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Omega Times

This Brand Is Your Brand This Brand Is My Brand

Trailer 34 news agency reported today that the Omega Wellness Center will soon offer *branding* as one of the Wellness Center services. Several branding irons, each with sacred symbols on them, have been imported from the Balinese village of Kintimani, a village known more for its mysterious and somewhat ghoulish open cemeteries than for its craftsmanship.

The branding services will take place in the sauna during morning hours, when the sauna is not open to the public. Each branding iron will be heated on the dry sauna, then applied delicately by the festively dressed Balian, or Balinese shaman. A full body scrub laced with Novocain will then follow each branding session to alleviate any temporary pain to the guests.

"It think it's a great idea," said one anonymous source. "I saw an article

in *Body And Soul* magazine about the importance of branding, and how it can change your life to be branded in the right way. This really is the new trend in holistic studies, the next wave, much like yoga was a decade ago."

All guests, and those staff who are willing to get branded at a 40% discount, can get one of five branding options: the Om symbol, the Celtic knot, the Yin Yang symbol, the Balinese Barong (for chasing away evil), or the American Dollar sign (for chasing away poverty consciousness).

Art hut manager Ben Schikowitz has taken the idea even further, by creating his own hand crafted branding irons of Glenn Black, which he plans to sell at the Arts and Crafts Fair in June. "People can just do it their own way," said Ben. "The idea is if you get branded with the Glenn Black branding iron, you



won't even have to do any yoga, you'll just be yoga because the pain of the hot iron overwhelms any sense of restricted movement."

Branding sessions will begin next week. If successful, the service may even be offered in the dining hall during meals with the possibility of installing a hot iron near the pain foods line.



Classified Ads:

Soul Branding™ seeks volunteers for Institute of Noetic Science study. Volunteers will have their gates of consciousness, at the base of the brain, branded with key words to adjust their spiritual path. Just like Emoto's *Messages in Water*, just more fiery. For a free trial, contact soulbranding@soulbranding.com