

**Anita Heft - Owner**

Himalayan Salt & Wellness  
1494 N Charlotte Street  
Pottstown, PA 19464  
Montgomery County

**Industry:**  
Health and Wellness Spa

**Year Founded:**  
2016

**SBDC Assistance:**  
Business strategy  
Business plan  
Financial projections

**Kutztown University SBDC**  
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## Healing Power in Himalayan Salt & Wellness Cave.



*"I am excited to offer a place where you can come experience relaxation on a deeper level" —Anita*

After spending years in the pharmaceutical world as an analyst, Anita decided she wanted to get back to her roots in health and wellness. Anita was a reflexologist and reiki master before entering the corporate world. She was intrigued by the overall health benefits clients experience with salt caves and loves visiting them herself.

Anita decided that a Himalayan Salt Cave was the perfect complement to yoga, reflexology, and reiki.

Halotherapy (also known as Salt therapy) has been relied upon for centuries to provide relief from various ailments, including:

- Allergies and asthma
- Excess stress
- Hangover
- High blood pressure
- Respiratory infections
- Skin conditions

Anita began to research and put together her business resources in November 2015. She states, "It is a lot of hard work and many hours of staying up late. I know the benefits will be worth it in the end." Anita searched for the perfect location, suppliers, general contractors, what services to offer and financing.

Anita approached numerous banks for funding her new project. During this search she began to work with the Small Business Development Center of Kutztown University and was referred to The 504 Company by the Philadelphia District Office of the Small Business Administration (SBA). Anita started to work diligently to structure her business plan and financials to become more attractive to the lenders. She was approved by The 504 Company with SBA backing.

Upon opening, they will have 5 employees and Anita plans to do reflexology and reiki to add to the services available at Himalayan Salt & Wellness Cave. Anita has already begun to participate in community events and loves to share the benefits the salt cave, reflexology, reiki, and yoga can have on a person.

Himalayan Salt & Wellness Cave is underway and expected to open sometime in June 2016. Please come and join us at 1494 North Charlotte Street, Pottstown, PA.