

# TRI DECIENIJE U MISIJI LJUBAVI

Treba zaista biti miljenik i zemaljskih i nebeskih sila, pa trajati punih 30 godina u jednom poslu i s godinama bivati bolji, napredovati i doprinositi napretku drugih, hrabro i časno koračajući svetom, biti lučonoša u mraku neznanja, predvodnik u misiji ljubavi, alhemičar kome je dato da razume tajni jezik graditelja svetova... Da je to moguće, **Peđa Filipović**, osnivač Škole masaže „Professional“ i Wellness akademije PF, pokazuje već tri decenije, izgrađujući posve autentičnu karijeru učitelja masaže, koji je, ne prestajući da istražuje i obogaćuje sopstveno znanje, na „putovanju do središta duše“ svoju „vatru“ preneo na čak 30.000 učenika! Njegova „deca“ danas su menadžeri wellness i spa centara širom sveta, rade kao terapeuti na krizerima ili imaju svoje salone... A on, sa istom energijom kao na početku svog puta, ne prestaje da otvara nove prostore. Autor je brojnih originalnih wellness koncepata, brendova i novog wellness pravca - „Art masaža“, a sofisticirana autorska kozmetička linija „Dodir duše“ – kruna je njegove višedecenijske posvećenosti masaži. Ovaj harizmatični učitelj, prvi je u istoriji wellness ambasador Srbije i Crne Gore, a uskoro i prvi doktor nauka u Srbiji u oblasti wellness-a.



## THREE DECADES IN THE MISSION OF LOVE

One really needs to be a favourite of both the earthly and the celestial forces in order to last for 30 years in the business and become better in time, to progress and contribute to the progress of others, walking across the world bravely and honourably, to be the light in the darkness of ignorance, the leader in the mission of love, the alchemist who understands the secret language of world creators... **Peđa Filipović**, the founder of the Massage School „Professional“ and the Wellness Academy PF, has been showing this is possible for three decades, by building an authentic career of a massage teacher, who, through his „journey to the soul“, has transferred his „fire“ to 30.000 students, without stopping to explore and enrich his own knowledge! Today, his „children“ are successful managers of wellness and spa centres across the globe, they work as therapists on cruise ships or have their own massage studios... He, with the same energy as at the beginning of his journey, does not cease to open new spaces. He is the author of many original wellness concepts, brands and the new wellness movement – „Art massage“. The sophisticated cosmetics line „Dodir duše“ is the crown of his decades-long commitment to the art of massage. This charismatic teacher is the first wellness ambassador of both Serbia and Montenegro, and he will soon become the first doctor of science in Serbia in the field of wellness.

## "PROFESSIONAL" AND THE WELLNESS ACADEMY PF:

**K**ada je pre 30 godina, tačnije 28. maja 1989. godine, sa nepunih 23, u Radničkom univerzitetu „Đuro Salaj“ u Beogradu pokrenuo Školu za masažu „Professional“, **Peđa Filipović**, u to vreme mlad, ambiciozan, pun snova, bio je siguran da je to prava priča za njega.

- I sad se sećam: bilo je to zlatno vreme stare Juge. U školu su dolazili ljudi iz Hrvatske, Slovenije i Bosne. A ja sam, zamislite, bio mlađi od svih svojih đaka – kazuje Peđa. Bila je to prva škola za masažu na prostorima bivše Jugoslavije koja je radila na drugačiji, sveobuhvatniji način, povezujući fizičko, mentalno i duhovno, s jasnom idejom da je masaža putovanje u središte duše.

I tada i danas, moj recept je bio: budi svoj, budi autentičan, pevaj svojom bojom glasa, ne kalkuliši onim što nosiš u sebi, ne manipuliši i budi svestan toga da stalno moraš da radiš na sebi, da učiš i da se razvijaš. Nekako sam od prvog trenutka verovao u tu svoju priču. Škola je bila smeštena u skromnom podrumskom prostoru, ali na to niko nije obraćao pažnju, jer su svi izlazili puni dobre energije, spremni da menjaju život i, ono što je najvažnije, upoznavali su sebe. Jer, škola masaže jeste jedno čarobno putovanje do središta sebe. U školi se tokom ovih 30 godina, kao i dan-danas, dešava jedna savršena sinergija, razmena energije, razmena ljubavi, bez obzira na godine, profesiju, socijalni i kulturni status... Zato se ljudi kroz školu, pored toga što nauče masažu, a sada i wellness tehnike i ostalo, toliko oslobađaju tih unutrašnjih blokada, nesigurnosti, kompleksa, da se jednostavno prolepšaju, da zračče.

**U TRAGANJU ZA ZNANJEM**

Priznaje da je uvek bio svestan toga da drugome ne možete dati mnogo ako ne spoznate sebe, ako ne radite i ne učite, ako ne idete u korak s vremenom.

- Mislim da je masaža biser u ogrlici koja se zove „zdrav život“. Pored masaže, neophodno je da radimo na sebi, da negujemo unutrašnju lepotu, da se hranimo kako treba i da se krećemo. Da bih spoznao sve druge bisere u ogrlici, izučavao sam ih da bih u svojim predavanjima to što sam saznao mogao da prenesem ljudima. Zato sam i upisao Akademiju za instruktora joge, kao i subedukacije za šiacu kod čuvenog profesora Ohašija, gde sam se susreo sa jednim od najvećih imena u svetu: Japancem koji mi je bio idol kad sam bio dete i dok sam studirao. Uz sve to izučavao sam i tehnike koje se rade u vodi,

**W**hen he founded the Massage School "Professional" 30 years ago, more precisely on the 28th of May 1989, at the age of 23, at the Radnički University "Đuro Salaj" in Belgrade, **Peđa Filipović**, at the time young, ambitious man full of dreams, was certain that it was the right thing to do.

- I still remember: it was the most prosperous time in former Yugoslavia. Students came from Croatia, Slovenia and Bosnia. And I was younger than all of my students, can you image that – says Peđa. It was the first massage school in former Yugoslavia, that worked in a different, more comprehensive way, connecting physical, mental and spiritual, with the clear idea that a massage is a journey to the soul.

Then and now, my recipe was: be yourself, be authentic, sing with your own voice, don't manipulate and be aware of the fact that you have to work on yourself, to learn and develop. I believed in my story from the first moment. The school was located in a modest basement space, but nobody was paying attention to that, because everyone came filled with good energy, willing to change their lives and, most importantly, to get to know themselves. The massage school is a magical journey to the centre of yourself. During the past 30 years, there is a perfect synergy, an exchange of energy and love, regardless of the age, profession, social and cultural status... That is why people, through this school, in addition to learning massage skills, wellness techniques etc., lose their internal blocks, insecurities, complexes, and simply become more beautiful, radiant.

**IN SEARCH OF KNOWLEDGE**

He acknowledges that he was always aware that you can't give much to other people if you don't get to know yourself first, if you don't work and learn, if you do not keep up with trends.

- I think that a massage is like a pearl in a necklace called "healthy life". In addition to massage, it is necessary to work on ourselves, to nourish our inner beauty, to eat properly and to move. In order to know all the other pearls in the necklace, I have studied them so I could transfer my knowledge to my students. That is the reason I enrolled at the Yoga Instructors Academy and sub-education for shiatsu by the famous professor Ohashi, where I met one of the biggest names in the world: a Japanese who was my idol when I was a child and later a student. In addition to all of this, I also learned water-based techniques, first Ai chi

**KREATOR „ART MASAŽE“**

Osim škole masaže, Peđa je, kao i danas, imao još mnogo snova. Jedan od njih bio je – gluma. Da bi ostvario svoj mladalački san, upisao se na studije glume u klasi profesorke Radmile Andrić, u prvoj generaciji na Akademiji umetnosti BK. Priznaje da je to bilo jedno čarobno četvorogodišnje putovanje na kojem je otkrio i saznao mnogo toga što je kasnije inkorporirao u svoje projekte.

- U novom wellness pravcu "Art masaža", čiji sam idejni tvorac i kreator, objedinio sam masažu sa poezijom, klasičnom muzikom i umetnošću pokreta za oslobađanje tela od napetosti i stresa, i uspostavljanje harmonije duše, uma i tela. Ovo sam pretočio u performans „Telo umetnosti živi kroz muziku“, sa kojim sam se 2006. godine predstavio na festivalu „Grad teatar“ u Budvi.

**DUGOGODIŠNJE VOLONTERSKE AKCIJE**

- Oficijelni terapeuti, polovinom devedesetih godina, na Beogradskom maratonu bili su studenti Škole masaže „Professional“. Danas su na Beogradskom maratonu oficijelni terapeuti WAPF u timu Bel Hospice – i dalje volonterski.
- Polovinom devedesetih, studenti Škole masaže „Professional“ volonterski masiraju baletske umetnike Narodnog pozorišta u Beogradu i Teatra T.
- Krajem devedesetih, studenti Škole masaže „Professional“ organizuju humanu volontersku akciju masaže stanovnika Doma za stare na Bežanijskoj kosi.

prvo Ai chi tehniku kod čuvenog učitelja Đunkona, koju sam uspeo da inkorporiram u naše banje. Poseban utisak na mene ostavilo je izučavanje tehnike "Healing dance" kod Aleksandra Georgiasa. U toj tehnici povezani su ples, masaža i disanje. Sve se odvija u termalnoj vodi bazena, gde terapeut, pokretima koji nalikuju plesu, vodi klijenta u najskrivljeniji kutak njegovog univerzuma. Da bih sebe spoznao, a da bih opet na taj način još bolje i više razumevao i druge ljude, kod profesorke Ljiljane Klisić upisao sam telesnu psihoterapiju, postdiplomske studije.

Iskreno, kad se osvrnem, ponosan sam što je ovih 30 godina rada obeležilo kontinuirano učenje koje se nastavlja. Što sam više spoznavao svet oko sebe, sve mi se više vrata otvaralo. I postajao sam sve jednostavniji, skromniji, svestan da moja dela treba da govore više od reči da bih mogao da budem svetionik mladim ljudima koji mi veruju kao učitelju.

**„KRALJIČINA SNAGA“ – PRVI WELLNESS BREND U SRBIJI**

Davne 1993. godine edukovao je terapeuta za masažu u Prolom banji, uvodeći klasične, anti-celulit metode i šiacu. Iz ove perspektive, bio je to začetak nečega što se danas zove wellness. Ipak, pravi pionir wellness-a u zdravstvenom turizmu u Srbiji je Specijalna bolnica Banja Koviljača.

- Na Božić 2005. godine započeli smo saradnju i krenuli da stvaramo osnove nečega što je danas postament wellness-a u zdravstvenom turizmu Srbije, koji je reprezentativan iz prostog razloga što ima sjajne ljude, izvrsne lekare i što je to jedan fenomenalan kapacitet. Smatram svojim velikim uspehom to što sam kreator i nosilac autorskih prava wellness brenda Banje Koviljače "Kraljičina snaga". Tada je klasična medicina moj rad po prvi put zvanično verifikovala. I ta saradnja na kontinuiranoj obuci terapeuta, evo, traje već 14 godina u kontinuitetu!

Za Banjom Koviljačom došla je i Ribarska banja, a zatim Lukovska banja. Svaka je imala svoju specifičnu priču i koncept. U svaku sam ubacio autentičnost, iako su to zaštićeni, autorizovani wellness rituali, potrudio sam se da u svaki deo ubacim nešto lokalno. Moram da napomenem da sam sa "Merkurom" iz Vrnjačke Banje još početkom 2000. godine radio refleksologiju, limfnu drenažu i anti-celulit program, što je u to vreme bilo pionirski poduhvat.

Kada sam 2015. godine proglašen za prvog wellness ambasadora Srbije, u organizaciji „Turističkog Sveta“, osećao sam da sam time dobio priznanje za životno delo. Kasnije sam postao i prvi wellness ambasador Crne Gore. Kreće i edukacija wellness terapeuta u Crnoj Gori, u saradnji sa Medical spa asocijacijom Crne Gore i Klasterom zdravstvenog turizma Crne Gore.

U hotelu „Mediteran“ u Bečićima, 2005. godine bio sam stručni konsultant u projektovanju wellness centra i kreator prvog crnogorskog wellness koncepta - Mediteran koncept. To je brendirana "Montenegro Mediteran" masaža - ritual u koji sam spojio, pored talasa i pokreta koji daju doživljaj mora, i disanje, razgibavanje, tople kamenčiće, vrećice sa mediteranskim biljem: mirisnom lavandom, ruzmarinom, pomorandžom. Za renomirani Institut „Dr Simo Milošević“ u Igalu napravio sam njihov wellness brend ritual pod nazivom „Igalo“, u koji sam ubacio bubnjić koji daje zvuke talasa i šuma mora, maslinovo ulje sa mediteranskim biljem, pokrete elemenata joga, tai, šiacua i sve to pokriveno

technique, which I incorporated in our spas. The study of "Healing dance" technique by Alexander George has left a special impression on me. This technique consists of dancing, massage and breathing. It all takes place in the thermal water pool, where a therapist using moves similar to dancing, leads a client into the most secret corner of his universe. In order to get to know myself and to better understand others, I enrolled in physical therapy, postgraduate studies by professor Ljiljana Klisić.

Honestly, when I look back, I am proud that these 30 years of work has been marked with a continuous education. The more I learned about the world around me, the more opportunities were in front of me. And I became more and more simple, more modest and aware that my work should speak more than words so that I could be a beacon to young people, who trust their teacher.

**“THE QUEEN’S STRENGTH” – THE FIRST WELLNESS BRAND IN SERBIA**

In 1993 he educated a massage therapist in Prolom banja, introducing classical, anti-cellulite methods and shiatsu. From this perspective, it was the beginning of something that is nowadays called wellness. However, the real pioneer of wellness in health tourism in Serbia is the Banja Koviljača Special Hospital.

- It was the Christmas of 2005 when we started the cooperation and began to create the basics of what is now the posture of wellness in the health tourism of Serbia, which is representative for the simple reason that it has great people, excellent physicians and phenomenal capacities. I am the creator and the author of the wellness brand of Banja Koviljača "The queen's strength", which I consider to be my great success. That was the time when the classic medicine officially verified my work. And this cooperation on the continuous training of therapists has been ongoing for 14 years!

After Banja Koviljača came Ribarska banja, and then Lukovska banja. Each had its own story and concept. I incorporated authenticity in each one. Although they are protected, authorized wellness rituals, I tried to put something local in each of them. I must mention that in "Merkur" from Vrnjačka Banja in early 2000 I worked on reflexology, lymphatic drainage and anti-cellulite program, which at the time was a pioneering project.

In 2015, when I was declared as the first wellness ambassador of Serbia, by the "Turistički Svet" magazine, I felt like I received an award for lifetime achievement. I later became the first wellness ambassador of Montenegro. I began working on the education of wellness therapists in Montenegro, in cooperation with the Medical Spa Association of Montenegro and the Cluster of Health Tourism of Montenegro.

In 2005, at the hotel "Mediteran" in Bečići, I worked as the expert consultant during the construction of wellness centre and the creator of the first wellness concept in Montenegro – Mediterranean concept. It is the brand of "Montenegro Mediterranean" massage – the ritual in which I incorporated,





esencijalnom aromaterapijom. Preko savez fizioterapeuta Crne Gore radio sam i edukacije limfne drenaže.

A pre gotovo šest godina dobio je poziv za edukaciju terapeuta iz wellness centara "Terme Tuhelj" u Hrvatskoj i „Terme Olimia“ u Sloveniji, koji je tada nosio priznanje najboljeg wellness centra u Evropi.

- Pošto su oni u Evropskoj uniji, moj rad je automatski dobio evropsku verifikaciju. U ovim wellness centrima kreirao sam antistres tretman "Kalma", "Dodir Tuhlja" i inkorporirao refleksoterapeutski tretman "Hod po oblacima", Ai chi, Šiacu tretmane, Panta rei drenažu. Trenutno saradujem sa "Termanom Laško", gde je u top 10 tretmana uključena Panta rei limfna drenaža Wellness akademije „Peđa Filipović“.

Uporedo s tim, radim edukaciju svojih kolega u Zagrebu, Banjaluci, ali i u Skoplju. Moram da kažem da sam zaista ponosan, jer je jedan divan student otvorio svoj salon „Professional“ u srcu Skoplja, u kojem svi rituali kojima sam ga naučio žive njegovom dimenzijom, lepotom i posvećenošću.

#### „SPOZNAJ SAMOGA SEBE“ – PRVI SELFNESS KONCEPT U SRBIJI

Sa hotelijerima je saradnja krenula nešto kasnije. Prvi hotel u Srbiji koji mu je otvorio vrata, predložio saradnju i ukazao potpunu kreativnu slobodu sa željom da zajedno rastu, bio je hotel „Kraljevi Čardaci Spa“ na Kopaoniku i njegovi vlasnici Vesna i

in addition to waves and moves that give the impression of the sea, breathing, stretching, warm pebbles, bags with the Mediterranean herbs: lavender, rosemary, orange. For the eminent Institute "Dr Simo Milošević" in Igalo, I created a wellness brand ritual called "Igalo", in which I put a little drum that gives sounds of waves and sea, olive oil with Mediterranean herbs, yoga, tai and shiatsu elements, covered by essential aromatherapy. In the cooperation with the Association of Physiotherapists of Montenegro I also worked on lymph drainage education.

And almost six years ago, he received a call for the education of therapists from the wellness centres "Terme Tuhelj" in Croatia and "Terme Olimia" in Slovenia, the latter was the best wellness centre in Europe at the time.

- Since they are in the European Union, my work automatically received the European verification. In these wellness centers, I created an anti-stress treatment "Kalma", "Dodir Tuhlja" and incorporated the reflex-therapeutic treatment "Hod po oblacima", Ai chi, Shiatsu treatments, Panta rei drainage. Currently, I work with "Termana Laško", where Panta rei lymph drainage of the Wellness Academy "Peđa Filipović" is in the top 10 treatments.

At the same time, I am educating my colleagues in Zagreb, Banja Luka, but also in Skopje. I must say that I am really proud because one of my students opened his professional salon in the heart of Skopje, in which all the rituals I have taught him live by his dimension, beauty and dedication.



Milan Kostadinović. Danas su oni ne samo poslovni partneri, već, pre svega, divni prijatelji koji dele osećaj da pripadaju istoj porodici, porodici „Čardaka“.

- Tu sam napravio prvi „selfness koncept“ u Srbiji – „Spoznaj samoga sebe“ koji i danas živi zahvaljujući, pre svega, timu terapeuta koji su prepoznali znakove pored puta, spoznavali sebe, gradili i učili. Ne bez razloga, hotel „Kraljevi Čardaci Spa“ proglašen je prošle godine za najbolji hotel sa 4 zvezdice na Balkanu.

I wellness terapeuti „Grand Hotela Tornik“ na Zlatiboru i „Izvora“ u Arandelovcu prolaze edukaciju za tri autorska tretmana kreirana za ove hotele.

U Beogradu WAPF ima divnu saradnju sa hotelima „Saint Ten“ i „BAH“. Veoma sam ponosan što znam da se u ovim hotelima, u kojima živi moj koncept i rade moji ljudi, ostvaruju sjajni rezultati, da su gosti zadovoljni i da na pravi način predstavljamo i Srbiju i našu struku.

Pre nekoliko godina pozvao me je vlasnik "Jai Thai Spa centra" u Beogradu, koji je želeo da, pored Tajlandana, u ovom hramu lepote ponudi i domaći wellness koncept potpisan mojim imenom. Doživeo sam to kao veliko priznanje za svoj rad.

#### **KRUNA „PUTOVANJA“ – KOLEKCIJA „DODIR DUŠE“**

- Nakon 28 godina rada, kada definitivno i nepograšivo znam šta hoću, osmelio sam se da započnem saradnju sa firmom „Hedera Vita“ iz Loznice. Kreativna gospođa Olgica Samoilović angažovala je čitav tim tehnologa da bismo zajedno krenuli u pravljenje kolekcije „Dodir duše“. Svoj dugogodišnji rad smatram *putovanjem do središta duše*, a kolekcija

#### **“GET TO KNOW YOURSELF” – THE FIRST SELFNESS CONCEPT IN SERBIA**

The cooperation with hoteliers came later. The first hotel owners in Serbia that proposed cooperation and pointed out the complete creative freedom with the desire to grow together, were Vesna and Milan Kostadinović, the owners of the hotel “Kraljevi Čardaci Spa” in Kopaonik. Today, they are not only business partners, but above all, wonderful friends who share the feeling that they belong to the same family.

- There I made the first “selfness concept” in Serbia – “Get to know yourself” that continues to live thanks to the team of therapists who recognized the significance and work on self-improvement. There is a reason why, last year, the hotel “Kraljevi Čardaci Spa” was declared for the best 4-star hotel in the Balkans.

Wellness therapists at “Grand Hotela Tornik” on Zlatibor and Hotel “Izvora” in Arandelovac are also being educated for the three brand treatments, created especially for these hotels.

In Belgrade, WAPF has a wonderful cooperation with hotels “Saint Ten” and “BAH”. I am very proud that these hotels, in which my concepts live and people work and achieve great results, guests are satisfied and we present Serbia and our profession in the right way.

A few years ago, I was invited by the owner of the "Jai Thai Spa centre" in Belgrade, who wanted to, beside the Thai people, offer a local wellness concept, signed by me. I experienced it as a great recognition for my work.



„Dodir duše“ - sublimacija je svih znanja stečenih na tom putu, iskustava, emocija... U pitanju je sofisticirana, lagana, meka, nepretenciozna kozmetička linija koja nema ideju da bude globalno rasprostranjena, nego da prosto ima tu vibraciju da je ljudi prepoznaju i biraju bez ikakvog nametanja, i to onda kad jednostavno oseite i požele taj pačuli, našu vanilu ili ulje od kanabisa... Tokom svih ovih godina, nijedan koncept nisam vezivao za svoju kozmetiku, kako bih na taj način zarađivao na svojim preparatima. Svoje učenike podučavam tehnici koju mogu da primenjuju u svom radu, a sa čime će raditi - to je njihov izbor. Jer preparati su samo pomoćnici u našem poslu. Da sam drugačije mislio i radio, a mogao sam, pitanje je koliko bih trajao i kakvu bih lekciju „odozgo“ dobio.

Za 30 godina mnogo se toga dogodilo, pokrenulo, napravilo. Mnogo toga i propustilo, naročito u privatnom životu. Da li je vredelo - pitamo, a on odgovara:

- Uvek poželim ljudima da traju, jer trajanje je ne samo pokazatelj uspeha, već i toga koliko si sebe iskreno davao, koliko si se razmenjivao sa ljudima. Da tih 30 godina nisam dobijao pažnju i podršku, da nisam osećao želju ljudi da od mene uče, da nije bilo razumevanja i kada sam bio u top formi i kada mi je padala koncentracija... - pitanje je da li bih i koliko izdržao. U životu ima i silaznih i uzlaznih faza, one se smenjuju, kraće ili duže traju ali - prolaze. Kontinuitet čini život. „Show must go on“ i to je najvažnije. Kad bolje razmislim, za tih 30 godina bilo je strašnih situacija, velikih iskušenja, bilo je zabijanja noževa u leđa, bilo je i poteza koji su me i ponizili na pojedinim skupovima, kao već afirmisanog stručnjaka, ali znate čime se ponosim? Nisam dozvolio da mi išta od toga okrzne dušu. Sve što se dešavalo uvek je bilo postament za nešto novo. I svaki put kada neko nešto pokuša kroz destrukciju, moj intuitivni odgovor je - nova i snažnija priča. Tako je nastala kolekcija „Dodir duše“, tako je nastala Wellness akademija, kao i nove metode koje sam pravio, ne iz inata, nego kao impuls slobode i životne kreativnosti.

Sada sam pred jednim od najvećih izazova u svom životu: pred odbranom doktorske disertacije na temu inovativnih koncepata wellness-a i njihovog značaja za razvoj zdravstvenog turizma u Srbiji, na Privrednoj akademiji u Novom Sadu i fakultetu MEF u Beogradu. Ovom disertacijom konačno sam zaokružio svoj tridesetogodišnji rad u zemlji i regionu.



#### THE CROWN OF THE „JOURNEY“ – COLLECTION „DODIR DUŠE“

- After 28 years of work, when I definitely and unbearably know what I want, I have decided to start a cooperation with the company "Hedera Vita" from Loznica. Creative Ms. Olgica Samoilović hired a whole team of technologists to create the "Dodir duše" collection. I consider my long-term work as a journey to the heart of the soul, and the collection "Dodir duše" is a sublimation of all the knowledge acquired on this path, experience, emotion... It is a sophisticated, light, soft, unpretentious cosmetic line that does not have the idea of being globally widespread, but simply to have this vibration that people recognize and choose without any imposition, even when you simply feel and want patchouli, our vanilla or cannabis oil... During all these years, I have never tied cosmetics to any of my concepts, so that I would make money. I teach my students the technique they can apply in their work, but what will they use in their approach - that is their choice. Because the products are only assistants in our business. If I thought differently and worked differently, which I could, the question is how long would I last and what would be the lesson from the "above".

For 30 years, much has happened, started, made. Much has been missed, especially in private life. Was it worth it - we ask, and he answers:

- I always want people to last, because the duration is an indicator of success and how much you honestly gave yourself, how much you exchanged with people. If I did not get the attention and support for these 30 years, if I did not feel the desire of people to learn from me, if there was no understanding, and when I was in the top form and when my concentration dropped... - the question is whether and how much I would endure. There are ups and downs in life, they shift, last longer or shorter, but they also - pass. Continuity makes life. "Show must go on" and that is the most important concept. When I think about it, for the past 30 years there have been terrible situations, great temptations, there have been knives in the back, there have been moves at some gatherings that have humiliated me as a renowned expert, but do you know what I am proud of? I did not allow any of this to bite my soul. Everything that was going on was always a postament for something new. And every time someone tries something through destruction, my intuitive answer is - a new and a powerful story. This is how the „Dodir duše“ collection was created, as well as the Wellness Academy and new methods that I did not out of spite, but as an impulse of freedom and life creativity.

Now I am facing one of the biggest challenges in my life: before defending a doctoral dissertation on innovative concepts of wellness and their importance for the development of health tourism in Serbia, at the Economy Academy in Novi Sad and the MEF Faculty in Belgrade. With this dissertation, I finally circled my thirty years of work in the country and the region.

Authors: LJR / BBO