

CYNTHIA EASTMAN



SAGE AND STONE REMEDIAL MASSAGE - WINNIPEG, MB

Cynthia Eastman is a remedial massage therapist and the owner of Sage and Stone Remedial Massage. She radiates positive energy as she explains the importance of caring for her clients' minds, bodies, and spirits.

Before becoming a massage therapist, Cynthia worked as an educational assistant, but it wasn't enough for her. "I do love working with kids, but it didn't give me that feeling of passion and drive that keeps me going. Sometimes you need that. I just wanted to honour myself and help other people with their wellness path through massage."

While she had wanted to start this business when she was younger, Cynthia began her career later in life. "I wanted to do this when I was nineteen, but at the time, I didn't have a lot of confidence in myself, and I struggled with a lot of things, including alcohol. So, I didn't believe in Cynthia back then. When I was forty-four, I thought, 'What am I waiting for?' I went for a massage and while talking to the therapist, I said, 'You know, I wish I would have done this years ago.' And she actually said to me, 'You're not too old to do this.' So, two days later, I signed up for college, and now I'm living the career path I've always wanted."

Cynthia is a graduate of the Wellington College of Remedial Massage Therapy. She started her training in 2019, and then the pandemic hit, which complicated the process. She worked towards graduation

while juggling part-time work, being a full-time mother, and attending school part-time. As graduation approached, Cynthia needed to decide if she wanted to work for someone else or be her own boss. While contemplating this decision, she learned that a healer who had helped her earlier in life had studio space available for rent. Cynthia felt it was "the universe showing me what I needed to do" and arranged to rent the space.

"I've always been someone who loves to beat to my own drum, so to speak. I like to do my own thing. So, I wanted to try it on my own, go out, give it a shot, and be my own boss."

To start her business, Cynthia worked with the Manitoba Métis Federation (MMF) and the Louis Riel Capital Corporation. "I was introduced to an amazing woman named Genevieve who helped me with the process, the micro-loan, everything I needed, and even things I didn't think I needed to help me get the business started." Cynthia noted that she didn't know where to start with her business plan, but the Louis Riel Capital Corporation was amazing and provided support. "I'm just so grateful for everything the organization has done for me."

Cynthia faced various challenges, including her father's passing, as she started her business. However, she does not see these issues as a reason to give up on her dreams. Instead, she believes that while personal problems can take your breath away, they can also keep you focused. "I feel that for

some people, when you're in the eye of the storm, having something to focus on can push you further. Challenges aren't forever, and once you reach the finish line on the other side, it's pretty great."

"You're never too old to reinvent yourself. Just believe in yourself and know you're never too old to do this. I just turned forty-eight, and I'm finally living my best life. It's a wonderful feeling."



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