



DOWNTOWN CLIFTON'S RISING STAR NEWSLETTER



downtownclifton.com

summer 2010

Let's Welcome These New Businesses To Downtown Clifton's Family

NutraSol Natural Center is truly a one stop shop for seeking natural remedies for what ails you. If you're looking for fancy marketing and merchandising this place is not for you.



Void of the usual bombardment of anecdotal claims, NutraSol is as clinical as it gets and they take their products and services seriously, as should anyone who's seeking viable alternatives to traditional medicine.

The Solis clan headed by Dr. Guillermo Solis, ND, and together with his wife Alba, Reflexologist and Massage Therapist, and son Jonathan, Store Manager, make this all inclusive nutrition center a rare find.

Jonathan, a Business Administration major at the College of Westchester in White Plains, has great plans for his family's business. He is no stranger to operating a successful business; at the age of 13 he owned and then sold a recording studio and with that capital bought a taxi company. Dr. Solis has full confidence in his son's ability to manage and grow the family's enterprise.

Jonathan enjoys studying nutritional articles and publications but with caution. Any new information he comes across must have empirical evidence and from a credible source. He worries that in our society driven by quick fixes and immediate results, too many of us may take some sound bite claim for gospel.

In addition to his managing the family business and his college education Jonathan's ambitions include opening more locations. But in the meantime he is quite content to concentrate on the many areas of nutrition his Clifton store boasts for weight loss and sports nutrition; organic, homeopathic, and herbal products; essential oils and aroma therapy; and primarily vitamins, amino acids, and minerals. The staff at NutraSol commits to interviewing each customer and recommending the right product for that individual's specific need.

Jonathan's Mission Statement:

Our mission is to meet the needs of each individual customer by providing an attentive service and extensive knowledge on nutrition and promoting good health.

NutraSol Natural Center
1139A Main Avenue
973-777-2988

When you go to a Chiropractor's office you usually don't catch anything. Except, of course, if that office happens to be Dr. Robert Reiss'. Then, unless you're a stone, you will catch an acute case of positive thinking and hope for the future of your health and well being.



Dr. Reiss is that rare breed of Brooklynite where you took public transportation to school and worked in Manhattan during the summer. Anyone fortunate enough to meet someone from that place in time knows what 'cool' people it produced. Dr. Reiss is one of those cool people. He is fit, energetic, full of life and positive thinking – and his views on your health and one's ability to take immediate action to improve it – is absolutely infectious. And he'll share a recipe or two.

Dr. Reiss' approach to chiropractic is different as well. For starters, he'll adjust you in a standing position because the prone face down position is just more of the same of what ails our bodies - head forward, shoulders rolled down and forward, followed by a concave chest and pelvic tuck– the exact position that creates the problems with our posture, and in turn the rest of our body, in the first place. The standing adjustment he does is the opposite of our forward head posture (FHP) dilemma. His totally logical approach and philosophy is that where the head goes the body will follow, and this misalignment causes brain and spine tension.

By correcting your posture you can eliminate headaches, breathing problems, fatigue, and damage to your internal organs caused by FHP. It takes about 3 weeks to make a new habit permanent. And Dr. Reiss will give you tips on how to go about correcting your posture while standing, driving, sleeping, sitting, and improving your balance.

Dr. Reiss also points out that our children are more likely to succumb to posture distortion at a younger age than in previous years because of hand- held devices. In addition, catching potential problems at an earlier stage, before the symptoms become more manifest, we can eliminate the use of drugs, surgery and help reduce the escalating cost of health care.

Dr. Reiss received his Doctorate of Chiropractic from New York Chiropractic College in 1985 and has an office in Yorktown Heights, NY as well as Clifton.

So, have your body follow your head to Dr. Reiss' office and catch some optimism and leave feeling empowered to improve your life and your health... and possibly his eggplant parmigiano recipe.

Robert C. Reiss, DC • Clifton Spine & Injury Center
1117 Main Ave. 973-470-0100

For more information find him on www.USChiroDirectory.com

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All Businesses are Welcomed to Come Join our Growing Community

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Angela Montague, Executive Director

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REDISCOVER...
DOWNTOWN CLIFTON
Main Avenue District
Clifton's RISING STAR



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Rosa's Café, which opened on Main Avenue in Clifton in November, is the quintessential family business.



Inspired by Angela Castro's late Grandmother, Rosa, the cafe is run exclusively by family members including Angela's father Hernan, mother Marina, and aunt Gilde.

Grandma Rosa owned a bodega in Colombia for many years and dreamed of owning a restaurant. Marina and Hernan immigrated to America to give their children Angela and her brother a better life.

So with that first courageous step Rosa's offspring embarked on making her dream come true – and in keeping with their genetic entrepreneurial spirit they are making Rosa's Cafe their life's work. Angela feels her Grandmother's presence in their store everyday watching them with love and pride.

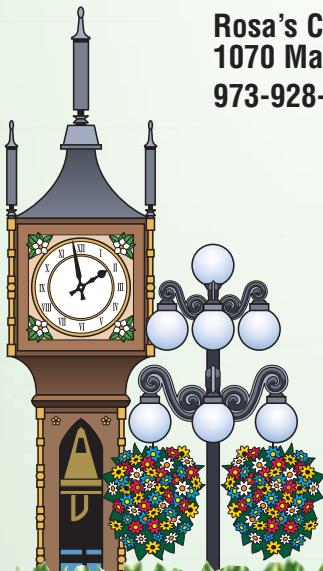
A pre-school teacher, with a degree in marketing from Pace University, Angela was persuing her teaching certification when her father beckoned her to help run the family's new endeavor - and as Grandma Rosa practically raised Angela, she felt it was her calling and consented to complete the circle.

Inside this modest store you will find Colombian inspired pastries such as empanadas, pandebono – Columbian chesse bread, bunuelos – fried cheese balls, batidos – natural fruit drinks with Columbian fruit like guanabana a very sweet mango size avocado looking fruit with nothing but pulp inside. Served up daily are also homemade soups, sandwiches, salads; cappuccino and espresso.

Unlike the cut-throat corporate world, Angela feels safe and welcome here in Clifton. Surrounded by neighboring small businesses Angela is comforted by a great sense of community in downtown Clifton – all her neighbors are friendly and refer them business – from automotive to the local barber to the florist – they all go out of their way to support each other. In contrast to her Bergen county hometown, the demographic in Clifton is helping her to brush up on her native language, for which she is grateful.

Angela aspires to grow the family business and possibly open another store. But for now will be guided by the spirit of Rosa in downtown Clifton.

Rosa's Café
1070 Main Avenue
973-928-2211



Signature Line Furniture
1245 Main Avenue
973-772-7776



When passing Signature Line Furniture on Main Ave one might just walk on by as there is no facade belying the treasures inside – stunning real wood furniture from Egypt and beautiful accessories from Italy and China.

Elsayed Abdalla and partner, Salem Rabadi opened in March. They chose downtown Clifton because of the high traffic and the wonderful restoration downtown Clifton has done. They see great potential on this historical street.

Elsayed, a furniture veteran since age 8, and Salem, a former Mt. Vernon deli owner, offer choices that boggle the mind. Their forte is high end, hand made all wood furniture that rivals any Italian piece, any day. Anyone in the market for furniture that's an investment like a piece of art for generations to come should visit Signature Line Furniture to just avail oneself of the quality and craftsmanship.

Their all wood furniture comes with a 10 year warranty: it can be fixed or refinished. They manufacture the furniture at their plant in Egypt and it can be custom made to order: any finish, any size, and any fabric. This is not production line furniture – this is hand made and hand tooled right down to the intricate wood carvings.

For those on a budget they have sets starting at \$800 (sofa, loveseat, and chair). They have catalogs to peruse of manufacturers like Ashley, Acme, Empire, Union City and more.

Whether you're in the market for new furniture now or in the future stop in to Signature Line Furnitureyou're in for an education.

