

The Wāv Collective Brings Holistic Healing to Berks County

BY AMY MILLER
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The Wāv Collective isn't your typical chiropractic office. There aren't any scary posters on the wall filled with risk factors and education that's more unsettling than informative. Dr. Felicia adjusts patients, often in her bare foot, in keeping with the homey vibe she's deliberately cultivated throughout her practice. And while she aims to bring holistic healing to all who need it, the specialty of this female owned and operated business is prenatal and pediatric chiropractic care.

Dr. Felicia grew up in Arizona but moved to Berks County with her husband after finishing her doctorate degree at Palmer College of Chiropractic in Davenport, Iowa. When she saw an opportunity to bring something a little different to the area, others cautioned her against starting from scratch, advising her to buy a practice instead. Despite bleak statistics about small business failure, Dr. Felicia persevered, determined to create a practice where she had complete control and could love going to work every day.

Buildout for The Wāv Collective was underway during the height of COVID in early summer 2020 and Dr. Felicia's faith in the practice's success never wavered. "It didn't matter to me that a pandemic had hit," she says. "More so now people needed a holistic form of healing and would especially seek it out during and after the pandemic." The Wāv Collective opened to the public in August of 2020, when Dr. Felicia was just 28 years old. Her first patients needed to be fully masked and take their temperature when they came in, but as expected, come they did. "I've never had a month where I thought the business model wasn't going to work," Felicia continues. "We've grown steadily and slowly - organic growth."

At first Dr. Felicia did every role herself, from the actual adjustments to billing, scheduling, marketing, and front of house protocols. That allowed her to learn the business inside and out and shape the practice exactly as she wanted. She's been so successful she's been able to hire a second chiropractor, Dr. Taylor Sandin, who she used to play rugby within graduate school, and a team of outstanding female staff members.

The chiropractic adjustment is a holistic healing art based on the philosophy that your body is meant to naturally heal from the inside out. Though your body knows what to do, interference and stress often keep it from having the capacity to heal promptly and efficiently. That interference might be a poor learned motor behavior, a missed neurologic milestone, or years of wear and tear. The specific chiropractic adjustment removes that interference so healing can take place.

Dr. Felicia and Dr. Taylor primarily see pregnant and pediatric patients and they are both certified in the Webster Technique. This certification is done through the



Dr. Felicia

International Chiropractic Pediatric Association and is a highly sought after accolade in prenatal care. Every mother-to-be can benefit from prenatal chiropractic adjustments, which can help with the aches and pains of a normal pregnancy or with specific complications, such as a breech position, sciatica, and pubic symphysis dysfunction. Though it's never too late to start, the earlier adjustments begin, the better the results will be. Prenatal adjustments are to optimize the mother's body and pelvis to be in optimal alignment and have the most resiliency to surrendering and opening during labor and healing postpartum.

"Labor is the most physically traumatic event most people will ever go through," Dr. Felicia says. "Not just on mothers, but on babies. It's easier to clear that interference

early on instead of letting it compound for decades. It's never too early to adjust a baby. My youngest patient was less than 24 hours old." Often, issues can be quickly and easily resolved which changes the whole trajectory of a child - and family's - journey. For example, a baby could be adjusted once and be able to latch more efficiently, allowing them to breast feed instead of relying on formula. Adjustments can also help babies and children with colic, bed wetting, ADHD, chronic ear infections, and other conditions. Rest assured that only gentle pressure is used on babies-the same amount as if you were to press on your closed eyelid.

While some people think going to a chiropractor can be inherently dangerous, that's only true if your chiropractor hasn't taken the proper precautions. The Wāv Collective does a thorough examination and diagnostic testing with each new patient. After discussing their medical history and risk factors, each patient receives individualized treatment specifically tailored to their needs. Most patients are not receiving the flashy twisting, cracking, and popping you might see on TikTok. When done right, chiropractic adjustment is a very safe and effective form of non-evasive health-promoting-care.

The Wāv Collective is also home to a top-of-the-line infrared sauna. While traditional wet saunas heat a person from the outside in, infrared saunas heat you from the inside out. This stimulates an artificial fever that kills off

bad bacteria and helps you sweat out heavy metals, old medications, and stored up toxins. While many use infrared saunas to detox, they're also helpful for those with ailments such as chronic Lyme or autoimmune issues. They're also a great way to stimulate your cardiovascular system if you're unable to work out heavily because of a condition or injury.

Dr. Felicia is very optimistic about the future of the practice and is excited to see how it will continue to grow and evolve. She and Dr. Taylor are both expecting this coming spring and are enjoying adjusting each other and experiencing the benefits of chiropractic firsthand. "It's really cool to be in this phase of life with my patients right now," she says. "It's helped broaden my paradigm for the human body and how incredible it really is."

In addition to pregnant women and children, The Wāv Collective also specializes in TMJ Dysfunction, and sees general patients as well. All are welcome to use their infrared sauna. Appointments for all services can be booked online at thewavcollective.com/ or by calling the office at **(610) 615-8233**. They also share information and updates on Instagram @[wav.collective.pa](https://www.instagram.com/wav.collective.pa).

Wāv Collective

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Dr. Taylor and Dr. Felicia

