

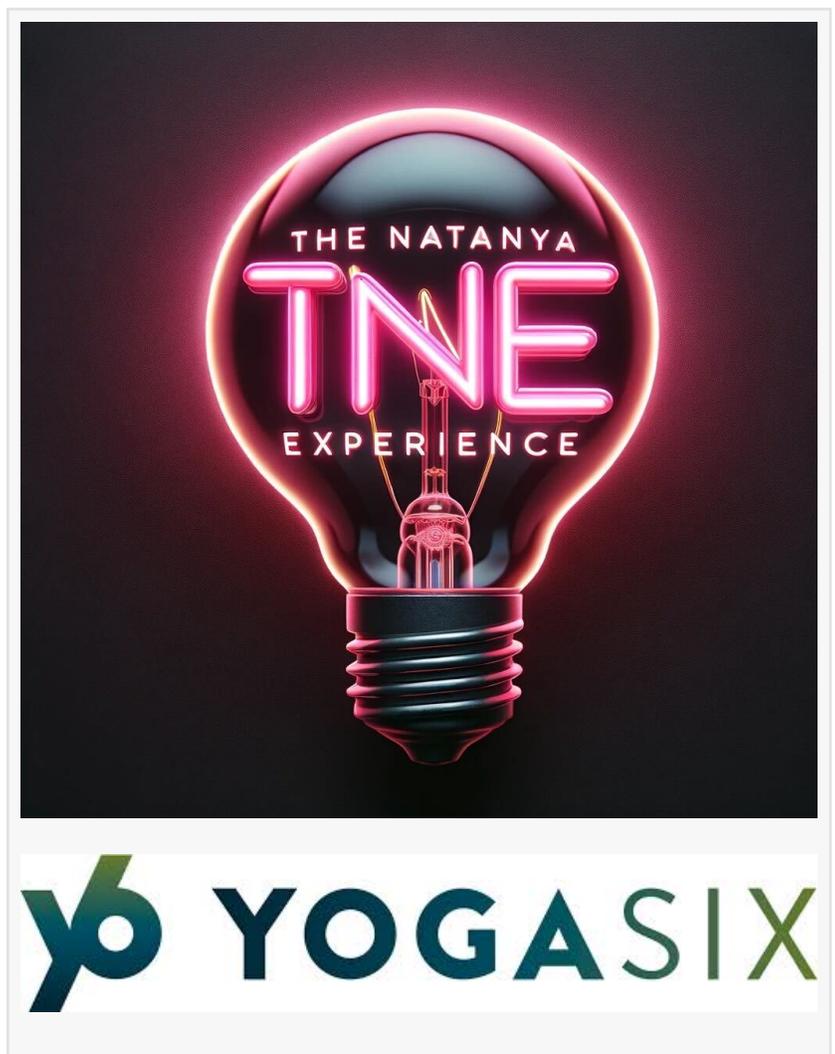
# Announcing From Big Pharma to Boutique Fitness: Innovation and Purpose-Driven Transformation

*Collaborating for Change: Steve Robinson, Natanya Wachtel, and the Transformation of Fitness and Wellness*

SHREWSBURY, NJ, UNITED STATES, December 2, 2024 /EINPresswire.com/ -- Transforming Wellness Together: A New Collaboration Between Yoga6 and The Natanya Experience

In an inspiring reconnection, [Steve Robinson](#), franchisee of Yoga6 studios, and Natanya Wachtel, founder of [New Solutions Network](#) and The Natanya Experience, recently sat down to develop plans for a groundbreaking collaboration. The partnership, deeply rooted in their shared history and transformative personal journeys, seeks to redefine wellness by tapping into yoga's ability to blend the physical and emotional aspects of well-being.

Over twenty years ago, Steve and Natanya's paths first crossed in the high-stakes world of Big Pharma. Their collaboration back then was a "tiny connection," a moment that seemed fleeting but ultimately became the seed for something extraordinary. Fast forward to today, after career pivots, personal health challenges, and emotional transformation, their connection has blossomed into a dynamic partnership poised to revolutionize the wellness industry.



Steve's Yoga6 studios focus on making yoga accessible while emphasizing mental rejuvenation. Natanya's expertise in behavioral science, coupled with platforms like [evrmore.io](https://evrmore.io), an Empathy AI app for mental wellness (which she co-created), brings a personalized and innovative approach to their collaboration. Together, they aim to create transformative experiences that connect people to their inner resilience and purpose.

#### Key Initiatives of the Collaboration Innovative Tools for Members:

Through [evrmore.io](https://evrmore.io), Yoga6 members will access reflective exercises and personalized wellness tools, extending the benefits of yoga beyond the studio walls.

#### Community-Centered Wellness Events:

Workshops, co-hosted with The Natanya Experience, will focus on topics like PTSD recovery and stress management, tailored to high-stress professionals.

Inspiring Content and Expert Insights:  
Events and programs will feature thought leaders, athletes, and wellness experts, fostering meaningful connections and personal growth.

#### Overcoming Challenges: A Mission to Reshape Perceptions

Steve has faced hurdles in translating Yoga6's emotional and introspective value into tangible membership growth. Grassroots marketing efforts and CRM systems like Club Ready have limitations that don't fully capture the studio's unique appeal. Recognizing this, he sought



# New Solutions Network



Steve Robinson and Natanya Wachtel

Natanya's behavioral science expertise to reposition Yoga6 as a sanctuary for holistic wellness.

Natanya's personal transformation has fueled her passion for making wellness accessible. After overcoming health crises and embracing yoga as a pathway to healing, she's committed to helping others unlock their potential. Her work with evrmore.io and The Natanya Experience reflects this mission, offering tools and platforms to inspire resilience and well-being.

#### Upcoming Events

Holiday Open House:

December 14, 2024

Celebrate the season at Yoga6 in Shrewsbury, NJ, with trial classes, wellness-themed holiday gifts, and special offers.

5th Anniversary Celebration:

December 19, 2024

Join a day of free classes and discover the transformative power of yoga.

Wellness Day for Police and First Responders:

February 2025

Co-hosted with The Blue Magazine, this event will focus on mindfulness and PTSD recovery for high-stress professionals.

#### Exclusive Interview: A Journey of Purpose and Connection

To hear more about their shared vision, watch Steve and Natanya's full interview on YouTube. They discuss their journey, the challenges they've faced, and their passion for reshaping wellness. Follow the link below to watch the full interview.

#### Why It Matters

This collaboration is a testament to resilience, reinvention, and the belief that every life chapter offers a new chance for purpose. By integrating yoga, behavioral science, and digital innovation, Steve and Natanya are not just promoting wellness—they're creating a movement. Join them on this transformative journey and discover your own path to well-being.

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