



BALANCE & BIRCH

VIRTUAL WELLNESS CENTER

MEMBERSHIP OPTIONS

If you're tired of collecting advice from five different providers — and ending up more confused than helped — you're in the right place. Balance & Birch gives you one integrated, evidence-based plan built by providers who actually talk to each other. The result: clarity, consistency, and real progress.

Growth and Concierge memberships require a 3-month commitment. After that, cancel any time. Monthly credits roll over for 3 months.

Foundations

A La Carte

Pay-per-session care. No plan.
No commitment.

This option is for people who want occasional support — a therapy session here, a hypnosis session there — without a structured plan or ongoing guidance.

Includes:

- ✓ Access to any individual service
- ✗ No Blueprint
- ✗ No free app access
- ✗ No coordinated care
- ✗ No membership check-ins

Best for:

"I just need a session, not a system."

Growth

\$450/month

Your structured wellness plan
— guided quarterly.

Includes:

- ✓ Personalized 3-Month Blueprint
- ✓ Quarterly check-ins to review progress + update your plan
- ✓ Access to any individual service with guided recommendations
- ✓ Free subscription to our 24/7 support app
- ✓ Members-only content + resources
- ✓ \$650 worth of service credit every month

Best for:

"I want structure, accountability, and a plan that makes sense."

Concierge

\$850/month

Your entire wellness team —
collaborating monthly.

Includes:

- ✓ Personalized Monthly Blueprint
- ✓ Monthly check-ins to refine your plan
- ✓ Full provider collaboration + coordinated care
- ✓ Free subscription to our 24/7 support app
- ✓ Members-only content + resources
- ✓ \$1250 worth of service credit every month

Best for:

"I want a team managing my wellness for me — not another thing added to my plate."

“EACH DAY I MOVE, NOURISH, AND THINK IN WAYS THAT
EXTEND MY LIFE AND INDEPENDENCE.”

YOUR BALANCE BLUEPRINT

SAMPLE BLUEPRINT



Every step supports your larger goals: living longer, moving freely, and maintaining confidence in your body.

Mind	Body	Spirit
Creating a healthier relationship with food and strengthening motivation through hypnosis sessions	Improving mobility, weight management, and longevity through exercise rehab and nutrition tailored to your genetics.	Building confidence, purpose, and a sense of achievement by taking control of your health journey

WEEK 1: ESTABLISH THE FOUNDATION

Focus for the week:

on assessment, gentle movement, and awareness of daily habits.

Mind	Body	Spirit
Schedule your first hypnosis session	Take the nutrigenomics test	Notice three things you appreciate about your body each day

Micro-Habits to Try

- Walk for 5–10 minutes twice daily, at a comfortable pace.
- Track water intake—aim for 6–8 cups daily.
- Write one line nightly: “Today my body allowed me to...”

Provider	What to Discuss
Hypnotist: Allie Aschmann	Identify food triggers & define health motivation.
Naturopath: Dr. Ann Ijeh	Order Nutrigenomics test;

“Progress begins the moment you decide to start.”

WEEK 2: BUILD CONSISTENCY

Focus for the week:

Reinforce movement and establish new nutrition insights.

Mind	Body	Spirit
Continue hypnosis; practice daily self-suggestion statement: "I eat to fuel a strong, long life."	Perform rehab exercises 3× week; walk 15 min daily.	Eat one meal mindfully —no screens, full presence.

Micro-Habits to Try

- Record meals without judgment.
- Stretch shoulders and hips morning + evening.
- Spend 10 min outdoors for natural light exposure.
- Practice one slow exhale when cravings hit.

Provider	What to Discuss
Hypnotist: Allie Aschmann	Reinforce hypnosis for motivation.
Functional Exercise Specialist: Gina Vitale	Assess ability to rise from chair/floor.

"Consistency—not intensity—creates transformation."

WEEK 3: STRENGTH & EMPOWERMENT

Focus for the week:

Begin strength progression and evaluate nutrition/supplements

Mind	Body	Spirit
Journal one win each day related to movement or eating.	Add light resistance bands or body-weight work per Gina's plan. Review medications & supplements.	Reflect on how improved movement changes mood or confidence.

Micro-Habits to Try

- Stand up from seated position 10× daily (supported as needed).
- Add vegetables to two meals.
- Practice gratitude before bed: "My efforts today added years to my life."

Provider	What to Discuss
Hypnotist: Allie Aschmann	Transition hypnosis focus from control → confidence.
Functional Exercise Specialist: Gina Vitale	Progress assessment—balance, strength, and endurance.
Naturopath: Dr. Ann Ijeh	Engage in Initial Intake and review medications/supplements.

"Strength is built in small, repeated acts of courage."

WEEK 4: REFLECT & RENEW

Integration stage—solidify routines and celebrate steadiness.

Focus for the week:

Pause, observe growth, and prepare for the next cycle.

Mind	Body	Spirit
Summarize mindset changes since Week 1.	Review nutrigenomics results.	Choose one long-term motivation statement to anchor future plans.

Micro-Habits to Try

- Begin nutrition replacements based on genetic results.
- Walk 20 minutes, noticing posture and breathing.

Provider	What to Discuss
Functional Exercise Specialist: Gina Vitale	Test ability to rise from floor/chair comfortably.
Naturopath: Dr. Ann Ijeh	Review labs and create a plan accordingly.

“Age adds wisdom—your habits add years.”

REFLECTION

You've begun a meaningful shift toward independence and longevity. Over the last month you've improved mobility, created healthier food awareness, and reframed your mindset around aging and vitality.

WHAT NEXT?

- Complete your next balance check-in (Check your email- we sent you a quiz)
- Schedule an assessment call with Dr. Brown to create your next month's blueprint.
- Continue using the app
- Write one paragraph or voice note about what changed this month. Gratitude and recognition deepen new neural pathways- they literally make balance easier next time
- Update your providers on how this month felt
- If you're tired, rest. Balance includes stillness. Taking a quiet week before your next Blueprint is a sign of growth, not regression.