

# Consume

Shop Talk

23

Shopping, style, travel and taste.

## Blind faith

Prisim is not a spa. It's a healing institute created by Priti Shroff, a petite woman who comes to life when she explains the emotional story behind its conception. When Shroff was helping her elder sister fight cancer a few years ago, they visited an American institute to undergo a 10-day Raw and Living Foods lifestyle detoxification process. So remarkable were its effects that Shroff is now dedicated to helping others reap the benefits of alternative therapies such as stone therapy, yoga, acupuncture, reflexology and aromatherapy.

Poonam Savan, 23, is a masseuse at Prisim who specialises in the Indian style of massage which involves oil application, vigorous rubbing and acupressure. Remarkably, Savan is blind and has trained in massage therapy at the National Association for the Blind in Worli. "I feel it benefits me more than it benefits" the clients, said Savan. "Knowing I can do something to help others, and make them feel better, feels good."

Shroff doesn't just hire visually

impaired masseurs; she has also taught others at NAB how to grow pure and organic wheat grass and sunflower sprouts, which are a crucial component in the Raw and Living Foods lifestyle. Prisim now buys the entire stock of wheat grass produced by NAB. "Theirs is really a healing touch," said Shroff. "The blessings they give you as they massage you, the way they smile, they're special. Their hands speak louder than words."

*Divia Thani-Daswani*  
**Prisim - The Healing Institute,**  
Hormuzd Building,  
Sleater Road,  
near Grant Road  
Station (W)  
(2381-2370/2380-2370). Mon-Sat  
10am-7pm. Full body  
massage Rs.900.  
[www.prisimmbs.com](http://www.prisimmbs.com)

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December 1-14 2006 **Time Out Mumbai**

Photography by **Poulomi Basu**

