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By Diana Price

Trust Your Journey

When Beth Brownlee and Ruth Nichols promote their company brand—Trust Your Journey—their personal experiences give them the insight to do so, knowing that, as Beth says, “there are fortunes and misfortunes in every life. The rain and sunshine in each of our journeys are there for a purpose.” But Beth also knows that sometimes the clouds can cover the sun, and when this happens insight and inspiration are more important than ever.

In 2004 Beth was struggling through rounds of dose-dense chemotherapy treatment for breast cancer when the darkness in her own life seemed overwhelming. It was at that point, as she fought for hope against both the physical effects of her aggressive treatment and the emotional impact of the battle, that she recalled the three words a friend had shared two weeks prior: “trust your journey.” It was then, Beth says, that she realized that “this moment was just part of my journey and not my entire journey.” From that knowledge, she says, she was able to move up and on with her treatment and her life.

It was also from the profound effect of those words that Trust Your Journey (TYJ)—the company Beth cofounded in the aftermath of her cancer treatment—emerged. Having worked for years in sales management for sportswear and outdoor retail companies, Beth and Ruth—who was at the time a colleague at Columbia Sportswear and had just lost her husband—were both ready to make a change. It was Ruth, Beth says, who said, “It was time to go and do something wonderful with these three simple words that had changed our lives.” And with that decision, what had been the most challenging time for both women became the biggest opportunity.

In November 2007, after working together to create a brand that would “remind women daily to be grateful for what they have but mindful of what they can become,” Beth and Ruth launched TrustYourJourney.com, an online source for sportswear (all 100 percent organic), jewelry, and accessories featuring the three words that had been so inspirational for both women. From the beginning, Beth says, the friends’ vision was to create a place that would provide women with products that acknowledge and honor the inner strength that they possess and would also serve as an online community for women who were facing challenges. “We wanted women to know they are never alone no matter what they are going through,” Beth says.

Now a year since their launch, Beth and Ruth know that the message they offer women is striking a chord. “We get e-mails and cards from women who are facing all kinds of challenges in their lives,” Beth says. “I think they find strength, faith, and hope in these words.” And survivors, especially, seem to tune into the significance of the empowering mantra that the brand offers. At a recent young survivor event, Beth says, the response from the women who felt the power of the TYJ message was incredible; but, she says, the real gift was the inspiration those young women offered the company’s cofounders: they “truly touched our hearts. We have such great admiration for their courage. We stay in touch with them, and they continue to inspire us daily. Survivors are our heroes!”

Empowered themselves by the brave women who gather on their site and proudly wear their brand, Beth and Ruth look forward to continuing on the path that their own hearts have chosen

through adversity and to reaching more women through their work: “My soul tells me every day that I have a purpose in this life,” Beth says, “just as everyone does. It is important to listen closely to your heart, for I have always believed it has the purest answers and the best directions for your destiny.”

For more information about Trust Your Journey, visit www.trustyourjourney.com.