



A SAFE SPACE FOR
PERSONAL GROWTH AND RENEWAL

THE STORY BEHIND THE NAME

Why a Blue Fish?

The story behind IndigoKoi Wellness, LLC

A personal reflection on illness, resilience,
renewal, and the meaning carried in the IndigoKoi name.

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The answer is rooted in my own healing story.

People sometimes ask me why I chose a blue fish to represent IndigoKoi Wellness, LLC. The answer reaches much further back than a logo or a color palette. I wanted the name of my business to carry something true about the way I had come to understand healing after years of living inside a body that had changed the course of my life.

I have always been drawn to indigo. It has depth without heaviness, calm without dullness, and a richness that does not need to be loud to be noticed. Across art, textiles, contemplative traditions, and traditional approaches to well-being, deeper shades of blue and indigo have often been used to suggest reflection, awareness, calm, and inner balance. Ayurvedic traditions also use color symbolically within a broader understanding of harmony and well-being. I was not looking to make a medical claim about a color; I was drawn to what indigo represented to me.

What I loved most was that indigo could be deep and still beautiful. It gave me a way to think about a difficult season without treating that season as the whole of a person, and it reminded me that vibrancy can remain present even when it is harder to see.

That mattered because my own healing story was not neat, quick, or easy. For nine years, I lived with disability while navigating autoimmune disease. My energy changed, my independence changed, my plans changed, and there were long stretches when my body determined the shape of my day before I had any say in the matter. Illness required me to pay attention to limits I had never expected to have and to grieve parts of a life I had once assumed would continue as planned.

Those years changed the way I understood health, but they also changed the way I understood strength. I began to see that strength is not always visible from the outside, and it certainly is not always measured by how much a person can push through.

The koi entered the story there.

I recognized myself in the koi.

I became fascinated by what happens to koi during winter. As the water grows colder, their metabolism slows dramatically. They eat very little, move less, and may settle near the bottom of the pond while their bodies conserve energy. To someone who does not understand the cycle, the fish can appear almost absent from the life of the pond, its color less noticeable simply because the movement that once drew the eye has nearly disappeared.

Then the season begins to change. The water slowly warms, the koi starts moving more freely, its appetite returns, and the color that seemed muted through the cold months becomes vivid again. The fish did not cease to be itself during winter. Its body had responded to the conditions surrounding it.

I was that koi.

During those nine years of disability, there were times when my world became very small. There were things I could no longer do, things I had to give up, and parts of myself I wondered whether I would fully recognize again. Watching life continue around you while your own life has been forced into a different rhythm carries its own kind of grief, and I learned that grief does not need a funeral in order to be real.

Yet there was much more happening beneath the surface than anyone could see. I was learning my body in an entirely different way. I was reading, questioning, researching, resting, adjusting, making mistakes, and paying attention. I was learning that what supports a body can reach well beyond the few minutes we spend in an exam room, while still respecting the important role of medical care.

I began noticing how food, rest, stress, environment, emotional health, relationships, and the pace of daily life could affect the way I felt and the choices available to me. None of that gave me a magic formula, and I would never reduce healing to one. What it gave me was a wider lens and a deeper respect for how much a person may be carrying when illness changes the way they live.

My life did not simply return to what it had been before.

As my health began to improve, I started recognizing pieces of myself that had felt distant for a long time. The change was not a dramatic single moment, and it did not erase the years that came before it. What changed first was my relationship with my own health. I had more information, more awareness, and a clearer sense of how I wanted to participate in the decisions surrounding my well-being.

I also understood something I could not have understood in quite the same way before illness: when a person has spent a long time in survival mode, encouragement by itself is not enough. There has to be room to think, useful information to work with, and space to grieve what has changed without being hurried toward gratitude. Good support should respect a person's intelligence and autonomy while leaving room for them to decide what healing means in the life they are actually living.

The koi gave me language for that experience because I understood what it meant to conserve when there was no other choice, to appear still while an enormous amount of work was taking place inside me, and then to feel the first small return of warmth when possibility became easier to imagine.

That understanding eventually began shaping the work I wanted to offer other people. IndigoKoi Wellness, LLC grew out of the years when I had to learn to pay attention differently, and out of the conviction that a person should never be reduced to a diagnosis, a loss, a difficult season, or the amount of energy they are able to produce on a particular day.

I did not come through those years believing that I had discovered the answer to healing. I came through them with better questions. What is this body asking me to notice? What is draining more than it gives? What support is missing? What deserves medical attention? What needs time? What has changed emotionally because of what I have lived through? What would it look like to make the next decision from a place of information rather than fear?

Those are the kinds of questions that still matter in my work today because they invite a person back into the conversation about their own life.

The name became the clearest expression I could find for something I had already lived.

The indigo carries the depth of the story for me. It reminds me that beauty does not disappear because life becomes difficult, and that some of our most important seasons are not the bright ones. The koi carries resilience, adaptation, and renewal, but not the loud kind of resilience that demands constant movement. It represents the kind that knows when to conserve, when to wait, and when to respond as the conditions begin to change.

Together, they became IndigoKoi Wellness, LLC.

When someone comes into my work carrying illness, grief, exhaustion, uncertainty, or the weight of a life that no longer looks the way they expected, I do not assume that stillness means nothing is happening. I know how much can be taking place beneath the surface because I have lived there myself.

A long winter can alter a person, and I no longer believe the goal is always to return to the exact person we were before illness, loss, or change entered our lives. We may move forward with a different understanding of our bodies, a different relationship with time, and a clearer sense of what deserves our energy.

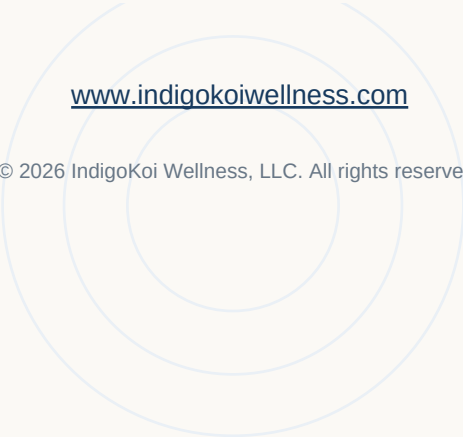
That is the heart I wanted IndigoKoi Wellness, LLC to carry: a place where the whole person matters, where difficult seasons can be named without becoming the entire story, and where healing is approached with curiosity, care, evidence, patience, and respect for the person doing the living.

I know what it is to live through a long winter, and I know the quiet relief of feeling the water begin to warm. Somewhere between those two seasons, IndigoKoi Wellness, LLC began.

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