

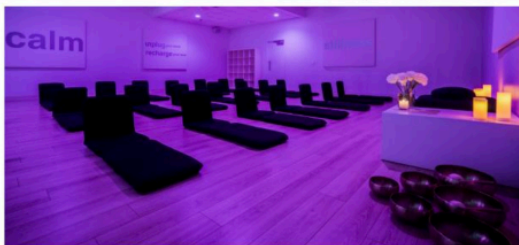
# THE POWER OF ONE'S *Ripple Effect*



PHOTO: BRIGITTE LACOMBE

SUZE YALOF SCHWARTZ GIVES SPACE FOR SPIRITUAL PRACTICE

WRITTEN BY JENNIFER CHAMPION



If you would have told Suze Yalof Schwartz that she would one day be the creator of the world's first drop-in secular meditation studio, she wouldn't have believed you. After all, she had been in the fashion industry for over two decades working with Vogue, Elle, Marie Claire, Glamour and frequently appearing on television giving sage fashion advice. However, in November of 2012 her life was about to go through a makeover of its own after her mother-in-law gently told her she was too stressed out and led her through a three minute guided meditation. After experiencing immediate relief by going to an oasis within, she was left wanting to know what that was and how to have that feeling again.

Suze's desire to feel that peace and relaxation led her to search online for places to go meditate and discovered there was nowhere quick and easy to go. Many places required a level of commitment that most people could not fit into their busy lives. "Where was the drybar of meditation?" she asked herself. The idea of creating a meditation space and her being the one to do it wouldn't relent. "I told my husband that I was quitting my job and opening up a meditation studio," Suze recalls with some levity. "Everybody said I was crazy, but I said if I want to do this, I want to do this." With "crazy" being the catalyst to do something different, she became a seeker of all things meditation. She turned into a dedicated student of Vedic meditation technique, one of the oldest forms of meditation, as well as learning all she could before opening Unplug Meditation studio in April of 2014 in West LA with the Unplug Meditation app that followed.

"Once you start meditating, you want to know all the other kinds of meditation that are out there," Suze shares. That is why one of the goals of Unplug has been to introduce different styles of meditation to all those seeking peace and contentment from within. Many roads lead to the path of meditation, from sound baths to aromatherapy to breath work in addition to many other forms, so that people can choose what works best for them. Their clients range from elementary students to CEO's and everything in between, all receiving the benefits of the practice.

Practitioners know that benefits of meditation are worth the time, especially when with a little effort one can slow down the aging process, live longer, reduce stress, minimize chronic pain,

boost the immune system, improve attention and concentration, cultivate well-being and share that innate peace and joy with those around them. Some people forget to take the time for themselves, filling their days devoted to others and outside activities, in turn creating pent up stress with no outlet. "Stress can kill you and meditation can save your life," Suze simply states. Her own life underwent a shift as her meditation practice grew. She detaches from stress and calms herself down in an instant. "I'm able to have perspective on things that activate me. If someone says something, I can pause, breathe and not react. I'm more present with my kids. I know nothing is an emergency, and all you have to do is breathe."

Suze has made meditation easy and accessible and not just for Los Angeles residents who can take a class morning through night at the studio. Even from her home in Pacific Palisades with the Unplug Meditation app, her ripple effect spans beyond her own city reaching 58 countries. There are dozens of videos to choose from under 5 or 10 minutes, as well as longer ones, so that one can meditate wherever and whenever it's most convenient. World famous teachers guide the meditations which can also be seen in hotels, schools and offices around the world.

**"Stress can kill you and meditation can save your life"**

Suze Yalof Schwartz

"I've opened myself up to meeting new and interesting people. They are the biggest gem. I feel better as a human being because I know them. The practice is also a gem, because you get to discover things about yourself that you didn't know." One of those things being her ability to create a global spiritual brand.

When Suze isn't working, she enjoys life with her husband and three children in the Riviera. When they first moved to the Palisades in 2010 both her and her husband fell in love with all the lush green vegetation and fruit trees in their backyard. As her spiritual practice has grown, so has her garden with the addition of avocado, pomegranate and more citrus trees. It seems Suze knows how to make internal and external spaces more peaceful and beautiful than they were before. The Unplug Meditation app is currently undergoing improvements, a second studio is opening in West Hollywood, and her book, Unplug: A Simple Guide to Meditation for Busy Skeptics and Modern Soul Seekers expands her ripple further beyond. For more information and class schedules - [www.UnplugMeditation.com](http://www.UnplugMeditation.com)