Abstract:
Using qualitative methods, this research examines the Spirit Seeker’s Wholistic Expo that was held in St. Louis, Missouri in March of 2008. The study’s purpose is to shed light on the practices and beliefs put forth at this event. A qualitative content analysis of literature offered at the event and participant observation uncovered emerging themes. Analyses indicate four prominent themes: 1) the belief that the body is an aspect of spirituality, 2) spirituality as an antidote to an unhealthy society, 3) an emphasis on healing, and 4) a focus on connection.

Methods:
Content analysis of literature handed out and participant observation at the event

Four Emergent Themes

1) Body as an aspect of spirituality
2) Spirituality as an antidote to an unhealthy society
3) An emphasis on healing
4) A focus on connection

Findings:

Theme #1: Body as an Aspect of Spirituality
68% of booths related to the body

Light Integration Therapy
-Body as a conduit to spirituality
-“enhances relaxation, balance and overall well-being”
-“Feel the difference. I invite you to experience the Light. Come relax into you. Exercise Spirit and Soul”

Young Living’s Essential Oils
“Young Living’s therapeutic-grade essential oils and oil-enhanced nutritional and personal care produces deliver positive benefits to the body through smell, direct absorption into the skin, and by normal digestive processes. Antiseptic, calming, stimulating, soothing, Young Living’s essential oils bring balance to all systems of the body.”

A Touch of Comfort, LLC
“Touch is a vital part of living and being healthy. Without touch, our bodies would retreat and our spirits would rebel.”

Theme #2: Spirituality as an Antidote to an Unhealthy Society

Cardio Cocktail
“Career, family, and school are just a few of the activities that make up normal life in America. With the hurried pace of our lives, it has become increasingly difficult to enjoy a healthy lifestyle complete with exercise, plenty of rest, and a highly nutritious diet.”

Bio-mat
“As we hear so often these days, things ain't what they used to be. The air is different. Putting it very frankly and unscientifically, it's full of crud. Nothing ever 'goes away' on our little green planet and every exhaust, every chimney plume, every cow fart, stays within our thin and fragile ionosphere. It stays in the air we gulp as we run along the beach, it stays in the water we drink, and it stays in the food we eat. And all of it this pollution is useless for energy production within the body.”

Plan Be
Human BEING: a person who has made the conscious shift from an out of balance existence as a HUMAN being (with limited abilities) to that of a centered human BEING (with infinite capabilities) by choosing to bring his or her biological BODY and MIND back into loving cooperation with his or her spiritual SOUL.

Theme #3: An Emphasis on Healing

Angelic Re-birthing
“So few were truly conceived in love. Many have been emotionally wounded by the birthing process along with the thoughts and fears of their mother while in the womb. This guided visualization will block all thought words, and emotions generated from outside the womb which did not come from a place of love.”

Fusion Technique
“clients tend to feel relief from pain and trauma.”

New Warrior Adventure Training
“ready to participate fully in training activities, many of which encourage you to take a hard look at yourself, your deepest fears, your wounds from the past, and the specific ways in which your life is not working for you.”

Theme #4: A Focus on Connection

Connections to God:

Two Subthemes 1) Connection to God 2) Connection to Others

Connections to God:

New Realms of Possibility, LLC
“This guided visualization exercise will assist you to connect with the Creator, releasing the illusion of separation and the mystique that makes the image of God appear distant and unapproachable.”

Eckankar Religion
“You are Soul, a conscious spiritual being, a creative, divine spark of loving God.”

Connection to Others:

Center for Spiritual Living
“Main beliefs center around the idea that we are all One.”

Dr. Mark Sonnenberg, DC
“As we increase our level of consciousness, we do, indeed, benefit others.”