juices, supplements, powders—each claiming to flush toxins from your body. It's a marketer's dream, and people like me (and probably you) have been sucked in at some point or another. But here's the thing: your body already has its own detox system, and it's way more effective than any juice cleanse.

The Science (Or Lack Thereof) Behind Detox Diets

I'll admit, when I first started researching this, I was hopeful that there'd be at least some scientific evidence to back up . But the more I dug, the clearer it became: it's all a myth. And once you know what really happens in your body, it's hard to believe detox diets ever took off in the first place.

Let's start with some cold, hard facts. A comprehensive review published in the Journal of Human Nutrition and Dietetics analyzed various detox programs and products, from juice cleanses to supplements, and found zero substantial clinical evidence supporting their effectiveness. Not one. The researchers basically said, "Hey, there's no solid proof that detox diets work. They're just not based on science" .

So what about the toxins these diets claim to eliminate? Good question. The problem is, many detox programs never actually explain what these "toxins" are or how they supposedly build up in our bodies. The word "toxin" is thrown around like a scare tactic, designed to make us feel like we're being poisoned by everyday life. But in reality, our bodies are already equipped to handle these so-called toxins.



The Body's Real Detox System: Trust It

Here's where the truth gets good. Your body is already detoxing itself, 24/7. The liver, kidneys, lungs, digestive system, and even your skin are all part of a well-oiled machine designed to eliminate waste and keep you healthy.



Liver: This powerhouse organ filters out harmful substances from your blood and breaks down toxins into water-soluble compounds that your body can get rid of through urine or bile.



Kidneys: These two little guys filter waste and toxins from your blood, which are then flushed out in urine.



Lungs: They expel carbon dioxide and help get rid of airborne pollutants.



Digestive System: It processes food, absorbs nutrients, and removes waste (yes, that includes the "toxins" that detox diets love to talk about).



Skin: Through sweating, your body can even release small amounts of toxins—though the main purpose of sweat is temperature regulation.

So, unless you have a serious medical condition affecting these organs, your body is already detoxing like a pro.

My Detox Debacle: The Risks Aren't Worth It

Okay, confession time. Before I wised up, I went through the full range of detox diets—juice cleanses, tea detoxes, even a week-long raw food cleanse. By day three of the juice cleanse, I was irritable, my energy was in the toilet, and I felt lightheaded. The tea detox? Don't even get me started. It was packed with laxatives, and after a

days, I spent more time in the bathroom than I'd like to admit. What's worse, detox teas and extreme cleanses can actually mess up your body's natural balance.

A British Medical Journal case study even reported a woman who ended up in the hospital with dangerously low sodium levels after following a detox regimen. She drank excessive amounts of water and herbal remedies, which threw her body's electrolyte balance out of whack .

So not only are detox diets ineffective, but they can be downright dangerous. Severe calorie restriction, nutrient deficiencies, dehydration, and muscle loss are all potential side effects. And for what? There's no evidence that these cleanses do anything that your body can't already handle on its own.



The Better (and Easier) Way to “Detox”

If you've read this far, you're probably wondering what you should do if you're feeling sluggish or bloated after a weekend of indulgence. The good news is, you don't need to starve yourself or drink a gallon of green juice. Here's how to naturally support your body's detox systems:



Hydrate: Drinking enough water helps your kidneys filter out waste. Aim for about 8 cups a day.



Eat a Balanced Diet: Load up on fiber-rich fruits, veggies, and whole grains to keep your digestive system moving



Exercise: Physical activity increases circulation and can help your body release toxins through sweat.



Cut Down on Processed Foods: Limit your intake of highly processed foods and excessive alcohol. Your liver will thank you.

Busting the Myth for Good

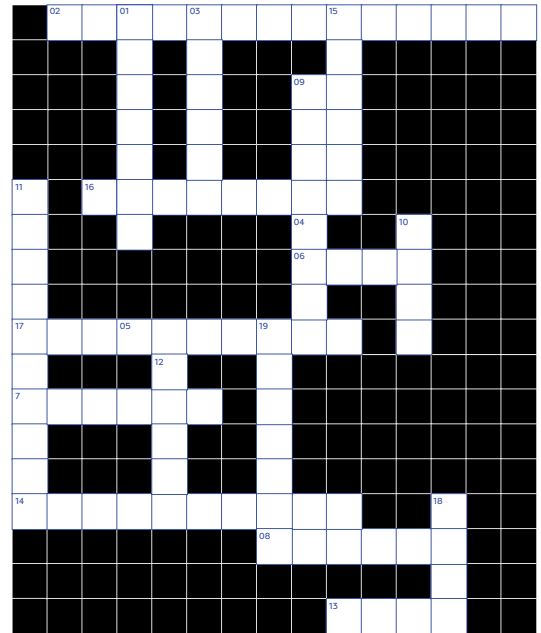
Detox diets have a stronghold in our culture because we all want a quick fix. We want to believe that we can hit the reset button and undo the effects of poor eating habits or too many cocktails. But the truth is, health isn't about extreme measures. It's about consistency: balanced eating, hydration, movement, and rest.

Next time you're tempted to fall for the latest detox trend, remember that your body already has everything it needs to handle toxins. Save your money, skip the cleanse, and trust your liver to do its job. Your body's got this—no juice cleanse required.

Puzzle paradise

Q D M V O M X J V S J H X D Z
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- ★ Mindfulness
- ★ Nutrition
- ★ Vitamins
- ★ Strength
- ★ Fitness
- ★ Immunity
- ★ Detox
- ★ Meditation
- ★ Hydration
- ★ Exercise
- ★ Cardio
- ★ Energy
- ★ Healthy
- ★ Prevention
- ★ Lifestyle
- ★ Recovery
- ★ Stress
- ★ Wellness
- ★ Balance



Down

01. Greek mythological figure who solved the riddle of the Sphinx
03. The path of the moon around us
04. Capital city where the Colosseum is located
09. Longest bone in the human body
10. Chemical element with atomic number 79
11. Author of "Don Quixote"
12. Another name for the Big Dipper constellation
15. Endgame's Villian
18. He painted "The Persistence of Memory"
19. Shakespeare's "star-crossed" lover

Across

02. Process by which plants make food
05. Largest planet in our solar system
06. City hosting the Nobel Prize ceremony
07. River that flows through Baghdad
08. French term for a blank slate
13. Personification of the earth in Greek Mythology
14. First man in Greek mythology
16. First emperor of Rome
17. The only mammal capable of flight

Entrepreneurship 101

A ROADMAP TO BUILDING A THRIVING BUSINESS

Entrepreneurship has become the cornerstone of innovation, driving economic growth and societal change across the globe. In the USA and Canada, both renowned for fostering entrepreneurship, small businesses and startups contribute significantly to employment and development. Yet, entrepreneurship is not just about starting a business. It's about solving problems, adding value, and most importantly, taking calculated risks to bring new ideas to life.

Whether you're an aspiring entrepreneur or someone who's already on the path, these strategies and examples will guide you in your entrepreneurial journey.

The First Step: Identifying a Problem and Finding a Market Gap



The first step toward successful entrepreneurship is identifying a problem or a need in the market. This is crucial because a business's success is tied to how well it addresses a specific pain point.



Take Airbnb, for example, which was born out of two roommates struggling to pay rent and recognizing that many travelers

sought affordable and personal lodging alternatives. By matching hosts with guests, Airbnb now operates in more than 220 countries, making it a global success.

Once you identify a problem, the next step is to validate your solution by understanding your target audience and their needs. As legendary entrepreneur Steve Jobs said, "You've got to start with the customer

experience and work back toward the technology – not the other way around." This customer-centric approach helps in developing products or services that resonate with your market.

Crafting a Vision and Building a Business Plan



The second crucial component is crafting a clear vision for your business. A well-thought-out vision sets the direction for your business, ensuring that both you and your team remain aligned with the goals you want to achieve.

Elon Musk, the founder of Tesla and SpaceX, is a great example of a visionary entrepreneur. His vision of transitioning the world to sustainable energy through electric vehicles was bold but became the driving force behind Tesla's success.



Once you have a vision, it's essential to create a comprehensive business plan. This should include key aspects like your business model, target audience, marketing strategy, competition analysis, and financial projections. A business plan serves as a roadmap for your venture, helping you stay focused and secure potential funding.

In Canada, companies like Shopify (founded by Tobias Lütke) have demonstrated the power of a well-executed vision and a solid plan.



Shopify started as a small e-commerce platform for merchants and quickly grew into a global powerhouse by enabling entrepreneurs to build and manage online stores easily.

Securing Funding: From Bootstrapping to Venture Capital



One of the biggest challenges for new entrepreneurs is securing capital. Depending on your business idea and the industry you're entering, you may need funding to start or scale. There are several ways to fund a business, including bootstrapping, crowdfunding, angel investors, or venture capital (VC).



Bootstrapping, or self-funding, is when you start a business using your own savings. It allows you to retain full control of the business but may limit growth potential, especially if capital is limited. Many entrepreneurs begin this way, relying on revenue reinvestment to grow. "I funded my business with savings and sales from day one," says Sara Blakely, founder of Spanx, who became one of the youngest self-made female billionaires.



Alternatively, many startups pursue angel investors or venture capital. Angel investors are typically affluent individuals who provide financial support in exchange for equity, while venture capital involves larger investments from firms, often at later stages of growth. VC funding was critical in fueling the rapid rise of companies like Uber, which disrupted the traditional taxi industry.

In Canada, the government also offers various programs and grants to support entrepreneurship, such as the Canada Small Business Financing Program (CSBFP) and the Industrial Research Assistance Program (IRAP).

Building a Strong Team and Network

As an entrepreneur, you might start alone, but the success of your business will depend largely on the team you build around you. “The secret to success is good leadership, and good leadership is all about making the lives of your team members better,” said



Richard Branson, founder of Virgin Group. A well-rounded team, with skills that complement your own, is essential to achieving your goals.



Networking is another critical element of entrepreneurship. A strong network offers opportunities for partnerships, mentorship, and collaboration. Entrepreneurs who surround themselves with experienced mentors can avoid common pitfalls and benefit from the knowledge of others. For example, Y Combinator, a prestigious startup accelerator, has helped numerous entrepreneurs, including Airbnb's founders, with expert advice and connections.



Canadian entrepreneurs, particularly in tech hubs like Toronto and Vancouver, benefit from a growing startup ecosystem that fosters collaboration between universities, government agencies, and the private sector. This collaborative environment accelerates growth and innovation.

Overcoming Failure and Learning from Mistakes



Failure is an inevitable part of the entrepreneurial journey. According to Forbes, approximately 90% of startups fail, and while the number may seem daunting, it's essential to view failure as a learning opportunity. Entrepreneurs like Jeff Bezos, founder of Amazon, faced numerous challenges before finding success. Amazon itself experimented with various ventures that did not work out, but those failures were stepping stones to its ultimate triumph as an e-commerce giant.

In the USA and Canada, successful entrepreneurs often encourage resilience and persistence. Brian Chesky, co-founder of Airbnb, famously said, “If we tried to think of a good idea, we wouldn't have been able to think of a good idea.”

You just have to find the solution for a problem in your own life.” This statement underscores the idea that real-world problems are where opportunities often arise.

Embracing Innovation and Adapting to Change

The world of business is constantly evolving, and successful entrepreneurs are those who remain open to change and innovation. In today's digital economy, leveraging technology is more important than ever. Companies like Uber and Airbnb are prime examples of how tech innovations disrupt traditional business models.



During the COVID-19 pandemic, many businesses in Canada and the USA quickly pivoted to adopt new technologies and ways of working. The rapid expansion of e-commerce, remote work, and digital payments has fundamentally changed how business is done, creating opportunities for entrepreneurs to meet new consumer needs.



Innovation is not limited to technology; it extends to finding creative solutions to problems and rethinking processes. Entrepreneurs like Oprah Winfrey exemplify this by building personal brands that transcend industries, combining media, business, and philanthropy.

The Entrepreneurial Mindset



Entrepreneurship is a journey of passion, persistence, and adaptability. The path is rarely linear, and there are bound to be ups and downs, but the rewards – personal, financial, and societal – can be immense. "Your time is limited, so don't waste it living someone else's life," Steve Jobs famously said. His words remind us that entrepreneurship is about forging your own path, driven by your own vision.

For aspiring entrepreneurs in the USA and Canada, the opportunity has never been greater. With access to technology, resources, and a supportive ecosystem, anyone with determination and a problem-solving mindset can build a successful business.

Whether you're starting a small local venture or aiming to disrupt an industry, the fundamentals of entrepreneurship remain the same: identify a problem, craft a solution, build a team, secure funding, and keep learning from both success and failure.

Financial Planning Tips



Financial planning is an integral part of securing your future and achieving both short- and long-term goals. Regardless of your age, income level, or career stage, taking control of your finances is critical to creating stability, growing wealth, and ensuring peace of mind. Yet, many individuals struggle with where to begin or how to navigate the complexities of saving, investing, and planning for life's unexpected twists. Here you can find some practical financial planning tips that can help you make informed decisions, avoid common pitfalls, and set yourself up for financial success.

Establish Clear Financial Goals



Financial planning begins with defining your financial objectives. Without clear goals, it becomes difficult to chart a path toward

financial security. Start by identifying both short-term and long-term goals. Short-term goals might include saving for a vacation, purchasing a car, or building an emergency fund. Long-term goals, on the other hand, may involve saving for retirement, buying a home, or funding your children's education. Once your goals are clear, break them down into specific, measurable, achievable, relevant, and time-bound (SMART) objectives. For example, instead of saying "I want to save more money," specify an amount, like "I want to save \$10,000 over the next two years." This makes your goals actionable and easier to track.

Create a Detailed Budget



A budget is the foundation of any financial plan, allowing you to track income, expenses, and savings. By creating a budget, you

can clearly see where your money is going, identify unnecessary spending, and allocate more funds toward your goals.

To create a budget:

- ★ List all sources of income, such as salary, side jobs, and investments.
- ★ Track your fixed expenses (e.g., rent, mortgage, utilities) and variable expenses (e.g., groceries, entertainment, dining out).
- ★ Calculate how much you can realistically allocate toward saving and investing each month after covering essential expenses.

Consider using the 50/30/20 budgeting rule: 50% of your income should go toward needs, 30% toward wants, and 20% toward savings and debt repayment. By sticking to a budget, you can make more informed financial decisions, avoid overspending, and prioritize saving.

Build an Emergency Fund



Life is unpredictable, and financial emergencies such as job loss, medical bills, or unexpected home repairs can happen at any time.

An emergency fund acts as a financial safety net, preventing you from going into debt or tapping into long-term investments in the face of sudden expenses.

Aim to save at least three to six months' worth of living expenses in your emergency fund. If you're starting from scratch, don't be discouraged—set small, incremental goals, such as saving \$1,000 initially, then gradually increasing the amount. Keep your emergency fund in a liquid, easily accessible account like a high-yield savings account so you can quickly access funds when needed.

Pay Off High-Interest Debt



Debt can be a significant barrier to financial freedom, especially when it comes with high interest rates. Credit card debt, in particular, can accrue

interest quickly, making it challenging to get ahead financially. A key part of any financial plan is to focus on paying off high-interest debt as soon as possible. Start by listing all your debts, including the balances, interest rates, and minimum payments. Then, consider two primary strategies to eliminate debt:

★ **Debt snowball method:**

Pay off the smallest debts first while making minimum payments on larger debts. Once the smallest debt is paid off, roll that payment into the next smallest debt, creating a "snowball" effect.

★ **Debt avalanche method:**

Focus on paying off debts with the highest interest rates first. This approach can save you more money on interest over time, although it may take longer to see progress compared to the snowball method.

Choose the strategy that works best for your financial situation and motivation. Whichever approach you choose, the goal is to eliminate debt, allowing you to redirect more of your income toward savings and investments.

Start Saving for Retirement Early



One of the most important aspects of financial planning is saving for retirement. The earlier you start, the more time your money has to grow through the power of

compounding interest. Even if retirement feels far away, starting today can make a huge difference in the long run.

If your employer offers a retirement plan like a 401(k) or 403(b), contribute enough to take advantage of any employer match—this is essentially free money. If you don't have access to an employer-sponsored plan, consider opening an individual retirement account (IRA) or a Roth IRA.

To determine how much you should save for retirement, consider factors like your desired retirement age, lifestyle expectations, and projected costs for healthcare, travel, and living expenses. As a rule of thumb, aim to save at least 10% to 15% of your income for retirement, though higher contributions can help you achieve your goals faster.

Diversify Your Investments



Investing is a key element of building wealth over time, but it's crucial to balance risk and reward by diversifying your portfolio.

Diversification involves spreading your investments across different asset classes, such as stocks, bonds, real estate, and cash equivalents, to minimize risk.

By diversifying, you reduce the impact of any one investment performing poorly. For example, if the stock market declines, having bonds or real estate investments in your portfolio can help offset losses.

When building an investment portfolio, consider factors like your risk tolerance, time horizon, and financial goals. If you're younger and have a longer time horizon, you may be able to take on more risk with higher growth

potential investments like stocks. As you approach retirement, you might shift toward more conservative investments like bonds to preserve capital.

Regularly Review and Adjust Your Financial Plan



Financial planning is not a one-time event—it's an ongoing process that requires regular review and adjustments. As your life

circumstances change, such as getting married, having children, buying a home, or changing jobs, your financial plan should evolve to reflect new goals and priorities.

Set aside time at least once a year to review your budget, savings, and investments. Assess whether you're on track to meet your goals, and make any necessary changes to stay aligned with your objectives. Additionally, keep an eye on changes in the economy, tax laws, and market conditions, as these can impact your financial plan.

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Get Professional Advice When Needed



While many financial planning tasks can be managed on your own, certain situations may require professional guidance. Complex tax issues, estate planning, or investment strategies may be beyond your expertise, and hiring a financial advisor can help you navigate these challenges.

A certified financial planner (CFP) can provide personalized advice based on your unique financial situation and goals. Before hiring an advisor, do your research to ensure they have the appropriate credentials and experience. Additionally, understand how they are compensated

Plan for Major Life Events



Life events such as marriage, having children, buying a home, or starting a business can have significant financial implications. It's important

to plan ahead for these events to ensure that they fit within your financial framework.

For example, if you're planning to buy a home, factor in the costs of a down payment, mortgage, property taxes, and maintenance. For new parents, setting up an education savings plan or increasing life insurance coverage might become a priority. By anticipating these milestones, you can prepare financially and avoid being caught off guard.

Protect Your Wealth with Insurance



Building wealth is important, but protecting it is equally essential. Insurance plays a critical role in safeguarding your financial future by

protecting you against unexpected events such as illness, accidents, or natural disasters.

Ensure that you have adequate health, auto, home, and life insurance coverage. If you have dependents, life insurance is particularly important to ensure that they are financially supported in the event of your passing. Additionally, consider disability insurance to replace your income if you're unable to work due to injury or illness.

Better Planning for Better Living

Financial planning is an ongoing journey that requires thoughtful planning, disciplined execution, and regular reassessment. By establishing clear goals, creating a budget, saving for retirement, and managing debt, you can create a strong foundation for financial stability. Diversifying investments, building an emergency fund, and seeking professional advice when necessary will further strengthen your financial future. The sooner you start planning, the better equipped you'll be to navigate life's uncertainties and achieve long-term success.

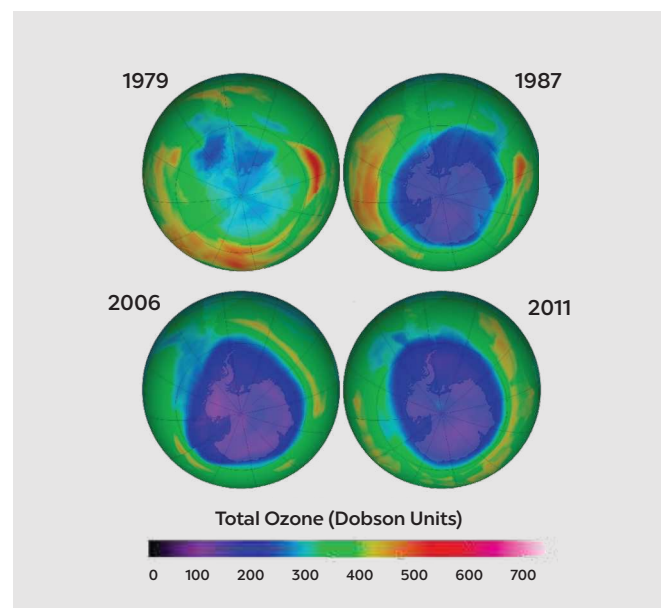


Looking around in our lives these days, we may notice a marked departure from smoke on the roads and a strange silence even when we see some cars zip past us – and yes, it's because the age of the EVs, or Electric Vehicles is here. The primary issues born out of the development of industry that we as humans, have focussed on for years now, are more or less gone or well on their way to being dealt with.

The initial worries raised due to refrigerants and the increasing ozone hole?

Reducing in size, and as a matter of fact, it is expected to completely repair (to a state better than pre-industrialization levels) by 2050!

Similarly, the global warming concerns due to our incessant usage of fossil fuels have, while not been dealt with, at least alleviated to a certain extent due to the global shift towards the usage of electronic vehicles, alternate fuels (such as biogas, biodiesel, and CNG), and a healthy boost in individually non-polluting methods of commute, as they are rising in popularity due to health benefits, such as cycling and walking commutes or carpooling.



Vertical Windmills – a Possibly Practical Part of Skyscrapers

By recent UN DESA (United Nations Department of Economic and Social Affairs) reports, about 55% of the world's population was reported as living in urban areas, expected to rise to a figure of 70%, or even cross 3/4ths of the total by the year 2050!

Due to these kinds of figures, the entire world is focussing its efforts on urban development, power efficiency and stability in such areas.

Even so, our major sources of power – thermal power generation, hydroelectric plants, wind farms, and solar energy sources do not meet the city's needs. This is due to several reasons and each having its cons:



Thermal power generation: Fossil fuels are still the major source (which is a slightly obvious problem), but also, they cannot be placed near cities, thus increasing possible transmission costs and losses.



Hydroelectric plants: These again pose the issue of distance being necessary between the plant and the city, since these are usually constructed in the paths of rivers, and can pose possible flooding threats.



Solar energy: Is perfectly viable as a secondary energy source, but it isn't consistent or efficient enough to replace fossil fuel-based plants.

Keeping all these in mind, wind energy seems to be a concept that does not seem to suffer any of the above shortcomings. However, the primary issue ends up being the size and other physical and geographical features needed to install windmills.

The obvious (and aesthetically pleasing) solution to the same is: vertical windmills.

These futuristic looking contraptions work by two principles – one: the same axial spin due to wind as regular bladed windmills, as well as two: convection.

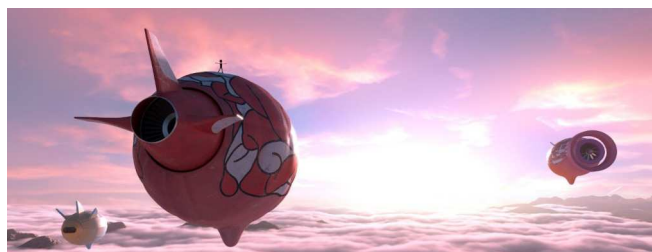
The hot gases rising in the cityscape also help with some passive electricity generation in these. Well-planned use of these can lead to more consistent power generation and lesser mains-power dependency even during stormy days. They are also especially useful when solar energy isn't allowing for a proper backup or sustainable power.

Not only these, but we also saw one of the possible concepts for the same – a combination of airship-design and turbine-based generation in a slightly dated animated movie by Pixar: Big Hero 6. With these kinds of concepts not just existing but also being slowly effectively implemented in controlled settings,



Vertical WindMill

we now need to boost the development of the same. We are already living in the timeline of classic sci-fi novels and videogames' settings, and these kinds of developments serve to move us closer to that possible reality, both visually and functionally.



A combination of airship-design and turbine

Hydrogen Fuel Cells – the new race-worthy power source!

After the advent and now, popularity, of electric cars, a very futuristic and efficient technology got buried due to the sudden boom of EVs: The hydrogen fuel cell vehicles.



The electric vehicles we have suffer from a plethora of issues these days, and most of these issues originate at a single source – that is, the power source for our current electric vehicles. We generally use multi-compound batteries for these vehicles, usually lithium-polymer, or graphene-polymer batteries as of late. However, the efficiency of these batteries is dependent on a variety of environmental and physical factors.



Hydrogen fuel cells allow us to have lesser external factors affecting this – and more importantly, allow us to have the output of higher energy density.

This particular kind of power output allows us to do one thing that many would consider having lost its appeal in electric vehicles – motor racing. While Formula 1 gains popularity worldwide, a certain inherent flaw of its digitized cousin, the Formula-E is the amount of adrenaline watching these cars move creates in the viewers. The number of conditions for the development and design that EVs necessitate lead to slightly uninspired and exactly similar designs in the cars. In this aspect too, fuel cell powered vehicles could allow creative designs to take over the field again.



And not only racing, but the particular kind of conversion that fuel cells utilize to generate energy (mainly electricity) very efficiently as well- as a matter of fact, companies such as Anglo American already utilize these in portable generators.

Stepping Towards the Future

With these kinds of technologies already available to us, as well as the development of several more interesting things on a day-to-day basis, we are stepping quickly towards a very interesting future, as well as one that seems to want to resemble the dystopias we were warned of in numerous games and books. We need to take better steps towards preventing any further damage to our environment, and pursuing clean energy is one of the best ways to do so.

These are just some of the most exciting technologies that are on the very verge of manifesting in the commercial world today! We should look forward to seeing more such creative concepts soon!

Current Trends in Marketing

Marketing is evolving rapidly in 2024, driven by technological advancements, changing consumer behavior, and the rise of new platforms. For businesses staying competitive means embracing these shifts and understanding the latest trends.



The Rise of AI-Powered Marketing

Artificial Intelligence (AI) is reshaping the marketing landscape. From chatbots to predictive analytics, AI enables businesses to create highly personalized and efficient marketing strategies. According to a report by McKinsey, companies that integrate AI into their marketing are seeing up to a 30% increase in sales.



Coca-Cola uses AI to analyze customer data and predict future purchasing patterns. By understanding consumer preferences, the company tailors its product offerings and marketing messages, leading to more effective campaigns and increased customer loyalty.

AI tools like OpenAI's ChatGPT are also becoming popular for content creation. Marketers use AI to generate copy for social media, blogs, and email campaigns, significantly reducing the time and cost of content production.

Omnichannel Marketing for Seamless Customer Experience

Consumers today interact with brands across multiple channels – from social media and websites to in-store visits. Omnichannel marketing, which integrates all

these touchpoints to provide a seamless customer experience, is crucial.



Sephora, a leading beauty retailer, excels at omnichannel marketing. It integrates its online and offline experiences by allowing customers to book in-store consultations through its app, receive personalized recommendations, and use augmented reality to try on products virtually. This cohesive experience increases engagement and drives sales both online and in-store.

A study by Harvard Business Review found that companies with strong omnichannel strategies retain 89% of their customers, compared to just 33% for those with weak strategies. For businesses in North America, creating a consistent brand experience across all platforms is more important than ever.

The Growth of Influencer Marketing and Creator Economy

Influencer marketing has become a dominant force in marketing strategies. With the rise of platforms like TikTok, Instagram, and YouTube, brands are leveraging the reach and trust of influencers to connect with their target audiences more authentically.



In 2023, Dunkin' Donuts partnered with TikTok influencer Charli D'Amelio to launch a signature drink. This collaboration resulted in a 57% increase in app downloads and a significant spike in sales among younger demographics. The campaign demonstrates how influencer marketing can create a buzz and drive tangible results.

Moreover, the creator economy is flourishing, with more individuals building personal brands and monetizing their content. Brands in the USA and Canada are increasingly collaborating with micro and nano influencers – those with smaller but highly engaged followings – to reach niche audiences effectively and at a lower cost.

Emphasis on Sustainability and Purpose-Driven Marketing



Consumers are becoming more conscious of the social and environmental impact of their purchases. Purpose-driven marketing, which focuses on a brand's values and commitment to sustainability, is gaining traction. According to a survey by Nielsen, 73% of consumers are willing to change their consumption habits to reduce their environmental impact.



Patagonia, an outdoor apparel company, is a leader in purpose-driven marketing. Its "Don't Buy This Jacket" campaign encouraged consumers to buy less and recycle more, aligning with its commitment to sustainability. This campaign not only strengthened its brand identity but also boosted sales, proving that purpose-driven messaging can drive both impact and revenue.



In North America, brands are increasingly adopting eco-friendly practices, from using sustainable packaging to supporting social causes. Companies like Ben & Jerry's and TOMS are also known for their strong social missions, which resonate with today's values-driven consumers.

The Shift Towards Short-Form Video Content

Short-form video content is dominating social media platforms. With attention spans shrinking, marketers are turning to quick, engaging videos to capture and retain their audience's attention. Platforms like TikTok, Instagram Reels, and YouTube Shorts are driving this trend, providing new opportunities for brands to create viral content.



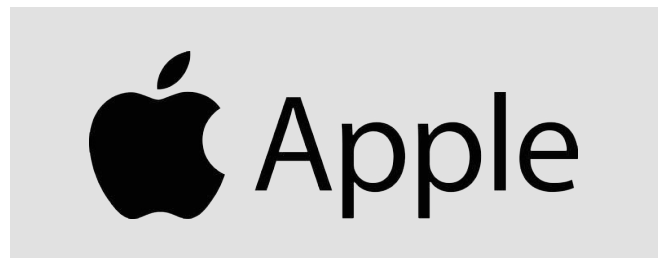
Chipotle, a fast-casual restaurant chain, has effectively used TikTok to connect with Gen Z. By creating humorous, behind-the-scenes videos and engaging in viral challenges, Chipotle has amassed a significant following and increased its brand visibility. The brand's TikTok campaign, "Lid Flip Challenge," generated over 100,000 user-generated videos and millions of views. For brands targeting younger audiences in North America, leveraging short-form video content is no

longer optional. It is essential for staying relevant and engaging with consumers on the platforms they frequent the most.

Emphasis on Sustainability and Purpose-Driven Marketing



With increasing concerns over data privacy, consumers are becoming more selective about the brands they trust. In the wake of stringent regulations like the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), brands are prioritizing transparency in their data practices.



Apple's "App Tracking Transparency" feature has set a new standard for privacy, allowing users to choose whether apps can track their data. This move not only boosted Apple's reputation as a privacy-first company but also forced other tech giants to rethink their data policies.

For marketers, being transparent about data usage and prioritizing consumer privacy is crucial for building trust. Companies that fail to address privacy concerns risk losing customer loyalty and facing potential regulatory fines.

Personalized Marketing Through Advanced Segmentation

Personalization remains a top priority for marketers. However, it is evolving from simple name customization to advanced segmentation based on behavioral data, purchasing history, and real-time interactions. According to a study by Epsilon, 80% of consumers are more likely to purchase when brands offer personalized experiences.



Amazon continues to be a leader in personalized marketing, using data analytics to provide tailored product recommendations. This strategy has contributed significantly to Amazon's growth, with personalized recommendations accounting for 35% of its total revenue.

In America, businesses are leveraging tools like Customer Data Platforms (CDPs) to unify customer data and deliver personalized experiences across all touchpoints. This level of personalization not only enhances customer satisfaction but also drives higher conversion rates.

Interactive Content and Immersive Experiences

Interactive content, such as quizzes, polls, and augmented reality (AR), is becoming more popular as brands look for ways to engage consumers actively. This trend reflects a shift from passive content consumption to interactive experiences that provide value and entertainment.



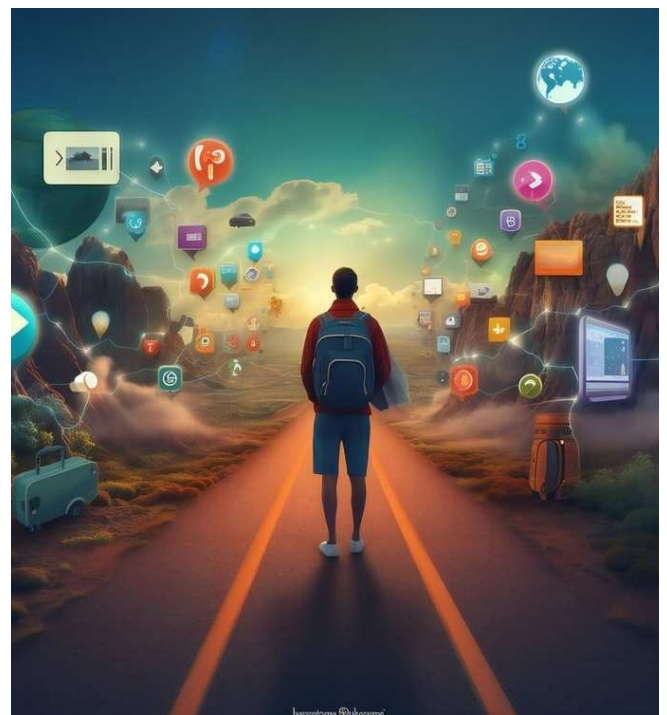
IKEA's AR app, IKEA Place, allows customers to visualize how furniture will look in their homes before purchasing. This interactive experience reduces the uncertainty associated with online shopping, leading to higher conversion rates and fewer returns.

Brands in North America are also using gamification techniques to engage customers. For instance, McDonald's Monopoly game is a successful example of gamified marketing that has driven customer engagement and sales for decades.

Marketing in the New Era

The marketing landscape across the globe is continuously evolving, with new trends shaping how brands connect with consumers. From AI-powered marketing and omnichannel strategies to influencer collaborations and purpose-driven messaging, businesses must adapt to these changes to remain competitive. By embracing these trends, brands can not only meet the expectations of today's consumers but also build lasting relationships that drive growth and success in the digital age.

By staying informed and agile, marketers can navigate this dynamic landscape and leverage these trends to create impactful, customer-centric strategies that resonate with their target audiences.



Startup SUCCESS STORIES



Melanie Perkins, co-founder and CEO of Canva, is a shining example of how passion, persistence, and vision can turn a simple idea into a billion-dollar enterprise. Her journey from a university student with a startup idea to leading one of the world's most successful design platforms is nothing short of inspirational.

Early Beginnings: The Birth of an Idea

Melanie Perkins, was born in Perth, Australia, in 1987. Her entrepreneurial spirit was evident early on. At the age of 19, while studying at the University of Western Australia, Perkins noticed a significant gap in the market for design tools. At the time, creating professional-looking designs required expensive software and a steep learning curve, something that many students and small business owners couldn't afford or navigate easily.

Perkins, alongside her then-boyfriend (now co-founder) Cliff Obrecht, realized that design should be accessible to everyone, regardless of their technical skill level. This realization led to the creation of Fusion Books in 2007, an online tool that allowed students and schools to create and print their own yearbooks. Fusion Books was essentially the prototype for what would later become Canva. The platform was simple, user-friendly, and allowed anyone to create something visually appealing without needing to be a design expert.



Fusion Books started small, but it quickly gained traction in Australia, expanding into France and New Zealand. The success of Fusion Books gave Perkins the confidence to think bigger. She envisioned a world where design was accessible to everyone, not just students creating yearbooks, but businesses, marketers, and individuals across the globe. This vision laid the foundation for Canva.

The Challenges of Startup Life



Starting a business is never easy, and Perkins faced her fair share of challenges. In the early days, the biggest obstacle was securing funding. Despite the success of Fusion Books, investors were skeptical about the potential of Canva. The idea of democratizing design seemed too ambitious, and many investors didn't see the need for such a platform. Perkins and Obrecht pitched their idea to over 100 investors, facing rejection after rejection.

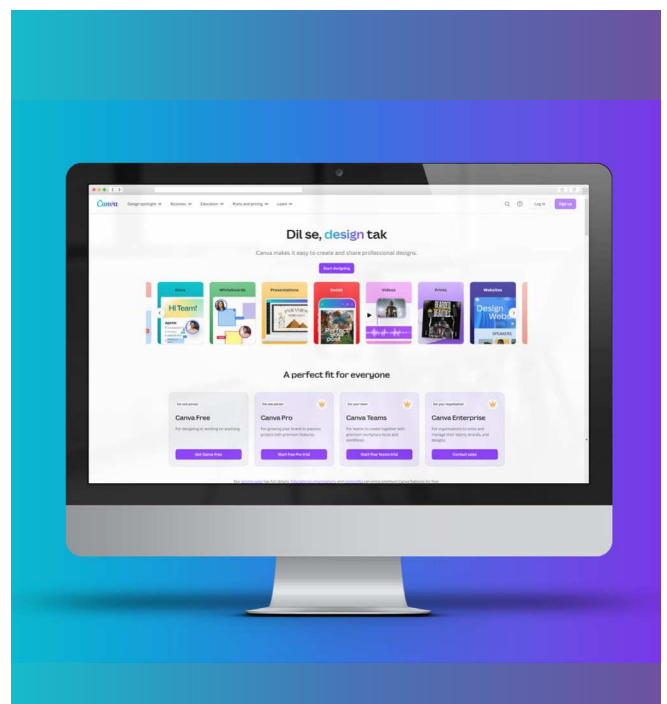
However, Perkins was undeterred. She believed in her vision and knew that with the right support, Canva could revolutionize the design industry. Her persistence paid off when she connected with Bill Tai, a prominent Silicon Valley venture capitalist. Tai was impressed with Perkins' determination and saw potential in her idea. He introduced her to Cameron Adams, a former Google engineer, who would later become Canva's third co-founder.

With Adams on board and a solid team in place, Perkins and her team continued to refine Canva's platform. They focused on making it as user-friendly as possible, ensuring that anyone, regardless of their design experience, could create professional-quality designs. This focus on simplicity and accessibility became one of Canva's defining features.

Launching Canva: A Global Success Story

Canva officially launched in 2013, and it quickly gained popularity. Within its first year, Canva had over 750,000 users. The platform's success was driven by its ease of use, a vast library of templates, and its freemium business model, which allowed users to access basic features for free while offering premium features at a reasonable cost.

Canva's growth was meteoric. By 2015, the platform had reached 5 million users, and by 2017, it had over 10 million users in 179 countries. The company's valuation soared, and it attracted high-profile investors, including Guy Kawasaki, who became Canva's Chief Evangelist. Perkins' vision of democratizing design was becoming a reality.



A key factor in Canva's success was its ability to stay ahead of the curve. As the platform grew, Perkins and her team continually added new features and expanded Canva's offerings. They introduced Canva for Work in 2015, targeting businesses and teams, followed by Canva Pro and Canva for Enterprise, which provided more advanced features and collaboration tools.

Canva also expanded into new markets, offering its platform in multiple languages and launching Canva Print, allowing users to print their designs on various products.

Perseverance Through Challenges

Like any global company, Canva faced its share of challenges. Scaling a platform to millions of users requires significant resources, and Canva needed to ensure that its infrastructure could handle the growing demand. The company also had to navigate the complexities of entering new markets, dealing with different regulations, and addressing the diverse needs of its users.

However, Perkins' leadership and the strong company culture she fostered helped Canva overcome these challenges. She emphasized the importance of maintaining a positive work environment, where creativity and innovation could thrive. Perkins also focused on giving back, with Canva committing to donating 1% of its equity, profit, time, and resources to improve the world through the Canva Foundation.

Canva's Impact on the World

Today, Canva is a global powerhouse, with over 75 million active users creating more than 1 billion designs each month. The platform has revolutionized the way people approach design, making it accessible to everyone, from individuals creating social media posts to businesses developing marketing materials.

Canva's success has not only made Perkins one of the youngest female billionaires in the world but has also had a significant impact on the startup ecosystem. Perkins' journey has inspired countless entrepreneurs, particularly women, to pursue their ideas and overcome the challenges of startup life. She has proven that with persistence, passion, and a clear vision, it's possible to turn a simple idea into a global success.

Canva's influence extends beyond design. The platform has become a tool for empowerment, enabling people to express their creativity and communicate their ideas visually, regardless of their background or experience. This democratization of design has leveled the playing field, allowing small businesses and individuals to compete with larger companies in terms of visual content and branding.

An Example for others

Perkins' story is a testament to the power of entrepreneurship. From her humble beginnings in Perth to leading a multi-billion-dollar company, she has shown that with determination and a clear vision, anything is possible. As Canva continues to innovate and expand, it will undoubtedly remain a key player in the global design landscape for years to come. As Canva continues to grow, it serves as a powerful example of what can be achieved when passion meets persistence.



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