LV SPOTLIGHT: PEOPLE OF PURPOSE

NEW YEAR, BETTER YOU

How one community member turned personal challenges into purpose

The High Holidays invite us to pause, reflect, and consider how we can become the best versions of ourselves. Through honest self-reflection, purposeful living, and meaningful action, each of us has the opportunity to grow.

In this edition of LV Spotlight: People of Purpose, we sit down with **Elvira Mana**, whose personal journey inspired the creation of ĒCANI Naturals. We explore how one family's experience with loss, wellness, and perseverance became a business rooted in purpose.

Editor's Note: This feature shares the story and perspectives of a member of our community. Chabad of the Lehigh Valley does not endorse specific products or make medical claims.

Your journey to creating ĒCANI Naturals began with a deeply personal experience. Tell us about that journey and how it shaped the brand.

ĒCANI Naturals was born after we lost my husband to brain cancer, an experience that deeply changed the way our family approached health and wellness. We became more thoughtful about the food we ate, the products we brought into our home, and what we put on our skin.

When my daughter's skin barrier became compromised, we struggled to find skincare that was gentle, effective, and free from harsh or unnecessary ingredients. Through our research, we discovered the skin-supporting benefits of grass-fed tallow and began developing a formula to meet our family's own needs. We did not set out to create a business. We were simply trying to solve a problem within our own family. Only after sharing the formula with friends and receiving positive feedback, did we realize that it could help others. What began as a personal solution gradually evolved into ĒCANI, a brand rooted in care, quality, and intentional living. The name combines nicknames connected to my late husband, making it a reflection of love and legacy.

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The High Holidays are a time for reflection and living more intentionally. How have your values influenced the way you approach your life and your business?

For me, the High Holidays are deeply connected to my own story. My husband passed away during the High Holiday season, which gave this time of year an even more personal meaning. It reminds me how precious life is and how important it is to be intentional about the choices we make and the legacy we leave behind.

That perspective is part of how I lead ĒCANI. Integrity means being honest about our products, listening to our customers, and keeping our word. I want the company to grow, but more importantly, I want it to earn people's trust while staying true to the values on which it was built.

Building ĒCANI as a family couldn't have been easy. What have you learned through the experience, and what advice would you give someone thinking about starting a business?

ĒCANI has always been a family effort. My children have been involved from the beginning, from developing the original formula to helping shape the brand as it grows. Working together has taught us communication, patience, and the importance of respecting each other's strengths. We don't always agree, but those different perspectives often lead to better decisions.

There were many moments when I questioned whether we should continue. Building ĒCANI required far more time, money, and energy than we expected, and we entered an industry we had to learn from the ground up. What kept me going was remembering why we started. My husband's memory lives on through the name, and I feel he remains part of what we're building.

For anyone considering starting a business, I believe you should first answer two questions: Why do I want to build this business? and What real problem will it solve? Passion is important, but your idea must meet a genuine need. Once your purpose is clear, research the market, understand your audience, and take the next step with confidence.

Looking ahead, what are your hopes for ĒCANI—and what does "New Year, Better You" mean to you personally?

My goal is for ĒCANI to be recognized as a trusted, premium skincare company built on transparency, integrity, quality, and consistently high standards.

As part of that next chapter, we're expanding into ĒCANI Curated Gift Boxes for both personal and corporate gifting. The boxes will offer thoughtful options for holidays, special occasions, employee appreciation, and client gifts, bringing the same care, quality, and premium experience behind our skincare into meaningful gifting while continuing to grow our skincare line.

Beyond the products, I hope ĒCANI will one day create opportunities to give back to families affected by cancer, allowing the company to carry my husband's legacy forward in a meaningful way.

To me, "New Year, Better You" means taking an honest look at where I am, appreciating how far I've come, and continuing to grow through small, intentional choices. Becoming better isn't about changing who I am—it's about staying true to my values while continuing to move forward.

Check out ecaninaturals.com

in Loving memory of Yitzhak Mana, OBM

לע"נ יצחק בן אברהם

A Healthy Body, A Higher Purpose

The Rambam—Maimonides—was a physician as well as a Torah scholar and philosopher. His understanding of medicine and human health shaped his view that caring for the body is an important part of living a purposeful life.

> *"Since maintaining a healthy and sound body is among the ways of G-d..."*
> — Rambam, Mishneh Torah, Hilchot De'ot 4:1

For the Rambam, physical well-being was not an end in itself. A healthy body gives us the strength to pursue wisdom, perform mitzvot, care for others, and fulfill our unique purpose. When we care for ourselves responsibly, we are better equipped to make a positive impact on the world around us.