

Health Has A New Face At Bear Valley Wellness Center

June 22, 2018, Big Bear City, Calif. – Sometimes business paths are chosen, but other times they are chosen for us. That was the case for Windy Sirignano, owner of the new Bear Valley Wellness Center in Big Bear City, Calif. The shop celebrates its official grand opening Friday and Saturday, July 13-14, 2018.

Sirignano didn't find her passion for wellness right away. As a matter of fact, she worked as a well-paid direct sales and marketing executive for a successful tool company, which she took over for her mother who had fallen ill with cancer. "But it was so unfulfilling," Sirignano said.

Sirignano began researching the benefit of more holistic approaches for treating cancer including the use of cannabidiol, or CBD, desperately trying to find relief for her mother. Sadly, her mother succumbed due to the harsh treatments she was receiving to deplete the disease. It was then that Sirignano's path became clear.

The planning process for a new holistic wellness center began more than two years ago, and when the right location became available, Sirignano took the leap. On Jan. 1, 2018, she opened her doors informally and started feeling out her clientele. "I wanted to gain acceptance from the community," she said. "I'm driven by their needs. I want to be the conduit to help people find their own path to holistic wellness through CBD and other natural products."

CBD is a non-psychoactive cannabinoid compound that studies have shown has therapeutic potential for a variety of disorders including, but not limited to, chronic pain, cancer, anxiety, diabetes, epilepsy, rheumatoid arthritis, post-traumatic stress disorder, sleep disorders, alcoholism, cardiovascular disease, antibiotic-resistant infections and some neurological ailments. It has antioxidant, anti-inflammatory, anti-spasm, anti-convulsant, anti-psychotic, anti-tumoral and neuroprotective properties, and activates serotonin receptors, which can have an antidepressant effect. In addition, the use of CBD is completely legal and safe.

At Bear Valley Wellness Center, Sirignano prides herself in selecting only products that are third-party tested, non-GMO, organic and from certified pharmacologists. "Many products out there are not authentic," she said. "There are no laws in place to prevent anyone from just putting a fake CBD label on a product, even when it isn't. You won't find that here."

There are no stupid questions at Bear Valley Wellness, either. Sirignano attends droves of seminars and conventions annually to stay on the forefront of cutting-edge holistic care and passes her knowledge on to her customers with individual consultations. "This is not cookie-cutter," she said. "Everyone has unique needs, so I need to be the resource center."

While she affirms she is not a replacement for a physician, she does encourage a holistic approach wherever possible. From sublingual oils to vaporizers and topical ointments to beauty products, everything found on the shelves is made from simple, clean ingredients, and are all tested and proved by staff and clients alike. Even pets benefit. "Quality is guaranteed," Sirignano said.

Bear Valley Wellness Center is at 633 W. Big Bear Blvd., Big Bear City, CA 92314. For more information about the event, the products or to book an appointment, call Sirignano at 714-747-0820.

- *Stephanie Thoth*