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Alpharetta Neighbors Deadlines

ALL content and artwork with ad revisions are due on the 15th of each month for the next month's issue. Once deadline passes, we will be unable to submit content or ad changes.

Content Submission Deadlines

Content Due	Edition Date	Content Due	Edition Date
December 15	January	June 15	July
January 15	February	July 15	August
February 15	March	August 15	September
March 15	April	September 15.	October
April 15	May	October 15	November
May 15	June	November 15	December

Feedback and Submissions

Have feedback, ideas, or submissions? We are always happy to hear from you! Deadlines for submissions are the 15th of each month. Go to BestVersionMedia.com and click "Submit Content."

> You may also email your thoughts, ideas and photos to: michellebarry@BestVersionMedia.com.

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ALPHARETTA Neighbors

Hello Alpharetta Neighbors,

n*Media

Happy 4th of July! I hope your holiday was filled with family, friends, and good food as we celebrate our country's independence.

Two of our expert contributors have shared interesting articles with us this month. Summer Classics Home and BodyBar Pilates each offer insight into how to make your home more beautiful and your body more healthy. You will also learn more about two of our newer sponsors, **New Leaf Family Chiropractic** and Miller Time to Travel. All of our fabulous sponsors love to serve the Alpharetta community.

Thank you to The Riddick-Losch Family for sharing their story with us this month. Their blended family of seven loves the Alpharetta area and is invested in its success.

I love hearing from you, readers. So please continue to reach out. We took forward your story ideas, photos, and event suggestions. You all are what makes Alpharetta so unique!

Warmly,



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Fourth of July





EXPERT CONTRIBUTORS

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MOVEMENT MATTERS

FUNCTIONAL AND MINDFUL MOVEMENT FOR EVERYDAY LIFE

BY MICHELLE JERNIGAN MORRIS, EDUCATION COORDINATOR, BODYBAR PILATES ALPHARETTA PHOTOS BY MICHELLE JERNIGAN MORRI

Looking for ways to function better in daily activities? Functional training will teach you to move better, improve your body composition and enhance your overall mental well-being. Functional training focuses on compound and multi-joint movements to keep muscles functioning as they were designed. It is movement based on real-world situations -- both multi-directional and multi-join movements -- and places demand on the core.

The core is the center of most full-body movement and posture, both static and dynamic. Static core functions are isometric exercises -- the muscles do not change length and the target joint(s) will not move. A good example of such an exercise would be a plank. A dynamic core functional exercise, on the other hand, would involve muscles from the entire body working through a full range of motion and working multiple muscles at the same time. The benefits of dynamic movement are cardiovascular health, balance, stability, and neuromuscular control.

In addition, there is a psychological element to a dynamic movement that encourages quick reaction and impulse with the visual and neuroocular connection. This can improve reaction time in sports performance and daily activities.

Core stabilizers are the heart of all movement. For most people, when you think of a core exercise, you think of abdominal crunches or sit-ups. Even though crunches improve strength in the rectus abdominus muscle, given the propensity of our routine lives of sitting in a static position for much of the day, oftentimes crunches can mimic poor posture and body mechanics, leading to a rounding of the spine and jutting forward of the neck. A more functional movement to strengthen the core would be one that activates the transverse abdominals (TA), which are the inner core muscles that support the organs and assist in static and dynamic posture, movement, and stability. The TA is an endurance muscle and postural stabilizer which begins in the core and then travels to the extremities.

FUNCTIONAL TRAINING AND PERFORMANCE

Performance of the human body involves seven basic movements: Pulling, pushing, squatting, lunging, hinging, rotation, and gait. Putting these movements into practice, you will stimulate all major muscle groups in your body. In an active day of work, fun, leisure and sports, we rely on four basic movements: pressing, pulling, bending and stepping, twisting and turning. Pickleball, a popular sport, requires a strong and stable core to assist in maintaining ready position–knees back while sitting back on the heels. A balanced training regimen must include core training, flexibility, strength, stability and cross training with dynamic compound movement.

Functional training teaches our bodies to work in harmony and create balance in the body. Instead of targeting one specific muscle, functional exercise requires supporting muscles and stabilizers to assist the prime muscle mover in completing the exercise. When one muscle lengthens, another one shortens, building strength in the way our body is designed to move. This prevents overcompensation of certain muscles.

FUNCTIONAL MOVEMENT AND YOUR BRAIN

Not only is functional movement good for your body, it is also good for your brain. Physical activity can help you think, learn, problem-solve,



and provide emotional balance. It can improve memory, reduce anxiety, and reduce the risk of cognitive decline such as Alzheimer's disease and dementia. Movement increases blood flow to the brain. Increased blood flow brings more oxygen, which makes brain cells more active, improves overall energy, and can positively impact brain performance. The brain has a high metabolic demand and needs good circulation to function optimally, and exercise provides the nutrients required for brain function and memory.

Exercising regularly results in better mental health and emotional well-being. It helps in treating depression and anxiety by releasing endorphins and serotonin, enhancing a sense of well-being. This "workout high" can be felt during or after a workout and can reduce anxiety, depression and treat stress. Studies show 120 minutes of moderate-intensity exercise per week is needed to improve memory and brain function. It is recommended that everyone partake in 1-1.5

hours of moderate physical exercise most days of the week. Moderateintensity activities may include swimming, stair climbing, tennis, dancing, and even household activities.





PILATES FOR FUNCTIONAL **MOVEMENT TRAINING**

One of the primary goals of functional training is to provide assistance so that anyone can conduct the activities associated with daily living without pain. Pilates is a great addition for functional training because it meets a body's need for integration of joint stability, mobility, posture and support. It focuses exercises that challenge the body through a variety of movements, where as traditional strength training uses multiple sets of the same exercises to build muscle.

Consider the following benefits of Pilates and functional training:

Dynamic Stability: Daily lifestyle spent sitting at desks, with good

posture, spine, shoulders, and arms supported. Joint stability is required to maintain posture and support, not from force of large muscles, but from activation of structural and postural muscles.

- Balancing, Stability and Mobility: Spinal mobility is important in daily living.
- Our spines flex, extend, twist and bend, in various directions. Pilates
- focuses on multi-planar and multi-directional movement of the spine to
- achieve this mobility.
- Body Positioning: During daily movement, our body position changes. We bend, sit, stand, walk. Compare body positioning to the framework of a house, and core strength is the reinforcement. If these are not sound, then somewhere down the line, the house may break.

The Pilates Reformer allows for static compound exercise to become dynamic through the movement of the carriage. A traditional strength training exercise, such as the deadlift, when done on the reformer, combines compound movement, stability, and mobility as one integrated exercise.

Functional strength is being strong in everyday real-life movements. By doing these movements multiple times a day, mindfully and with the correct body position, you will be amazed at how strong your daily functional movements will make you!

At BODYBAR, we've taken proven Pilates principles and applied them to create fiercely effective workouts. Our goal is to inspire and transform the athlete in each of us by pushing our members both physically and mentally with every workout. Come check us out if you're looking to add functional movement training to your exercise program. Your first class is on us! Call us at (678) 336-0284 or check us out online at www. bodybarpilates.com/studios/alpharetta.











TRACY MORTON. REALTOR®

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Harry Norman, REALTORS® | North Fulton Office | 11800 Amber Park Drive, Suite 100 Alpharetta GA 30009. If your home is currently listed for sale, this is not intended as a solicitation



Ladies Night Out

JULY 13

5:00 - 9:00 p.m. 400 Avalon Blvd. 770-765-1000

Calling all girl gangs! The ultimate evening of beauty, shopping, sipping + more returns on July 13th! Put on your best looks + join us along the Boulevard for Ladies Night Out! Start your night at Concierge with a toast (while supplies last) + pick up a stroll map of all the special offers available from our retailers + restaurants. Ticket purchase

Eclectic Lawn Concert Series

JULY 14 & AUGUST 11

7:00 - 9:30 p.m. 238 Canton Street 678-297-6135

Join us for a mixed bag of FREE Summer Concert Series on the terrace and lawn of the Alpharetta Arts Center! Chairs and picnics are welcome and family-friendly. Free admission.

Third Thursdays at The Clothes Horse

7:00 - 9:00 p.m. 28 Milton Ave. 470-294-2132

OUR #ThirdThursdays are B A C K! We are so excited to enjoy live music and sips with you every third Thursday, April through July!

Free admission.

Rotary Club of Alpharetta Concert Series JULY 21 & AUGUST 4

7:00 - 10:00 p.m. 2 Park Plaza 678-297-6000

The Alpharetta Rotary Concerts are held on the beautiful Town Green, which includes plenty of room for picnic blankets and lawn chairs and is within walking distance of more than 30 chef-driven and locally-owned restaurants featuring everything from farm-to-table comfort food to tasty tacos. Free admission.

The Georgia Peach State Alpharetta **Summer Luxury Bridal Expo 2023**

12:00 - 4:00 p.m. 12150 Morris Road 470-239-2482

This event is hosted by The Georgia Peach State Bridal Show and sponsored by City Barbeque, Dunkin', Staples, and Phase Events. Meet our

talented and professional wedding vendors who can help you plan for your big day. Free admission, but you must register in advance.

Home by Dark Concert Series

AUGUST 4 & 5

7:30 - 10:30 p.m. 1590 Little Pine Trail 678-665-0040

Home by Dark at Union Hill Park will allow patrons to purchase premier table seating for a premium musical experience under the covered pavilion nestled amongst the peaceful trees of the park. Ticket purchase required.

2023 Freedom Bowl

AUGUST 17 - 19

13025 Birmingham Hwy. The Freedom Bowl brings together top high school football teams to compete in multiple games over three days at Milton High School. The Freedom Bowl also educates student-athletes, coaches, their families, and fans on true heroism and supports those who serve and protect our



nation. Ticket purchase required.











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© Best Version Media Get To Know

BETTILEE MILLER OF MILLER TIME TO TRAVEL

BY TRACI BIPPUS | PHOTO BY BETTILEE MILLER OF MILLER TIME TO TRAVEL

A fter a 17-year career as a flight attendant with Delta Airlines, Bettilee Miller of Miller Time To Travel relishes working with clients to help plan their vacations, group trips, and family outings and help with research and planning for all types of adventures, near and far.

A new sponsor of Alpharetta looks Neighbors. Bettilee forward to serving the Alpharetta community as an experienced travel advisor. Shares Bettilee, "I have been blessed to enjoy many adventures as I have visited six continents, 12 countries, and all 50 states; I want to help others to experience their dreams also. I truly enjoy the research aspect of travel planning. I love to find new and exciting places to visit or adventures to experience. I am very frugal and bring that stewardship to my business. I will find the most exciting but cost-effective option available to my clients!"

As a longtime flight attendant, Bettilee of Miller Time To Travel has hundreds of stories about the customer experience and strives to provide that insight to her clients with a full appreciation for their experience!

Reach out to Bettilee for help in planning your next adventure!









"I am a native Atlantan, and other than a few stints in Los Angeles, Dallas, and Chicago, I have always lived in Atlanta. My husband, Don, my three kids -Rachel, Shelby, and Zach- and my new son-in-law James are a huge support for me. We also have two dogs - Goose and Maverick. We lived in the Windward community for 20 years and now have a place in Avalon. We love to go to our lake house at Lake Keowee as much as possible. My dad and I also do the Peachtree Road Race together every year. He has done 48 in a row, I have been with him at least 38 of those."





Bettilee Miller 864-765-5489 bettilee@millertimetotravel.com As a well-traveled former flight attendant, I would love to help you find that one of kind dream trip.





BY STACY MCCOLLUM

ymnastics, swimming and track & field are the "cool kids" of J Summer Olympic events. They get the prime time network coverage, and we've watched athletes like Simone Biles, Michael Phelps and Usain Bolt become household names. In the Summer Olympics, there are 28 sports (with 38 disciplines). What are these other elusive sports that don't get as much attention? Here are a few you may have never realized were even Olympic sports:

Trampoline. Have you jumped on a trampoline with your kids lately? It's so fun and so exhausting! I can see why it makes the cut. It was first recognized as an Olympic sport at the 2000 games in Sydney, Australia. My tummy flips just watching them soar in the air, and they don't even have a safety net!

Steeplechase. Nearly as old as the games themselves, this event started at the 1900 Summer Olympics. Runners take to the track for a distance of 3,000 meters (nearly two miles) jumping 28 hurdles and seven water jumps along the way. The water jumps have a barrier in front of a 12-foot long pit of water. Runners must jump over the hurdle. Over the water. As a group. It's only a matter of time before someone takes a fall, usually taking out anyone behind them. Not sure why this trainwreck isn't on primetime.

Modern pentathion. This requires a very diverse group of athletic skills. The five events include fencing, swimming, and horse riding, then a combined event of running and pistol shooting. When it was introduced in 1912, it was intended to be a measure of "a man's moral qualities as much as his physical resources and skills, producing thereby a complete athlete." The women's event started in 2000.

Badminton. Not just a backyard picnic game, badminton is an officially recognized sport, making gold medalists out of people who found their athletic calling during high school PE class. This sport made its debut at the 1992 Barcelona games.

A few new sports to keep an eye out for:

Karate, a newer addition to the martial arts disciplines.

Surfing will take place in open ocean water.

Sport climbing, both speed climbing and bouldering.

And in the coming years, look for the newest event: breaking (as in break dancing)!

Source: https://olympics.com/en/sports/summer-olympics.







THE ABC'S OF FAMILY FUN IN Alpharetta

BY JANET RODGERS, PRESIDENT & CEO ALPHARETTA CONVENTION & VISITORS BUREAU

Has your summer break with the kiddos hit a slump? Have no fear; the ABC's of Alpharetta are here! Grab your crew and embark on a journey to enjoy 26 FUNdamental activities in Alpharetta.



is for Art Walk - Visit 20 sculptures across Alpharetta! Follow the map and read the stories/inspiration behind each sculpture in the Alpharetta Arts Brochure.

is for Build-A-Bear – Create a plush best friend that will mark the memory of a fun summer exploring Alpharetta! is for Catching a movie - Enjoy a chill afternoon seeing is for Catching a movie – Enjoy a clini anchross of the latest flick at Studio Movie Grill, AMC North Point Mall or Regal Cinemas Avalon!

is for Dino Safari...A Walk Thru Exhibit – Visit the Dino Safari before the dinosaurs head back to their homelands. Now through September 4, you can see 30 giant moving dinosaurs. (Tib. use promo code ACVB20 for 20% off tickets. Only valid on weekdays!)

is for Escape Games - Whether you choose Urban Escape Games or Odyssey Escape Game, your family can have loads of indoor fun, solving riddles and puzzles to beat the buzzer and break free.

is for Fairway Social – Zombie dodgeball, basketball, golf, carnival games and more are at your disposal when playing the simulation games at Fairway Social. Outdoor fun awaits as well with The Back Nine-an awesome putting experience for the whole fam.

is for Geocaching - A real-life treasure hunt for you and the family! Search Alpharetta's zip codes 30004, 30005, 30009, 30022, and 30023 to find all of the locations throughout our community.

is for History – Educate the family while having fun. Step back in time and explore the history of Alpharetta at the free Alpharetta & Old Milton County History Museum or follow the History Walk brochure to learn all about the people and the industries that made Alpharetta the awesome city it is today!

is for Ippolito's of Alpharetta - Pizza, pasta, Italian sandwiches, and the not-to-miss garlic rolls will leave the whole family stuffed and happy!

is for Janie and Jack - Head to Janie and Jack to find the perfect back-to-school outfits for boys and girls ages K is for Kilwins – Sweet treats are calling your name! No matter your desires, Kilwins has 75 different hand-crafted sweet creations ready for you to try.

is for Learning Express Toys & Gifts - Grab all your back-toschool supplies and a new toy all in one stop!

is for Main Event - Every type of game awaits at Main Event! Play your heart out with classic arcade games, a ropes course, bowling, and laser tag. Earn tickets to redeem them for awesome prizes. Everyone will feel like a winner! is for North Point Mall—There's no shortage of activities for kids at North Point Mall. Play mini golf at Cosmic Golf, take perfect pictures in the Original Selfie Museum. create something amazing at the Lego Store, and zoom through the mall on the back of motorized plush, fun animal creatures

is for Original Pancake House - Make breakfast extra sweet with tons of pancake flavors to choose from. Strawberry, blueberry, peach, banana, and even Bacon Pancakes--vote on your favorite flavors and keep coming

is for Pottery at All Fired Up – Let your inner artist shine by creating a long-lasting piece at All Fired Up. Everything from mugs and plates to decorative tiles and figurines you will find the perfect piece to liven up your home!

is for Queen of Heart Antiques - Peruse the extensive booths of handmade goods and upcycled, unique items to find something new to you! Books, toys, decorations, and more are extra special when given a new life in a new home.

R is for Riding motorcycles, dirt bikes, or electric bikes – The Motorcycle Safety Foundation offers courses that allow attendees to release their inner daredevil SAFELY. If dirt bikes and motorcycles are too much for your crew, rent electric bikes from Pedego Alpharetta to coast on the Big Creek Greenway.

is for Scream'n Nuts – Cool down with a scoop or two of your favorite ice cream served in a donut cone!

is for Twirling on Ice—The best way to beat the heat is to lace up your skates and hit the ice rink! Ice skating at The Cooler is fun for all ages and skill levels.

is for: Unleash and Unwind ™ at Fetch Park – Your fur child needs an outing too! Head to Fetch for your four-legged family member to get out some energy while you enjoy a coffee from Cubanos ATL or even a cocktail, glass of wine, or beer from the BARk.

is for Visit the Alpharetta Welcome Center – Stop by the Alpharetta Welcome Center to grab the latest brochures and get recommendations for a new restaurant, shop, or attraction to visit!

is for Wills Park—Whether hitting the Wills Park Pool to ride the slide, jump off the diving board, and splash about, taking Fido to Waggy World, playing on the swing sets, or challenging your family to a round of disc golf, Wills Park is packed with family-friendly fun!

is for "X" treme fun at Dave & Buster's – Virtual reality and hundreds of arcade games, as well as billiards tables, are the start of fun at Dave & Buster's. Turn your evening into a dining experience when you enjoy yummy entrees, desserts, and cocktails for those who are 21+!

is for Yawning - A big day of family fun will probably end in a vawn or two, no matter how much your energetic kiddos resist it. Make it memorable and plan a staycation to let them lay their heads down at the end of a successful adventure on a comfy pillow at one of Alpharetta's 30 modern, upscale hotels. With family-friendly and pet-friendly options, you'll find the perfect accommodations for your crew.

Alpharetta

is for: Zoning in on the fun at Hi-Five Sports Zone – Perfect for your family's sports lover, Hi-Five Zone is a 7,600 square-foot facility with state-of-the-art equipment that is meant to help foster and encourage exploration of sports development.



THREE WAYS THE ALPHARETTA CVB Can Help You!



FREE EVENT PLANNING RESOURCES

Planning a wedding, reunion, meeting, sports event, or special occasion? Our FREE services include helping you find hotel accommodations for your guests. With one call, we will gather group room rates

■業意■ from the 30 Alpharetta hotels and send to you as a list for review. Scan here to learn more!



WE'VE GOT THE 411 ON ALPHARETTA!

Everyone in town knows we are the most trusted resource when it comes to what is happening in Alpharetta! Whether it is events or the latest boutique to open, our Insider e-newsletter is your



■ resource to know what's going on in the city. Scan here to sign up!



HAVE THEM STAY WITH US!

Stay in one of our hotels, that is! Alpharetta's 30 upscale, modern hotels can accommodate your friends and family when they come into town. Invite them to experience how awesome Alpharetta is



and book their hotel stay with just one click! Scan here to book



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10 ALPHARETTA Neighbors



Work hard, play hard!! Recently I came across this quote...."Dreams are free. Goals have a cost. While you can daydream for free, goals don't come without a price. Time, effort, sacrifice, and sweat. How will you pay for your goals?" - Usain Bolt

We try to teach our kids that anything is possible with some grit. Don't be afraid to go after what you want in life."



Colorado. Hogan graduated from the University of Tennessee and works for Philips and Jordan in their finance department in Knoxville. Maddox, a junior at Auburn, is majoring in Aerospace engineering and hopes to be a test pilot someday. Hunter attends the University of South Florida, where he studies Business analytics with a focus on cyber security. Their youngest, KK, is set to attend Kansas State with plans to major in agricultural business.

The family has lived within walking distance of downtown Alpharetta for the past seven years after falling in love with the proximity to the downtown area. With four acres of land, they

cherish having ample space while still being close to all that Alpharetta offers.

The family loves to travel together to new places. Kolleen relishes being outside, challenging herself with new adventures. Jason, who played golf in college at Kansas State, still looks forward to getting out on the course as often as possible. They both enjoy hiking and skiing as they travel to new places. Shares Kolleen, "We love building memories with our family on adventurous trips. There is a whole world out there that is worth exploring."

THIS MONTHS FAMILY FEATURE IS SPONSORED BY HEART AND VASCULAR CARE



ALPHARETTA MARKET REPORT



Statistics provided by The Kloster Group.

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Best Version Media FAMILY CHIROPRACTIC

BY TRACI BIPPUS. | PHOTOS BY ADRIENNE LOUISE PHOTOGRAPHY

NEW LEAF FAMILY CHIROPRACTIC is a Corrective Chiropractic Care office specializing in restoring the appropriate curvatures of the spine. This helps with neck pain, back pain, and headaches, and overall allows a much healthier connection between the brain and the body.

One of the newest sponsors of Alpharetta Neighbors, Dr. Jenna Williams recently shared more details about New Leaf Family Chiropractic and the services she provides.

PLEASE SHARE THE HISTORY OF YOUR BUSINESS...I opened New Leaf Family Chiropractic in November of 2020, excited to serve the community through the pandemic. New Leaf has been my business owner venture after working as a doctor in other offices. Our business name was inspired by the life changes I knew my patients would experience

After spending five years in various fields of modern medicine, I decided to become a chiropractor. I hoped to help people in a preventative manner instead of a reactive one.

What I didn't understand at the time was just how much chiropractic can genuinely influence the health and potential of an individual. My passion for chiropractic continues to grow the more I learn and the more life changes I continue to see in my patients.

WHAT IS THE PHILOSOPHY BEHIND NEW LEAF FAMILY CHIROPRACTIC?

The central premise behind everything we do at New Leaf Family Chiropractic is that the body is fully capable of health and healing. We help to remove the interference and teach our patients about nutrition, exercise, mindset, and minimizing toxins to support the body's natural healing ability.

I love helping people find the cause of their health concerns. More than just helping with pain, Corrective Chiropractic Care helps increase the function of the body. When a person feels neck pain, they have already lost function in the nerves going to the thyroid, heart, and lungs. By the time a person feels low back pain, they have already lost function in the nerves going to the digestive system, reproductive organs, and down the legs. I love helping people decrease or eliminate their pain, but as pain is just a side effect of the problem, getting rid of the pain with chiropractic care is just a side effect of helping to restore proper function in the body.

WHAT IS YOUR BIGGEST INSPIRATION IN LIFE AS IT PERTAINS TO **NEW LEAF FAMILY CHIROPRACTIC?**

Every time a patient lets me know about a positive change in their health, I am inspired. We celebrate health in our office. We've seen patients' medical doctors taking them off medications; people regaining sensation in their hands or feet that they were resigned to never feel again; women getting pregnantwho were told their chances were slim to none; many people losing pain or headaches and getting to be themselves again finally. Every one of these is a reason to celebrate, and we love celebrating

TELL YOUR ALPHARETTA NEIGHBORS ABOUT YOURSELF AND FAMILY...

My husband, DeVon, and I have been Alpharetta residents for three years, and we are constantly thankful that we chose this city to call home. We have no children, but we will likely expand our family in the next year or two! We love getting out into the community and spending time in downtown Alpharetta or Halcyon. We are members of Stone Creek Church and love being involved with various bible studies and small groups. Alpharetta is our home, and we look forward to continuing to serve our community.

DO YOU HAVE A SPECIAL MESSAGE TO SHARE WITH THE ALPHARETTA COMMUNITY?

We are here to serve the Alpharetta community. People generally see us for three reasons: pain relief, performance, and prevention. No matter your age or what you're experiencing, we are happy to help you discover your next steps toward true health. We see entire families with three generations thriving and want that for all families in our community.

We are often asked why we would see children in a chiropractic office, and the answer is truly exciting. The nervous system controls absolutely everything in the body, and we are extremely passionate about helping a child grow into a healthy adult. Kids are tripping and falling for the first several years of their lives, which causes issues with

the spine. If those issues are left, many functional problems can develop behavior problems, bed anxiety/depression, ADD/ADHD, allergies/asthma, and so much more. Why would we see infants? The most traumatic experience we all have is being born! Making sure an infant isn't experiencing interference in the function of the nervous system from the very start of life is one of my passions.



New Leaf Family Chiropractic

Do You Suffer From:

Frequent Sickness Allergies / Asthma Headache / Migraine Poor Sleep

Tired / Fatique

Upper Back Pain **Heart Problems Dizziness** Diabetes

Neck Pain

Shoulder / Arm / Hand Pain **Autoimmune Problems** Low Back Pain Foot / Knee / Hip Pain **Digestive Problems** Menstrual Problems

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A GUIDE TO USING PANTONE 2023

VIVA MAGENTA

IN YOUR INTERIORS, CUSTOM UPHOLSTERY, AND FLORALS IN 2023

BY REBECCA KAMM, SUMMER CLASSICS HOME



In January, Pantone welcomed us to the "Magentaverse" with the unveiling of the Viva Magenta 18-1750 for 2023. We are halfway through the year, and

this Pantone color of 2023 is still a fantastic and animated red that revels in pure joy, encouraging

experimentation and self-expression without restraint...". We've outlined a few ways to use this hue and a few others to their best below.

Gabby, our indoor furniture brand, is here to inspire, and Viva Magenta empowers you to express yourself and your interiors with a splash of this lush bright pink for 2023 and beyond. Whether you choose custom upholstery options to create pops of the trending color or select from Gabby's beautiful reds, pinks, or purples, you cannot go wrong with the spirit of this color range. Some options that lean into this maximalist look include Allie Peony, Flirty Peony, Endure Velvet in Lipstick, and Crowded Sorbet.



Above all, use this vibrant crimson shade to make a statement. Be confident in your choice, and style Viva Magenta like a professional. Either use furniture in neutral tones to make the fabric stand out or add dramatic lighting for a celebratory multilayered look.

PICK PERIWINKLE

Last year the color seen everywhere was PANTONE 17-3938 Very Peri. A soft lilac periwinkle purple that captured the zeitgeist of 2022, and there is no sign of it disappearing. Pantone said Veri Peri "displays a spritely, joyous attitude and dynamic presence that encourages courageous creativity and imaginative expression." Veri Peri remains popular in interior design, adding a playfulness that won't get lost. Gabby's Aurora Jewel indoor pillow features a stylized periwinkle purple, red, and pink design and magenta color Kate Fuschia fabric to the back. An occasional chair upholstered in Snug Lavender would match well too.

ACCENTUATE WITH FLORALS

Accessorize your magenta, pink and red look with floral arrangements to match.

Cluster bright, on-trend pom-pom dahlias together or lean into complementary shades like acid green. Flowers can bring a whole look together, adding temporary splashes of color to enhance and uplift.

SEE FOR YOURSELF



Our stores include all the inspiring products customers have come to expect, as well as a Trade Program for Designers and an immersive DesignHub. This free-to- use space offers the perfect place to work on upcoming projects, whether designs include Summer Classics or Gabby products or not. Talented and collaborative Design Consultants are available every step of the way, bringing visions to life while transforming a backyard into an outdoor oasis or introducing a new

style into the home.

We are always happy to provide samples; we look forward to welcoming you and sharing our love for beautiful design and color too!







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