

ALCHEMY Holistic Collective Welcomes New Ownership and Healing Opportunities



Founder and former owner Nicole transitioned ALCHEMY into new hands, and the space continues thriving through new owner, Bryana Clover. ALCHEMY still offers microcurrent neurofeedback, as well as other services like Reiki and scar release therapy.

Bryana (and her mom and sister) also bring handmade ritual goods into the space, available for purchase before or after your appointment. Think intention candles, mala necklaces, and essential oil roller blends from Clover Joy Sacred Provisions.

For Bryana, this role isn't just a business decision. It's personal. Continuing ALCHEMY'S mission is rooted in the way she lives, parents, and heals. She knows this is a powerful space for the Chelsea community and an essential part of her own family's healing journey.

As a Reiki Sensei (8th generation in the Usui lineage), a breathwork facilitator in training, owner and founder of two other businesses, and a mom parenting a neurodivergent child—this lived experience informs everything Bryana does, from how she approaches healing to designing spaces that are truly affirming for all kinds of bodies and nervous systems.

Bryana also has a background in corporate leadership, decolonial education, and energy work. ALCHEMY is where all of these strengths meet: where modern tools and ancient practices come together to support healing on every level.

To get familiar with the wellness & retail space, join us on the following dates:

May 1st — Celebrate during Late Night Chelsea! Enjoy snacks and drinks, and enter a raffle for a chance to win a curated healing package valued at \$100. Shop our exclusive Spring Equinox table as well. 6-9pm.

May 2nd — Continue the celebration as we mark two years of ALCHEMY in the community. Come check out exclusive anniversary deals!

Starting May 2nd, join us every Saturday to explore the retail space and ask us any questions — 10am–4pm.