

Shelley Lowther Extends Herself

Written by Wendy Nilsen Pollitzer
Wednesday, 15 August 2012 08:33

Owner of Dancing Dogs Yoga (and Lowcountry Weekly columnist) becomes a Certified Baptiste Power Vinyasa Yoga Instructor



When I first met Shelly Lowther in 2010, she was opening her first yoga studio in the Lowcountry in Beaufort Town Center. I was intrigued from the moment I met her. She exudes all things feminine... grace, poise, gentleness and beauty. And when it's time to talk business, she's all business. Her confidence is admirable, and her success story is one that every little girl

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needs to hear.

She started small. Dancing Dogs Yoga was located at 1600 Burnside Street. She offered yoga to everyone. Seriously, her propaganda for getting people in the doors was simple and smart. Students only had to pay what they could afford. If you only had \$5, you could pay that. If you had \$20, you could offer that. And if you were flat broke that week, but needed a mental and physical pick me up... no problem. Shelley welcomed everyone with open arms, regardless of wealth.

And still today, her daily mantra centers on embracing the community. "I am, because you are" is the secret to Shelley's success.

Each and every one of us has potential, whether we are petite or obese, social or introverted, employed or seeking employment, healthy or unhealthy. If you have goals, Shelley understands that yoga helps you put them into action. And truthfully, I believe it's why she's been placed on Earth, and here in Beaufort. She is a leader, and she is empowering this community to take care of themselves and strive to reach their potential, one class at a time.

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Now with three studios in Augusta, Bluffton and at 1211 Newcastle Street in Uptown Beaufort, Shelley has multiplied her enrollment by doing what she loves. And now, Shelley is certified as a Level I and II Baptiste Power Vinyasa Yoga instructor. She is one of only two certified instructors in the entire State of South Carolina and one of two certified in the State of Georgia.

Shelley traveled to New York City and Austin, TX to train with Baron Baptiste, inspirational yoga teacher, author and leader in the realm of transformation for over 20 years. She co



mpleted two-week boot camps with Baptiste, who founded the Baptiste Power Vinyasa Yoga practice in the 1980s and has influenced the lives of hundreds of thousands of people all over the world, and across many cultures. Born into a lineage and heritage of health, yoga and spiritual educators, Baron was bred to teach and educate.

Baptiste Yoga provides transformational learning and growth environments for individuals seeking to deepen their personal yoga practice, alongside with those who are walking the teachers and leaders path. Participants and teachers are known for their powerful teaching,

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authentic expression, commitment to empowering and transforming others, and fostering dynamic communities.

That's why Shelley chose Baron as her mentor and teacher. Last year, she began feeling stale with her practice. She wanted to find a teacher, a yoga guru of sorts. What she found was someone who took exception to the title of guru.

She signed up for a three day class in Boston, taught by Baptiste, and 350 people filled the room.

"I had an immediate feeling of welcome within the community. Baron was far from an intimidating guru. He was down to earth," explains Shelley.

Baptiste teaches foundations of yoga in action. What each of us needs is not another quick fix, but rather a rebirth - a whole life revolution. And that's what Shelley learned from Baptiste... how to empower the community by explaining that we all have potential.

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While finishing her certification, Shelley and some of her dedicated instructors in Beaufort taught a class entitled, “40 Days to Personal Revolution,” a program designed to radically change your body and awaken the sacred within your soul.



I signed up in January. I loved it... until I quit. Yes, I'm eating crow. I was so determined, like many others in the class. We were needing that push into action. And I, more than ever in my life, needed spiritual direction. It was awesome. We went to a class every day, beginner classes, power yoga classes, all of them. We were given a book by Baron Baptiste and were charged with meditating every day. I felt so good, better than ever in my life in fact.

So why did I quit? I guess I simply ignored my potential. I let the demands of life dictate priority, not my intrinsic yearning for peace. And what happened? I fell and fell hard, because I closed my eyes to my potential. But they're wide open again. And I'm more determined than ever to finish this class!

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That is thanks to Shelley. And Baptiste.

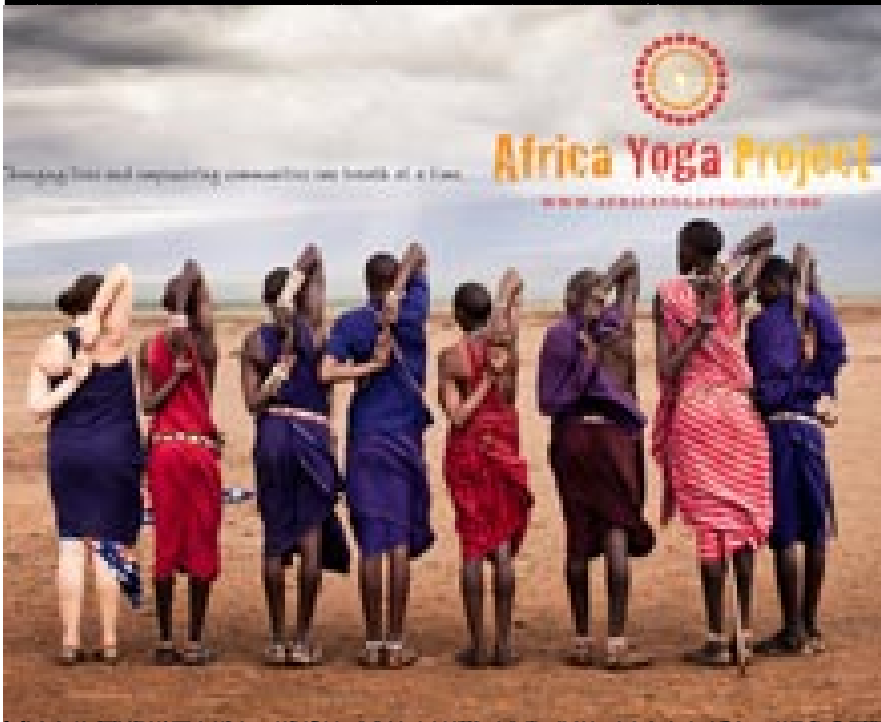
Since Shelley has been certified as a Baptiste instructor, her business has grown 30% in Beaufort. Her enrollment jumped from 1500 students per month to 2600. We love the transformation!

In all three locations, Shelley offers classes and workshops for all levels, something I was happy to hear. I'm not the most coordinated of students, and I never feel intimidated. The sense of community is so great and contagious at Dancing Dogs Yoga, and the level of service is individualized so that everyone feels at home.

In Bluffton, Shelley now offers over 20 classes per week. And with the expansion, she is now able to extend programming to include classes for mothers-to-be and children.

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