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### **PEACEFUL MIND YIELDS FERTILE BODY**

*Anji, Inc. helps women visualize the road to baby*

**(Minneapolis, MN)**...Most women are familiar with the ‘directive’ to *just RELAX*. Whether spoken by employer, partner, friend or relative, the idea of relaxation is generally thought to be a well meaning suggestion to help cure whatever ails you whether that be mental, emotional or physical.

More and more, women are hearing this advice from the medical community as well to help address problems that may range from infertility to pregnancy care, from menstrual and menopausal discomfort to chronic illness. “The edict to *RELAX* can be stressful in and of itself,” says Jennifer R. Bloome, President and Founder of Anji Inc. “Generally, those that are being given this advice are in the midst of dealing with stressful conditions which make relaxation even more difficult. In addition, very few of the amateurs and professionals that recommend relaxation offer a plan to achieve it.”

This disconnect from suggestion to reality is what motivated Jennifer Bloome to visualize Anji, Inc. in 1999. Having experienced her own battle with infertility as well as subsequent problems in pregnancy that resulted in cesarean births, Jennifer knew first hand the pain and anxiety associated with trying to conceive and being pregnant. “Over 6 million women today struggle with infertility,” says Bloome. “For those who actually become pregnant, there is still the stress in knowing that 12 percent of births in the United States are premature (babies born prior to 37 weeks). Just the facts alone are enough to make the road to baby a difficult journey.”

Based in part on Jennifer’s training with Herbert Benson at the Mind-Body Medical Institute in Boston, Anji, Inc. has taken this rough road and transformed it into a Journey of the Heart, an opportunity for women, near and far, to be personally guided through whatever their path may be.

“Anji is an Ojibwa word meaning Change,” says Bloome. “Change is inevitable throughout our lives. It is our reaction to it that determines whether the results will be stress or growth. Our goal is to direct that change towards reducing the physical and mental effects of stress, fear and anxiety; particularly as it relates to Infertility and Pregnancy.”

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Stress can sometimes fuel this change, but often it leaves individuals in a state of feeling overwhelmed and out of control. Enter Jennifer Bloome, Anji, Inc. and The Relaxation Response. The exact opposite of the ‘fight or flight’ stress response, the relaxation response, utilizing meditation and visualization techniques help the body to respond differently, eventually building up a stronger defense against stress and a weaker response to the hormones that induce it.

Bloome offers clients individual instruction in Mind-Body Techniques, based on the Relaxation Response, as well as group workshops.

And while Bloome has serviced hundreds of clients in person, she recognizes the need to provide assistance to those who are out of her reach. “Whether my clients are here or listening to one of the CD’s, my job is to make sure that they’re never alone. I am available to my clientele by phone, by computer and of course in person”

An innovator in her field, Bloome has developed a line of custom recordings (available on compact disc), which offer a range of topics related to trying to conceive, and infertility including conceiving naturally, with medications or with advanced reproductive techniques such as In Vitro Fertilization. Each of the recordings address the emotional, physical and psychological obstacles involved with every stage of the process. Other series of recordings are available for women journeying through each trimester of Pregnancy. Those not in the baby-making mode can benefit from the General Health CD’s. Perhaps one of the most unique offerings is the Custom Recordings and the ‘Mix your Own’, where clients can request specific tracks that Jennifer creates and records to address their individual needs. And, in a testament to her commitment to accompany her clients on their journey, Jennifer provides support by phone and through her interactive website, [www.AnjiOnline.com](http://www.AnjiOnline.com), where clients can gain more information from teleclasses, articles and discussions, while interested parties can ‘sample’ the offerings by listening to portions of the recordings available.

“You can’t just sell someone a CD or a book and then expect them to experience a complete transformation,” says Bloome. “That’s as unlikely as just telling them to Relax. Anji, Inc. works because we provide our clients with a customized plan that focuses on individual attention and personal follow up.” For Jennifer Bloome and Anji, Inc., relaxation is a serious business.

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*Anji, Inc. is a company devoted to supporting Women’s Health from the Inside out. The program is based on the Relaxation Response taught at the acclaimed Mind-Body Medical Institute in Boston and focuses on the reduction of stress through guided imagery and visualization. Led by Jennifer R. Bloome, MS OTR, Anji, Inc. provides individual and group training at their headquarters outside of Minneapolis, MN. Anji, Inc. also addresses the needs of those who live out of the area by offering training and guidance through customized recordings, an interactive website, [www.AnjiOnline.com](http://www.AnjiOnline.com), and personal support and follow up with Jennifer Bloome. Jennifer’s Labor and Birth Preparation CD has been reviewed and selected by LaMaze International™ as a leading resource in Childbirth and Early Parenting*

