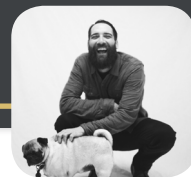




WHAT WE BELIEVE



It's never been easier to be sick. The daily rigors of life in the 21st century create tremendous stress on our bodies and take a serious toll on our health. This problem is compounded with unhealthy foods, sedentary careers, and a culture of medicine that treats the symptoms, not the underlying causes.

WE ARE ALL DIFFERENT.

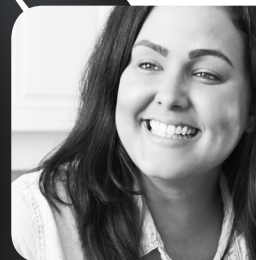
We have different genes, live in different environments, and have different responsibilities. Why is it then, that modern healthcare treats us all the same?

To put it another way, instead of prescribing Tylenol for a headache, we prefer to find out why you are having headaches to begin with. Using the principles of Ayurveda, along with the amazing advances of modern technology, we work with you to discover **what makes you, you** in order to determine the underlying cause of your health problems. This allows us to create a completely personalized treatment plan designed to get you back in great health.

This is medicine as it is supposed to be. Simple, thoughtful and tailored to you. It's Ayurveda. It's genetic testing. It's long-term partnership. It's the key to great health and, in turn, a great life. It's not always easy — nothing so impactful ever is — but it is simple. As simple as taking one step, the first step, down the road to great health.

Join us on this road. This highway.

WELCOME TO THE HOLISTIC HIGHWAY.



Achieving your health goals, whether losing five pounds or beating Lyme Disease, requires a plan. Goals without a plan to achieve them are “wishes,” and we don’t believe that wishes are how things get accomplished. Permanent, positive transformation takes expertise, time, accountability, support, personalized attention and community. **This is healthcare, not sickcare.** It’s how your health goals, no matter how big or how small, become reality.

In this Guide, We’ll Talk About...

- ▶ **OUR PROCESS**
 - + Step 1: Discovering What Makes You, You
 - + Step 2: Developing Your Personalized, Dynamic Wellness Plan
 - + Step 3: Plan Implementation, Ongoing Maintenance and Support
- ▶ **WHO YOU WILL BE WORKING WITH**
 - + Meet Kerry Harling | CEO of Holistic Highway and Ayurvedic Practitioner
 - + Meet Rebecca Bermingham | Ayurvedic Counselor
- ▶ **WHAT OTHERS ARE SAYING**
- ▶ **PICKING THE RIGHT PLAN FOR YOU**

Step 1

DISCOVERING WHAT MAKES YOU, **YOU!**



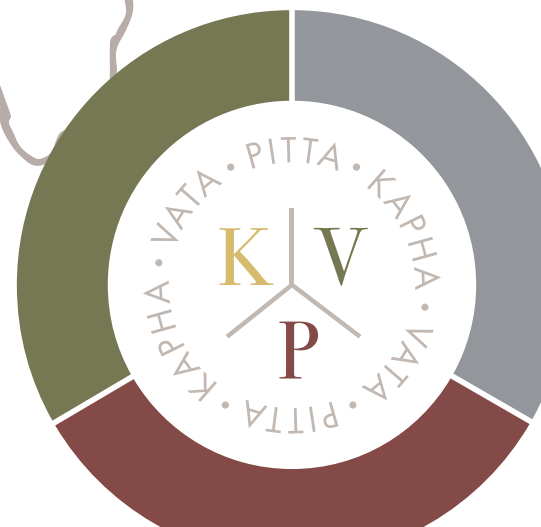
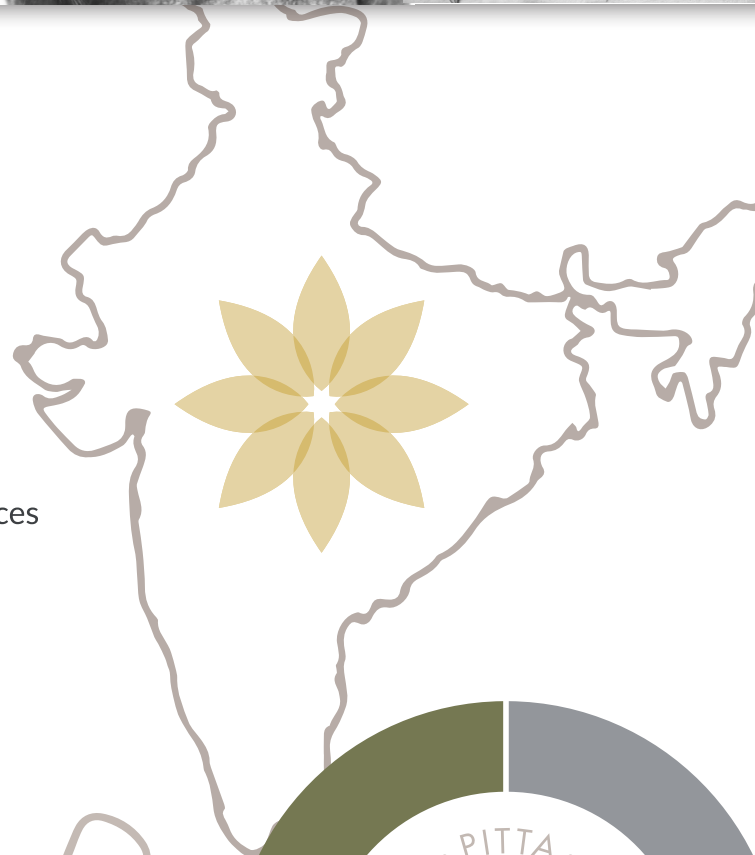
We are all different. We each have different genes, responsibilities, jobs, families, and environments. Our transformational wellness plans begin by understanding everything about you — from the stresses of your job to your genetic makeup.

KEY OBJECTIVES

- + Acquire your health history
- + Discover your dosha
- + Uncover your genetic makeup
- + Understand the root cause of your underlying imbalances
- + Identify your health goals
- + Develop metrics by which success will be measured
(*Less weight, more energy, etc...*)

KEY ACTIVITIES

- + Complete intake form
- + Initial 2-4 hour consultation
- + Ayurvedic 8 point examination
- + Complete genetic testing



Step 2

DEVELOPING YOUR PERSONALIZED, TRANSFORMATIONAL WELLNESS PLAN

After discovering more about you than any other health professional you have ever worked with, it's time for us to get to work. In this stage we develop a personalized, transformational wellness plan that is unique to you, and no one else. This plan, based upon the rigorous discovery in Step 1, has the following framework:

1. Introduction To Your Dosha

Understanding exactly what your dosha means for you.

2. Outline of Measures of Success

Identifying the measures by which success is tracked and defining health goals based upon these measures.

3. Diet Plan

Based upon your dosha and genetic markers.

4. Exercise Plan

Based upon your dosha and genetic markers.

5. Lifestyle Plan

Based upon your dosha and genetic markers.

6. Herbal Plan

Based upon your dosha and genetic markers.

7. How To Implement Your Plan

Week by week plan of key activities, foods, exercises and lifestyle tips to implement so that you know exactly where to start, and how.

8. Yearlong Timeline

Highlights all the consults, calls, cleanses, check ins, resources and opportunities that you can (and should!) take advantage of throughout your program.

KEY OBJECTIVES

- + Create a unique health plan for you that will serve as the roadmap to great health
- + Identify the measures we will use to track your success so that we are both aligned behind the same goals
- + Understand your genetic makeup (we test 32 specific genes), and how your genetic predispositions influence our recommendations and treatment plan

KEY ACTIVITIES

- + Research
- + Reviewing results of genetic tests
- + Health team creates your personalized transformational plan
- + 1 hour plan return meeting done via Skype/Zoom or in-person



**Click Here to See
a Sample Plan**

Note: This plan is based upon a real person's genetic information and dosha. In no way should this plan be used for your own health.

Step 3

PLAN IMPLEMENTATION, ONGOING MAINTENANCE AND SUPPORT

Permanent positive transformation of your health takes time. We don't believe it's enough to give you the roadmap to great health, which is why your plan has built in support, accountability and community so that you are never alone on the road to great health.

KEY OBJECTIVES

- + Ensure changes necessary to achieve health goals
- + To make sure plan is being followed
- + Tweak plan if necessary, based on unexpected consequences
- + Track results against agreed upon measures
- + Continual education
- + Cleansing when appropriate
- + Develop a long term relationship with your Ayurvedic Practitioner
- + Meet like minded people on the same journey as you
- + Enjoy rejuvenating Ayurvedic treatments

KEY ACTIVITIES

- + Consistent consultations depending on your plan choice (*weekly, bi-weekly, or monthly*)
We work with your schedule to book consultations, not the other way round
 - + Access to the Ayurveda Library which includes seasonal
 - Foods list
 - Rejuvenation program
 - Routines
 - Self-care
 - Yoga sequences
 - + Access to the Ayurveda Cleanse — either online or in unison with your practitioner depending on your plan
 - + Access to an Ayurveda Meal Plan — 5 meals each week that are chosen with your dosha in mind. Includes shopping lists, meal writeups, recipes and more!
- > > [CLICK HERE TO VIEW AN EXAMPLE WEEK](#) < <
- + Email support — have your questions answered even when you don't have a consultation scheduled
 - + Customized Ayurveda Starter Kit (*Includes massage oil, spritzer, facial wash and facial serum*)
 - + Weekend at the restorative Ayurveda Sanctuary
 - + Track measures in progress documents
 - + Monthly group educational calls
 - + 4 Seasonal consultations to adjust your plan according to the season
 - + Access to the Holistic Highway Facebook group. Ask questions of us and others on similar plans!



Who You Will Be Working With

We have an intimate, dedicated team at The Holistic Highway, and the entire team works collaboratively on your plan. You will be assigned a practitioner to work with you throughout your program. By having a dedicated practitioner assigned to you, it allows for the development of a trusting relationship. This isn't about 15 minutes of questions at the doctor's office. This is about developing a long lasting, personal relationship with your health professional.



Kerry Harling

Ayurvedic Practitioner & CEO of Holistic Highway

My ethos as a health professional is that health is **NOT** one size fits all. Each of us is unique, and as such, we require individualized treatment.

My philosophy on health and medicine began when, as part of my graduate studies, I observed the effects of environmental toxins on human health — toxins which left patients with a myriad of symptoms that didn't have a specific diagnosis.

I have since dedicated my life to developing an integrative approach to medicine. I combine the individualized approach of Ayurveda with the benefits of modern technology, such as genetic testing. By combining the wisdom of eastern medicine with the breakthroughs of western technology, I am able to create wellness plans for my patients that are personalized down to the molecular level.



Kerry has a B.S. in Neuroscience, a Masters in Education, has studied at The Kripalu School For Ayurveda and at the world renowned Ayurveda Institute. She is the CEO of Holistic Highway, where she helps her clients achieve optimal health through customized health services and programs. She also has a practice at The University of Pittsburgh's Center for Integrative Medicine, runs the Ayurveda Sanctuary, is a registered practitioner with the National Ayurvedic Medical Association (NAMA), is a member of Yoga Alliance and the owner of the TEDx Talk Context Is Everything. [CLICK HERE TO SEE HER TALK](#)

Who You Will Be Working With



Rebecca Bermingham

Ayurvedic Counselor

Several years ago when I was living in Tasmania, I decided to change the way I approached my health and well-being. I was constantly trying different diets or forms of exercise but never found any long term solution that worked for me. I started exploring natural therapies, and a friend mentioned the word “Ayurveda” to me.

I had never heard of it before and had absolutely no idea what it entailed. But by a twist of fate, the library in this tiny town in rural Australia had several books available on the subject. I took the books home and read them cover to cover. With each turning page, so many of my questions about health were answered. I started to understand the “why” of illness. Why was I feeling the way I was? And why had all my previous attempts at feeling well failed?

The answer was profoundly simple - there was an imbalance in my individual body type that needed to be addressed. Following a generic “one size fits all” approach was not working. I needed something more personal.

I began by implementing the most basic Ayurvedic practices. I made small changes to my daily routine and started to think about my diet in a different way. What followed in the next six months was incredible. I lost that extra weight I presumed I would carry for life, I was sleeping at night, I had more energy and I was excited about the future instead of afraid of it.

As I continued to follow an Ayurvedic lifestyle, I experienced such wonderful changes in my own life. It was then I decided to formally study Ayurveda to help others that were also lost or struggling to reform their health. I want to share with people that even simple changes can have dramatic effects and that improving your health can be a very enjoyable process. No matter how many times you’ve tried and failed, you can change.

When I’m not with clients, I like to spend my time practicing yoga, improving my Ayurvedic cooking skills and seeing as much of the world as I can. Earlier this year I traveled to beautiful Sri Lanka to undergo Ayurveda’s intensive Panchakarma Program and met wonderful doctors who shared much of their knowledge with me. I’m planning to explore and experience some of Nepal’s ancient Ayurvedic traditions in 2017.

I feel very fortunate to have found Ayurveda. For me, it was the answer I was always looking for. I am so excited to be a part of the Holistic Highway team, and I look forward to working with you soon!



What Others are Saying

After just a few months on my plan, I am sleeping through the night and completely off my sleeping medication. I have so much more energy and feel better able to handle day to day stress. I want my friends and family to join too!

Brenda Miller | Winter/Spring 2017

Before I started working with the Holistic Highway, I was fatigued and had painful eczema. Now, I am sleeping through the night, I feel energetic and my digestive system is working exactly as it should! My symptoms are under control and I have learned how to work with my body type.

Shaun Levi | December 2016

For the skeptic — bottom line — it works! I feel great.

Joe Calhoun | September 2016

I've lost 21 pounds since we last met seven months ago, and am still on the program. However, I don't consider it a "program" so much as a lifestyle change. My cholesterol has gone down 150 points and my blood pressure is normal for the first time in a long time, resulting in my not having to take medication any longer. The entire process has really been quite a no-brainer. I also walk two miles a day and have started doing yoga, which I'm sure has also contributed to the success.

Jessie | December 2016

I really felt like I had a personal nutritional coach. The fact that Kerry showed me directly, what foods/supplements I could choose from, was incredible to me — it has made following the food program I was given easy to follow — and so I have! Kerry also gave me simple morning breathing and stretching exercises that have helped with the digestive problems that I have experienced for most my life.

Amanda | Summer 2016

I'm embracing a way of life that gets me to think before I eat and encourages me to choose natural options. I've lost 20 lbs since starting with the Holistic Highway and have so much more energy.

Connie Burhman | Spring 2017

Picking The Right Plan For You

We have 3 plans available, each offering different levels of support and attention. Choosing the right plan depends on your health goals, level of support desired, and budget. We are more than happy to discuss the best option for you.

CARAVAN

Designed by Kerry, Work with Ayurvedic Lifestyle Counselor

LIMO

Designed by Kerry, Work with Ayurvedic Lifestyle Counselor

PERSONAL CHAUFFEUR

Work Exclusively with Kerry, Ayurveda Practitioner, and Founder of Holistic Highway

	CARAVAN	LIMO	PERSONAL CHAUFFEUR
Monthly Pricing	\$104	\$416	\$795
Annual Pricing	\$997	\$3,995	\$7,700
Initial Consultation	90 Minutes	2-4 Hours	2-4 Hours
Seasonal Consultations	3 with Ayurvedic Lifestyle Counselor	3 with Kerry	4 with Kerry
Wellness Plan	Your Personalized Ayurvedic Guide to Healthful Living	Customized Transformational Wellness Plan	Customized Transformational Wellness Plan
Check Ins per Month	1	2	4
Cleanses	Online Cleanse	2 Customized Seasonal Cleanses with Ayurvedic Lifestyle Counselor	2 Customized Seasonal Cleanses with Kerry
Monthly Group Calls	◆	◆	◆
Daily Health Tracker	◆	◆	◆
Access to your Ayurveda Library full of Information that is right for your dosha for each season	◆	◆	◆
Recipe Subscription Plan	◆	◆	◆
Instructional Videos to show you healthy routines	◆	◆	◆
Seasonal Exercise Regimen for your Dosha	◆	◆	◆
Genetic Testing		◆	◆
Stay at the Life-Changing Ayurveda Sanctuary		◆	◆
Work Exclusively w/Kerry			◆
Customized Ayurveda Starter Kit (Massage Oil, Spritzer, Facial Wash, Facial Serum)			◆
Workshop Discounts		25%	50%