

Contact: Eileen Connors

Cell: (504) 508-0796

Email: eileen@auroraeyoga.com

FROM SURVIVE TO THRIVE
Aurorae Founder Turns Illness into Success

MAHWAH, NEW JERSEY (June 23, 2014) - Despite completely changing his lifestyle starting with a yoga practice at the age of 48, business man and entrepreneur Dennis Ingui didn't suffer a mid-life crisis. His turnaround mid-stream through life was brought about after a stunning diagnosis of prostate cancer and surgery. What began as a journey of recovery and self-discovery has grown into a new business venture, mentorship for other budding entrepreneurs and a path toward philanthropy, touching the lives of children and adults across the globe.

Born and raised in the Bronx during the fifties, Ingui was always athletic, having grown up playing stick ball and other street games. Always physically fit, Ingui was thrown completely off guard after a cautionary check up with his urologist showed a slightly rising PSA test. Ingui received a call from the doctor on his way to the airport heading on a business trip overseas. He turned the car around and he and his wife went straight to the doctor. Within a few weeks, Ingui was scheduled for surgery.

Post recovery, while lying in bed recuperating from surgery, Ingui had an epiphany. He was watching television when 9/11 happened. Helpless in more than one sense of the word, Ingui's world was shaken. He decided he had to start reading about practices of peace and of positivity.

Once again on his feet, Ingui began taking daily walks with his wife and business partner, Valerie. Shortly thereafter, the Mahwah resident heard about a local yoga class. "Up until then, yoga was the last thing I thought about," says the father of two. Knowing that he had to rebuild both his mind and his body, Ingui began his journey on a mat in a church basement in New Jersey. The only man in the class, Ingui would meet some of his best friends, women who instantly made him feel comfortable. What he learned from them was acceptance. What he learned about himself was that he had much more to give.

Prior to his diagnosis, Ingui had worked in textiles, creating unique brands of denim for various clothing labels. His natural business acumen had always steered him right and allowed him to provide a comfortable life for his family. Ingui had closed his business after his surgery but he needed something else to keep him busy and focused beyond his yoga practice. How could he use his talents as a businessman and incorporate them into something that was meaningful, that would allow him to give to others and included yoga? Ingui realized he needed a product.

His experience taught him that a great product needed equally great packaging and excellent distribution. His yoga mat had become an important element in his life and he realized others felt the same. He would sell the best yoga mat he could find. Not wanting to take on a brick and mortar

storefront, Ingui decided to learn more about selling online. With a “Dummies Guide to Amazon”, Ingui learned everything he could about selling products through Amazon. A business was born.

The name Aurorae has deep meaning for Ingui and his family. His son Michael came up with the name Aurora from Aurora Borealis. “We were discussing the incredible colors and the energy these various skies create. Each color in the universe has a meaning and generates a certain emotion with in us,” he adds.

Previously, Ingui had already named each of the first five colors of the Classic Mat (1st product) and developed a marketing plan around those colors and the meaning of each, to help yogis select a color that best suits them.

“I didn't want to simply name the company after Aurora and so I looked up the plural of Aurora and it was Aurorae. It made sense and fit in with my marketing goals.”

What finally convinced Ingui this was the name for the company was a connection to yet another family member. “As I stared at the name AURORAE, I realized the last three letters was my late mothers name RAE and that's all I could see for that moment. I knew then this was the name, as my mom was always my best friend and lucky charm. Call it what you want, but for me it brought a warm feeling and was a sign from mom. That was the birth of the Aurorae Brand,” says Ingui.

Family and community mean everything to Ingui. His sons, a few close friends and other family members are contributing to the Aurorae brand as well. Some are recipients of Ingui's mentorship and are responsible for selling different Aurorae products. Others work on the marketing efforts using their own unique creative talents. Ingui is completely committed to helping others become successful and reaches out to those who share his passion for business.

Although he has brought others into the fold, Ingui is 100 percent responsible for communicating with customers. He insists on personally answering every email and inquiry Aurorae gets. Though he does have a marketing department, he reads all social media posts and makes it a point to stay connected to his clients and fellow yogis.

“It's all about people,” he says. For Ingui, Aurorae is not just business. It's personal. He makes a point of communicating with people who have questions about the products, who are unhappy with their product or the service they received. Ingui's end goal is to make others happy and he does whatever it takes to ensure it happens. Much of the feedback on the Aurorae website sings the praises of the company's customer service. It is a source of pride for him and his family.

In addition to giving the best customer service possible, Aurorae gives back to many communities in need by giving away free mats and Aurorae products. Partnering with other organizations such as Kula for Karma, Aurorae sends mats to inner city communities and schools through this organization, to bring the practice and spirit of yoga to those who might not have ever experienced it before. Though not an instructor himself, Ingui has connected with the wonderful teachers at Kula who share the joys of yoga

with others. Ingui and his wife seek out those who are also going through a healing process such as veterans and cancer patients, to offer them mats and introduce them to the yoga experience.

Recently, Aurorae sent 500 mats to a South American community who used the mats to sleep on. Ingui is grateful they are being used in the best way that suits that community and knows that Aurorae is helping others in the truest sense possible. Going forward, he is exploring a partnership with the local chapter of the Special Olympics, to see how Aurorae can contribute to its success.

“When will I retire? How about when I’m finished?” he says with a laugh.

What began as a personal journey of healing has turned into something much more than Ingui ever imagined. His original intention was to find a hobby that kept him busy, used his business skills to the best of their ability and to give back to others. He has grown his concept into a successful business, bringing other young entrepreneurs into the fold by teaching them valuable skills and helping them create their own successes. Ingui has found more peace and joy in helping others through Aurorae and he sees no reason to stop.