



Welcome to the May-July issue of the Drishti newsletter! As always, if you have any feedback or suggestions, feel free to e-mail us! Thanks for reading...

Drishti Newsletter May-July 2004

-The newsletter is best viewed in HTML format if possible!-
In this newsletter you will find the following sections:

- 1) What's new at Drishti
- 2) Yoga News
- 3) Upcoming Yoga Workshops & Events (in the SB area)

What's New at Drishti

Online Store!

You may remember the announcement we made about Drishti's up-and-coming **online store** in our last newsletter. Well, it's been up and running for almost two months now, and so far we are very pleased with this new venture. We are thankful to those of you who have taken the time to explore the online store and offer your feedback. We continually add more products to the website to enhance our selection of items. Drishti's online store can be accessed at www.drishtiyoga.com.

Wholesale

Another new development for us is that we now offer our selection of **Drishti yoga products at wholesale prices** to interested businesses and yoga instructors. Over the past several months, we've been working on developing our own line of well-made yoga products including **Drishti yoga mats, straps, blocks, blankets, and more**. These items are popular in our own store, and we are now ready to offer them to other businesses at competitive wholesale prices. Interested parties might include: yoga studios needing to stock their yoga rooms with props, yoga studios seeking props to sell in their retail sections, and/or any person interested in buying yoga props in large quantities.

New Items at Drishti

We are constantly receiving new arrivals in our store. Here are a few items that we are especially excited about.

-PVC-safe yoga mats! – Nearly all yoga mats on the market today (as well as many other plastic-based products in other markets) are made with a synthetic chemical called PVC (Poly Vinyl Chloride). While health and environmental concerns regarding this chemical have existed for years, these facts have

not received much attention within the yoga community. Recently, however, awareness about PVC amongst yogis has risen as the topic is addressed by yoga magazines and other outlets. In response to this, Drishti has added "**PVC-safe**" **yoga mats** to its yoga products selection. These mats are made from **natural rubber** and contain no ozone-depleting substances. In addition, they offer amazing **non-slip performance** and have received great feedback from our customers. We are happy to offer these new alternatives to PVC-based mats!

-Anatomy for Yoga DVD with **Paul Grilley** – This is an extremely comprehensive presentation and a great resource for both yoga students and teachers. This DVD includes nearly 4 hours of in-depth lectures regarding **human anatomy as it relates to yoga practice**. Paul Grilley, author of Yin Yoga, is an acclaimed author and yoga instructor and we are pleased that he has chosen to make his teachings available to us through this format. You can find more information about this DVD at our online store (www.drishtiyoga.com), under the "DVDs, Videos, & Audio" category.

-In the **book world**, we have some intriguing new titles. Living Faith: Windows into the Sacred Life of India by Pico Iyer and Khanna Dinesh is a beautiful photographic look into the world of India and faith as it takes place in everyday life. Eleven Minutes is the new novel just released by Paulo Coelho (ever-popular author of The Alchemist) – already an international bestseller. Also noteworthy is Mastering the Secrets of Yoga Flow by Doug Swenson (brother of well-known Ashtangi David Swenson) and Mindfulness Yoga by Frank Jude Boccio, which is a welcome synthesis of Patanjali's teachings on yoga and Buddhist philosophy. (Bonus: if you are reading this sentence, feel free to e-mail us your full name, and we'll give you 10% off your next Drishti purchase!)

-In the **music department** these are a few of the new releases that we enjoy playing at Drishti. "Journey to the Heart" by M-Path is beautiful, Wah's new release "Lokaha" has been drawing attention, and Jai Uttal's new cd "Music for Yoga and Other Joys" is a soothing background for almost any activity.

Yoga News

B.K.S. Iyengar Named one of Time's Top 100 People

Renowned yoga instructor and founder of his own highly popular form of yoga, **B.K.S. Iyengar** was named a **Top 100 Person** in the April 26th issue of **Time Magazine**. Iyengar's selection by Time represents yet another approval by mainstream media of the practice of yoga. An excerpt from the article reads: "The beauty of Iyengar yoga in particular is the revelation that there is a living architecture hidden in all of us that only needs unveiling. In fact B.K.S. Iyengar teaches that the body should flow into a yoga posture the way light fills a well-cut diamond. Iyengar is 85 now, and he still teaches at the institute in Pune, India that he founded in 1973 (*Time*, April 26, 2004)."

Update on New Yoga Studio in SB

In our last newsletter, we reported that a **new yoga studio** was scheduled to open in March 2004 in downtown Santa Barbara. We now have an update on the progress of this new venture. The name of the studio is Yoga Santa Barbara, and its opening date has been postponed until late June. Yoga Santa Barbara will feature 3 large studios - one of which will be specifically designed for Iyengar yoga. Their schedule will include a variety of classes and a number of

instructors, two of whom are former Yoga Works teachers. (The studio is still seeking instructors to add to their schedule - respond to this e-mail if you are interested, and we will forward you their contact information.) Look for YSB's print ads in the local papers, which will signal their opening. YSB will be located at Cota and Anacapa streets beside the Siesta Sleep Center.

Upcoming Yoga Workshops & Events

- Yoga for Back Care and Scoliosis w/Elise Miller at Lulubandha's in Ojai
-Saturday, May 15, and Sunday, May 16, 12-5pm each day
- Chakras in Asana w/Anne Van de Water at Santa Barbara Yoga Center
Saturday, May 15, 1-4pm, \$35
- Siddhi's Yoga Cleanse Spring 2004 w/Siddhi Ellinghoven at Santa Barbara Yoga Center
May 15-May 25, \$235
- Ashtanga Intensive w/Dena Kingsburg at the Ashtanga Yoga Shala
Sunday, May 16 - Friday, May 21, \$180
(There is at least one person coming in from out of town for this workshop who is seeking a place to stay. If you are interested in offering a room or renting at a reasonable cost please contact Michele or Steve at 966-7157.)
- Teaching Introduction to Yoga (for Yoga Teachers) w/Heather Tiddens at Santa Barbara Yoga Center
May 21-23, \$65
- Yoga, Ayurveda, & the Wisdom of Menopause w/Suza Francina at Yoga Jones in Ventura
Saturday, May 22, \$50
- Shakti Workshop: The Feminine Power of Yoga w/Sarah Kane at Blue Lotus Feet Yoga Loft
Sunday, May 23, 3-5pm
- Restorative Yoga w/Cheri Clampett at Santa Barbara Yoga Center
Sunday, May 23, 2-4:30pm, \$35
- Memorial Day Retreat w/Ganga White & Tracey Rich at White Lotus Foundation
May 28-31, \$550
- Iyengar Yoga Basics for Teachers w/Lisa Walford at Santa Barbara Yoga Center
May 28-30, \$385

- Free Introduction to Yoga at Yoga Jones in Ventura
Monday, May 31, 11am-12:30pm, FREE
- Yogabirth w/Shelley Wilcox Purcilly at Santa Barbara Yoga Center
Friday, June 4, 6:30pm, \$35
- Reclaiming the Sacred Sensual Feminine through Erotic Dance Yoga w/Niav Connor at Santa Barbara Yoga Center
Saturday, June 5, 7-9:30pm, \$40
- Intro to Mysore Ashtanga Yoga w/David & Andrea Miliotis at Santa Barbara Yoga Center
Sunday, June 6, 4-5:30pm, \$15
- Core Yoga Teacher Training Module w/Kira Ryder at Lulubandha's in Ojai
June 14-June 25, \$1100
- Yoga & Meditation Teacher Training w/Sarah Powers at Santa Barbara Yoga Center
June 17-27, \$1,375
- 16-Day Yoga Teacher Training w/Ganga White & Tracey Rich at White Lotus Foundation
June 19-July 4, \$3200
- Shakti Workshop: The Feminine Power of Yoga w/Sarah Kane at Blue Lotus Feet Yoga Loft
Sunday, June 20, 3-5pm
- Therapeutic Yoga w/Leslie Bogart at Lulubandha's in Ojai
Saturday & Sunday, June 26 & 27, \$125
- Restorative Yoga w/Cheri Clampett at Santa Barbara Yoga Center
Sunday, June 27, 2-4:30pm, \$35
- Yoganessa's First Annual Yoga Summer Camp for Children w/Anne Van de Water at Santa Barbara Yoga Center
June 28-July 2, \$65
- Rumi's Teaching & Poetry: The Path to Enlightenment at Lulubandha's in Ojai
Saturday & Sunday, July 10 & 11, \$125
- 9-Day Forrest Yoga Intensive w/Heather Tiddens at Santa Barbara Yoga Center
July 10-18
- Asana Dissection w/Patricia Sullivan at Lulubandha's in Ojai
Saturday & Sunday, July 16 & 17, \$135
- Deepening Your Practice: Advanced Training Course for Yogis w/Ganga White & Tracey Rich

July 17-July 23, \$1200

-White Lotus Weekend w/Cheri Clampett at White Lotus Foundation
July 29-August 1, \$550

"Three yogis are sitting by the side of the road. A dog passes by. A year later, one of the yogis says, 'Did you see that dog pass by?' After another year, the second yogi says, 'That wasn't a dog. It was a chicken.' Another year passes, and the third yogi says, 'Would you two please stop arguing???'"

-Anonymous

You have received this e-mail because you are on Drishti's e-mail list. If you wish to be removed from this list, please respond to this e-mail with the word "remove" in the subject line. If you know of someone who would like to be added to this list, please direct them to our e-mail list sign-up at www.drishtiyoga.com. Thank you!

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