

Need aromatherapy, reiki? Local therapist has listings online

Louallen's goal is nationwide alternative providers directory

Being a full-time massage therapist, reiki provider or acupuncturist isn't always a high-dollar career choice, which makes it hard to afford advertising and build a client base.

Sharon Louallen is offering a new option for holistic practitioners in Greater Cincinnati and several other regions with a Web site, www.healingisnow.com. On the site's directory, practitioners can list a one-page description of their practice, medicine or product line as well as contact information and a picture.

Louallen, whose company is called Prada & Skye LLC, charges \$59 a month and \$427 a year for the service. She also sells sponsorship ads on the site.

So far, 55 providers have signed up in categories such as aromatherapy, craniosacral therapy, energy healing and hypnotherapy. Most are in the Cincinnati area, but Louallen also has listings for New York and California. Merchants can also sell healing-related jewelry and other products on the site.

"I'd like to have the whole country (covered on the site), but it's going to have to build slowly," Louallen said.

She went live with the site a year ago and



HEALTH CARE

James Ritchie

also is starting a magazine, *Elate*, to focus on alternative healing, and looking at producing films with a healing-arts focus.

"What I'm trying to do is get angel investors," Louallen said. "I need to get cash infused to really propel this."

She hopes to put as much as \$10,000 into upgrading the Web site and as much as \$500,000 into the magazine, to come out

once a year.

Louallen got the idea for her business be-

cause she knows the industry well. A Miami University graduate with a background in public relations and theater, she is certified to practice feng-shui, reiki, energy healing and hypnotherapy.

Good communication skills can lead to word-of-mouth advertising, she noted, but some good practitioners don't have the gift of gab. And even those who do generally appreciate extra exposure.

"I hear people say they don't have the money to advertise," she said.

The site has listings for **55** providers.

Ritchie covers health care for the Courier. To contact him, call (513) 337-9442 or e-mail jritchie@bizjournals.com.

County's HIP loans offered to businesses

Hamilton County is extending its Hamilton County Property Improvement Program to include loans for repairs and improvements to commercial properties.

The HIP loans have been available for five years for residents to make repairs and improvements to their homes. But now

