

Lisa Jo Greenfield is the owner and operator of Essential Health Solutions, which she runs out of her home.

# Greenfield relishes in seeing one's energy regained

Each Tuesday, The Citizen features a health professional from the Finger Lakes community in The Banks:

This week, we spotlight Lisa Jo Greenfield.

**Q:** What is the most rewarding aspect about what you do?

**A:** It's always been my family first. I know that unless I'm healthy I can't take care of my kids. Second, it is very gratifying to see someone who is unhealthy get healthy. Someone who can't get up in the morning because they are exhausted from chemotherapy. To see them all the sudden get that energy where they're up in the afternoon, that's very gratifying. Third, I believe in giving back. I'm not a taker, I'm a giver.

**Q:** What is the biggest challenge?

**A:** Getting people to realize that they need to become healthy. They may look at the cost of a product and say, oh I can't take that. But you average it out and it comes out to \$3 a day.

**Q:** What is Max GXL?

**A:** Max International has a product called Max GXL, which was created by a world-renowned physician. All he was looking to do was to give (his patients) more energy, and really in my quest to help my family, that's what I was looking for. I decided to try it, and I had phenomenal results myself. It's a supplement, and whether you're young or old, healthy or sick, you need it. And I never in a million years thought I would be selling this type of information.

**Q:** Where does having a generally healthy lifestyle fit

## **Lisa Jo Greenfield**

**Occupation:** Owner and operator of Essential Health Solutions

**Hometown:** Skaneateles

**Info:** Visit the Web site at [www.looklivefeelbetter.com](http://www.looklivefeelbetter.com)

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into all of this?

**A:** It's very important. There is no magic cure to anything. Your health is priceless, and unfortunately, many people don't see that until they are sick. And my focus is my children. Without your health, you have nothing. And by doing the things we were taught — watch what you eat, don't eat junk, exercise — are huge pieces to the puzzle. And this is a vehicle for me to help people.

**Q:** When did you start looking to do this on a full time basis?

**A:** I used to be the director of staff and executive assistant to state Sen. Michael Nozzolio. The only reason I left that job was to be with my children. My children are 9 and 11, and I'm home during the day at school. I wanted to go into a professional type of position, but I didn't want to go back into an office. The health just really fit with me and my personality and my beliefs in wanting to help other people.

**Q:** What is the most common obstacle people have toward becoming healthy?

**A:** They have to be scared. Most people do, which is really unfortunate. But if you look at the trends, we're heading into a health and wellness trend now. Our baby boomers control two thirds of our spending, and they don't want to get old. They want to be healthy.