

# Mae Fox starts therapy business after benefiting from therapy herself

A-Mae-Zing Mind Body and Soul Center is in Canandaigua

[Nicole Sheldon](#) July 13, 2018

Mae Fox is soft spoken, gentle, compassionate, empathetic—the list goes on. So, when her counselor suggested she try anger management classes 20 years ago, she was rightfully stunned.



Mae Fox

“I said, ‘I think you need to look at the chart you pulled because I think you’re talking to the wrong person,’” says Fox, 46. “But, she encouraged me to try it and I was at a point where I was willing to try anything.”

From the outside looking in, Fox had it all: She was happily married to her husband, Keith Harwood, and together they had a baby girl, Brekkin. Yet, she felt like a part of her was shelled off from the world, and she struggled to feel joy. She was numb.

“I knew I loved Brekkin, I knew I was a good mom and a good partner, but there was something going on inside me, and I wasn’t feeling the emotions I needed to be feeling,” recalls Fox.

A tragic loss from 10 years earlier had left a deep wound. At 16, Fox faced the untimely and unexpected death of her twin sister. Thus began a lifelong healing journey that she continues to work through to this day.

Upon attending the anger management class, Fox met Deanna Hoffman—the instructor—who quickly turned into a mentor for her. Hoffman was an energy healer, and soon Fox joined a women’s group led by Hoffman where she began her healing process.

Fox grew enraptured with energy healing, and soon began taking classes with Hoffman and studying the work of Barbara Brennan’s School of Healing. She studied energy fields and chakras and how energy works in the body.

Today, Fox is the owner and founder of A-Mae-Zing Mind Body and Soul Center in Canandaigua.

Fox and her husband, who live in Canandaigua, had the opportunity to buy a building, and Fox knew it was the perfect time to start her own holistic healing business. The space was small, but it let her dabble in her interests at the time. When A-Mae-Zing opened in October 2016, it was a one-woman show starring Fox who started out by offering women’s groups and reiki sessions.

Shortly after opening the business, Fox worked with Brian Weiss M.D., a renowned psychiatrist and hypnotherapist who specializes in past life regression.

“I spent a week doing regression training and I learned how valuable hypnosis was and how it can really support healing,” says Fox. “In January 2017 I became a certified hypnotist through the National Guild of Hypnotists. I find such value in how powerful our thoughts are. I love working with people to shift their perspective.”

A-Mae-Zing now occupies a larger location right next to the original space, and Fox offers hypnosis, QuantumHealing Hypnosis, reiki, yoga, meditation, workshops and classes like hypnobirthing. She made the move on April 1 of this year.

Fox acknowledges the stigma surrounding the term “hypnosis” and the skepticism that can accompany the idea of energy healing. Expressing to the local community how important and legitimate her work is was an initial obstacle for Fox.

“I understand the fear behind the criticism,” she says. “But I believe in what I do, so with any kind of negative comments or mockery, I was really comfortable standing my truth.”

Fox notes the important and powerful role that tools like hypnosis can offer in a healing process. She uses hypnosis as a space creator to expand the mind.

“The type of work that gets done here isn’t about brainwashing people. As a matter of fact it’s the complete opposite,” says Fox. “A lot of people will come to me and feel like they’re being forced into a behavior, whether it’s to smoke or eat or the way they think. They’ve created this box of belief that they have no other choices but to do this behavior. I feel—and I know—that hypnosis creates another choice.”

QuantumHealing Hypnosis is a technique of hypnosis involving past life regression work to understand where specific ailments come from and tend to areas that we typically cannot access.

Though A-Mae-Zing emphasizes holistic healing, Fox also has a strong foundation in Western medicine. She has been a registered nurse for 17 years. For the first nine years of her nursing career she worked in Clifton Springs Hospital and Clinic. She ended up working in the joint center doing orthopedic care, which fostered Fox’s reintroduction to energy healing.

There, Fox met Kim Santamaria, a registered nurse who was the energy healer at the joint center and also the owner of her own energy healing practice. Fox credits Santamaria with reigniting her fire for energy healing.

Fox recently brought on two additional team members to the A-Mae-Zing family: Jody Henry, an acupuncturist, and Chelsea Borowski, a massage

therapist. The three collaborate to come up with healing plans centered on energy therapy for clients. The three women have different specialties, but share beliefs.

“True growth comes from community,” says Fox. “Our mission is to expand the mind, heal the body and tend to the soul, and in that work, one line of healing doesn’t always work for everybody. The more we can expose people to here, the more opportunities people will have for healing themselves.”

A-Mae-Zing has already grown from one room to five rooms, and Fox sees more growth on the horizon.

“I see this evolving into more space, more practitioners, offering more services, collaborating with mothers in terms of massage, acupuncture and hypnosis,” says Fox. “I can see it growing to encompass even more types of healing.”

In the meantime, Fox will continue to help others peel back the many layers of healing with her energy work.

“My goal here is to support the community, provide a safe space for healing, to be a place for growth and education regarding healing and to collaborate with medical physicians to build a more holistic treatment plan for clients,” she says.

*Small Business is a biweekly feature focusing on local entrepreneurs. Send suggestions for Small Business stories to Reporter/Editorial Assistant Nicole Sheldon at [nsheldon@bridgetowermedia.com](mailto:nsheldon@bridgetowermedia.com). (585) 363-7031*