

# Meet Vivian Eisenstadt, MAPT CPT MASP of Vivie Therapy

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Today we'd like to introduce you to Vivian Eisenstadt, MAPT CPT MASP.

So, before we jump into specific questions about the business, why don't you give us some details about you and your story.

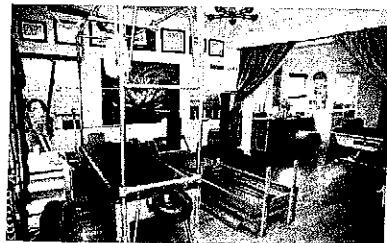
I grew up as an athlete in Brooklyn, NY in the 70's, playing basketball at the local park and just about any sport you could imagine. I was commonly known as the "tomboy" or the "superjock" of the group. Once I hit college, I didn't know what to major in so I became a phys. ed major to continue my passion of sports. I became a personal trainer that worked in 4 gyms (if you worked 4 hours in a gym you got free membership and I was big into body building at the time so I liked going to different gyms so I wouldn't get bored) while attending school and doing private training on the side. One day our athletic training coach took us to an outpatient orthopedic physical therapy clinic where I had my AHA moment and immediately I wanted to make a living doing this. I finished my Bachelors in Athletic Training and continued to another Bachelors in Health Science and a Masters in Physical Therapy from Touro College. While in college, I used to work for Stu Mittleman - an ultra distance runner - and along with developing fitness testing programs and personal training, we would perform fitness testing for clients at Tony Robbins seminars in Hawaii. There we would fitness test a hundred people at a time up to 1000 people per seminar. I learned about the individuality of our human bodies and how their stories of life reflected in their bodies on many levels. Eventually, Equinox fitness clubs hired us to develop their first fitness testing programs (there was only one Equinox at the time). I am forever grateful for the on-hand knowledge I learned through Stu and through Equinox. When I graduated with my Masters in Physical Therapy in 1997, I worked as a physical therapist in Brooklyn and later New York City until I moved to LA in 2000.

I got my first job here at Cedars-Sinai Outpatient Orthopedic Facility and was later moved to help open and integrate their Spine Center Physical Therapy Program with their Medical Spine Center. While working with so many other great therapists, I continued my studies to receive a National Orthopedic Specialist Certification within my field. When I left Cedars for a job as a chief physical therapist in a Pilates based physical therapy center, I used that opportunity to study Pilates. I have since opened my own healing center in 2003 "Prevent The Pain Therapy" which I later renamed "Vivie Therapy" as I hated the word "Pain" in the name of my center. I have since trademarked the word "Vivie" to mean "pain-free". In 1994 I came down with Epstein Barr Virus (EBV), known as "Chronic Fatigue Syndrome". I battled it for over 10 years looking for solutions to no avail. Back then it wasn't just a physical challenge for me, but the fact that nobody understood the virus made it emotionally taxing as it didn't look like I was sick so people tended not to believe me or take my pains seriously. I learned to live in pain daily and navigate my day around how much I could do before my body gave out. Finally, in 2003 I met a MD of nutritional medicine and who performed this test on a German biofeedback machine called the SCIO, which electromagnetically read my body's cells and diagnosed the virus as well as any other issues going on that weren't in balance and even emotional issues I was dealing with.

**VIVIAN**  
Meet  
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MASP of  
Vivie Therapy in  
Beverlywood

Based on the findings of this machine I was put on a six-week body balancing program including diet and homeopathic herbs that attacked the virus. This also included something called Bach flower essences, that are tinctures that address emotional states. During the first week of treatment, I took off work because I am aware that homeopathic medicine "fights fire with fire" and when it tapped into the EBV to bring it out of the cells, I experienced a huge flair up of my Chronic Fatigue and wouldn't be able to work. However, the surprise I got was that while incorporating the chemical effects of the herbs, I collapsed to the floor in an emotional rage that I never felt before. After the rage episode, the sensible thing for me to do was to look into the psychological components behind the rage that came out. I was clear that if I could attack this illness from all angles I had a higher chance of kicking the crap out of it and getting it out of my body. I went to psychologists and delved into many of the painful issues that I was holding on in my life.

## Vivie Therapy



I explored in-depth the physical manifestations of my mentality. I found that clearing these issues helped me maintain the physical wellness of my detoxes and cleanses. I started delving into other alternative methods that could help people as I was now open to how effective alternative treatments were for me over drugs and surgeries of mainstream medicine. As a result, I now incorporate alternative modalities such as whole body vibration therapy, detox foot baths, radiant electric therapy and mind-body approach to my patients into my practice. The results of my approach have been that patients not only get better substantially faster physically from their injuries, but they improve other areas of their lives as well – whether relationships with their friends and family, their relationship with themselves, self-love, self-care etc. I have also become a postural specialist and write many articles on posture and its effect on our lives. I love what I do and truly feel called to do it. No money in the world can replace the feeling I get when I help people who felt they were out of options, or give hope to someone who has just been living in chronic pain as I have. When I came down with EBV, I went from being able to bench press 150 lbs. to not being able to get out of bed for 6 months. My entire body atrophied and my joints tightened up to the point where I could only lift my shoulders 1/4 of the way up. Every joint got extremely tight – every level of my spine, my hips, my ankles etc. On top of that, every time I tried to work out while I was ill, my body misinterpreted the increase in body temperature as a flu (part of EBV) and I was in bed for a week, so I had to stop working out. Emotionally as that was my outlet for stress, I was just a ball of pain and emotions. They say that every issue is a blessing – well the fact that I had to rebuild my body when it deteriorated when I had EBV gave me a tremendous amount of insight into all the different components of each area of my body and how they related to one another. I feel that this experience has me think out of the box when patients come to me after going to other practitioners and only getting 50% better. For example, I can see how your right ankle can be influencing how your left hip and right shoulder are behaving. I also look into whether emotional issues are influencing the healing abilities of areas of your body. For example, if someone doesn't feel "heard" or isn't speaking their truth to a loved one, the neck muscles, or 5th chakra area, tighten up and won't release no matter how many massages you get until you address your emotional challenge. I have my patients open their minds and take full responsibility for what is going on in their lives, physically, mentally and emotionally, for only when you do that can you do something about it. My holistic approach also stems from the work I did receiving a Masters in Spiritual Psychology in 2014. In 2011, I was making a bunch of stupid judgement calls in my life and I wanted to be smarter and better. I looked around for self-help courses and was introduced to the University of Santa Monica's Spiritual Psychology program. It is an experiential curriculum where while I worked on my own issues using Gestalt and many other Psychological approaches, I learned skills to help others. I have since integrated what I learned there in my practice with amazing results.

**So let's switch gears a bit and go into the Vivie Therapy story. Tell us more about the business.**

Vivie Therapy is my baby. I specialize in holistic and mainstream Pilates based Physical Therapy and Rehabilitation with a side of detoxification, energy healing and life coaching. I work with anyone from world renown athletes, celebrities, to mothers, weekend athletes, anyone sitting in front of a computer to postural issues and injuries of teenagers. I am known for my eastern meets western approach as well as my Brooklyn approach of no-nonsense, get to work, get the job done attitude. Marcia, my massage therapist, and I communicate and work together to give the patient the most thorough, complete, and focused attention. I am most proud of the reputation of Vivie Therapy as a facility that heals people permanently after previous treatments that still left the patient in pain and not completely back to their previous lifestyle. What sets me apart from others is my drive to heal a patient completely on all levels so that they only come back for tune ups. What also sets me apart is the details that I find that make the difference in whether the patient wins their race or comes in second. I look at everything – the way the patient walks, sits, hold themselves and even where the energy comes from when they do an exercise.

**Let's touch on your thoughts about our city – what do you like the most and least?**

I love LA because I can feel like I'm on vacation when I'm not working. The weather, the coastline, the nature is so important for healing myself after I'm done working on healing others. I ride a Harley, so driving through the canyons is a great way for me to recuperate after a long week. There is a large holistic community out here so there are a lot of like minds and open hearts to discuss the healing work I do. I don't expect everyone to subscribe to my point of view, but my philosophy of "if it works – do it. If it doesn't work – don't" more often than not opens my patients minds to my approach and more often than not – great results. I also love that LA is cultural like New York is. As a former New Yorker, I love going to shows, theater, concerts and eating at good restaurants. I love walking by the beach with my 4 dogs early in the morning. What I least like about LA is the fact that there isn't a lot of connection because we're all in our cars. There is a lot of isolation and I sometimes have to make an extra effort to socialize because it's easy to stay in my own bubble. I also am always told how refreshing it is that I "Tell it like it is" and "am bottom line about things" as if people around here in general aren't.

