



How I Began My Journey in the Health and Wellness Industry

My entry into this field began in 2006, I graduated as a license Vocational Nurse and was employed right away with the veteran affairs hospital here in san antonio texas. Fast forward 13 years.... On what was supposed to be a routine day, I was in route to my patient's home for wound care after receiving my morning podiatry orders. Tragically, my path intersected with a cement truck that disregarded its stop sign, nearly colliding with me. That incident marked the end of my tenure at the VA Hospital, a life-altering motorcycle accident. As I navigated a picturesque two-lane road, I found myself on the side of the street with severe injuries below my abdomen. The truck driver did not stop or return to the scene, even though I had the right of way. Had I continued straight, I would have been either crushed beneath his vehicle or involved in a head-on collision with another car, as he turned directly in front of me. Fortunately, a group of bicyclists, retired doctors, and several nurses came to my aid within minutes, and I was swiftly transported to University Hospital. My recovery journey began there, spanning several years, during which I underwent numerous surgeries in hopes of regaining my ability to walk. Frustrated with the reliance on pharmaceuticals and being told that my condition would be permanent, I became determined to seek alternative treatments. This pursuit led me to a stem cell procedure. After spending three years in a wheelchair, I embarked on a transformative path of treatments and physical therapy, discovering the profound benefits of a holistic approach to health.

My exploration of herbal medicine began with extensive research on herbs and traditional remedies. I eventually enrolled in an online program to earn my Herbal Medic Certificate from the Herbal Academy. Following this achievement, I delved into juicing, combining insights from Juice Guru with my knowledge of herbal tinctures to create my own healing formulations. This journey inspired the creation of Jumicks—a brand dedicated to sharing my discoveries. My mission is to heal others and raise awareness about the vital connection between our health and the choices we make regarding what we consume. I firmly believe that we have the power to eat well and heal from almost anything.

Why I Chose This Business

My motivation for entering this field stems from a desire to share my knowledge and assist like-minded individuals in achieving their health goals, fostering wellness from within. I am passionate about encouraging others to detoxify their bodies and adopt sustainable lifestyles, steering clear of the pharmaceuticals that are often promoted during medical visits. The Covid pandemic provided me with the valuable time needed to brainstorm ideas and acquire the educational foundation for embracing a holistic lifestyle and developing herbal formulas.



My Background

My journey began at the age of 16 when I worked at Sonic Drive-In. I navigated my way through high school and nursing school, dedicating nearly 15 years to this path. My career progressed to the role of General Manager before I joined the Veterans Affairs in 2006 as a Licensed Vocational Nurse in the podiatry department, where I remained until my accident in 2017.

Impact of Technology on My Business

In today's world, social media plays a pivotal role in business operations, far surpassing traditional methods like local newspaper advertising. Information is readily accessible,

and services, such as Jumicks orders, can be delivered at lightning speed, all from the convenience of our smartphones.

Personal Significance of Success

For me, success is about establishing a legacy that revitalizes herbal medicine and promotes well-being in the 210 area. I aim to live with inner enlightenment and positive energy, sharing my herbal formulations to promote holistic healing for others.



Future Vision for My Business

I envision a future where holistic healing is prioritized over traditional medical practices and pharmaceuticals. I often remind myself that "doctors are merely entertainers while Mother Nature is the true healer."

Understanding the Competition

As of now, I have yet to encounter a business quite like mine. While many companies are importing herbal products, I focus on creating everything in-house, particularly herbal cold-pressed juice infusions and herbal medicines. I grow a lot of what we use in our formulas. Currently, I promote my business through pop-up shops, health events & farmers markets in San Antonio and surrounding areas. I also utilize social media, door-to-door flyers, and other marketing strategies.

Future Aspirations

In the coming year, I plan to establish the first Jumicks franchises, with ambitions to expand this concept further within the next five years and beyond.

Mission Statement

At Jumicks, our mission is encapsulated in the question, "What's Your Micks?" We aim to share knowledge about the holistic world through foods and juices that promote healing. We believe that every fruit, vegetable, and ingredient we consume influences our well-being, affecting every neuron and action in our daily lives.



Customer Profile

Our customers are individuals who experience pain, whether diagnosed or undiagnosed, including those with chronic conditions. Additionally, we cater to health-conscious individuals who seek to maintain their already vibrant lifestyles.

Why Customers Choose Jumicks

Customers select Jumicks over competitors for several reasons: our competitive pricing, the farm-to-table approach, and the fact that our products are made to order, ensuring freshness and quality without the drawbacks of shelf storage.



Advice for Aspiring Entrepreneurs

For those entering this field, I would offer three key pieces of advice:

1. Stay motivated and be generous with your time, recognizing that there is ample room for everyone to thrive.
2. Keep inspired by your vision and goals.
3. Maintain a healthy mindset, as it is essential for success.

Most Satisfying Aspect of My Job

The most fulfilling aspect of my work comes from receiving positive feedback about Jumicks products, especially when customers share how our offerings have healed, soothed, or supported their wellness journeys... which affirm the positive impact of our products on their lives.