

NEW IN THE NEIGHBORHOOD

Stop and Breathe helps manage stress

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Helping people deal with their stress and physical and psychological disorders is what educator and meditation instructor Susan Ginsberg aims to do with Stop and Breathe, which helps people "catch their breath" and experience comfort and relief during very stressful moments in their lives. Ginsberg talks about what she has to offer through her Scottsdale business she opened in December 2017.

What services will customers find?

Stop and Breathe helps people learn how to breathe better and relax more in order to feel healthier and calmer. I specialize in teaching people proper breathing methods, deep breathing, relaxation exercises and visualization technique, and encourage anyone who is struggling with insomnia, high blood pressure, chronic headaches, fibromyalgia, social anxiety disorder, illness,



Susan Ginsberg, an educator and meditation instructor, is the owner of Stop and Breathe in Scottsdale. JACK PFEIFFER

PTSD or any other stress-related condition to schedule an individual appointment with me and discover the calming, soothing, and therapeutic benefits of my 60-minute "Relax Hour" breathing and visualization session.

What makes your business unique?

No other business in the Valley offers the same type of one-on-one, deep-

breathing visualization work that I offer. The moment people walk into my elegant, cocoon-like, safe-feeling space, people tell me that they can immediately feel a shift in their stress level.

Why here?

I chose Scottsdale to live and work because I liked the fact that there is a big age range of people living in the Phoenix/Scottsdale area. I enjoy working

with adolescents, senior citizens, and all the ages in between.

What did you do professionally before opening this business?

I was formerly an educator and then a yoga/meditation instructor before founding Stop and Breathe.

What made you want to open your own business?

I have a definite gift for calming people and for teaching people how to relax and calm themselves during a time of stress, pain or tension. I opened Stop and Breathe because I knew I could help people who are struggling from many stress-related conditions with their own healing process and learn to live healthier lives.

Details: 9 a.m.-5 p.m. Mondays-Fridays. Individual appointments must be made in advance. Group workshops off-site may also be held during business and evening hours. 20352 N. 98th St., Scottsdale. 480-388-2780, stopand-breathe.org.