



They're both chiropractors by training, but David and Melody Spear have gone beyond adjusting spines to also adjusting attitudes.

As parents of two girls — Linde, 5, and Junie, 1½ — the couple understandably want the world to be a better place. They're choosing to do their part by making “clothes designed to enlighten the world and enlighten the wearer,” incorporating the age-old concept of positive affirmation, Melody Spear said.

“We have been using affirmation in our own lives for a long time,” she said. “We call our (chiropractic) practice Body of Light, and when the girls came along we came up with the idea for Baby of Light.”

The fledgling business offers a line of organic, natural fiber “positive affirmation clothing.” The onesies, sleepers, hats, bibs and T-shirts for infants, children and moms-to-be bear uplifting messages.

Because she was already taking a leave following Junie's birth, it seemed like a good time to stay home awhile longer and launch a secondary, in-home business, Spear said.

Baby of Light purchases plain cotton garments from vendors as far away as New York that meet the Spears' standards for content and quality. The colorful affirmations are designed and screened on locally.

When the average person sees babies and young children, "There is usually a warmth and softening," David Spear said. "Our thoughts and beliefs tend to dictate our experience in the world, and when that's positive, life seems to go a lot better than when we're reacting from fear and judgment."

So, when people turn their gaze to children wearing Baby of Light clothing, they also see messages of hope and peace: "i am light, i am love"; "vibrating at the frequency of love"; "baby of light"; "all is well"; "joy is in my genes"; "Yes! there is peace on earth and yes it begins with me."

"Our idea is to affirm spiritual truth and the essence of who children are," David Spear said. "When people see the message on our kids, they can read it, get it and say it also for themselves."

Stressed-out parents also might benefit from the reminder of just how precious life is, Melody Spear said. "It's hard to look at a child and see 'all is well' and not feel a calming sense of what's important."

As part of their personal philosophy to spread goodness and wellness, the Spears have pledged to give a percentage of their proceeds to nonprofit organizations that benefit children: Heifer International, which distributes farm animals from rabbits to water buffaloes to families in Third World countries; the Oklahaven Children's Chiropractic Center; and locally, Sparkplug Dance.

The idea of positive affirmation may have become popular in the 1960s, but it dates back thousands of years, used in some form by almost every major religion.

The Hindu and Buddhist mantras, Islamic invocations of Allah, Roman Catholic chants and rosaries and Jewish sung phrases all qualify as ways to uplift spirit and behavior through the repetition of positive words or phrases.

In modern times, "positive thinking" gained credence as a personal success tool after publication of "The Power of Positive Thinking" by Norman Vincent Peale in 1952.

Decades later, Norman Cousins, first a well-known magazine writer and later a university researcher on the biochemistry of emotions, employed the concept of positive affirmation to overcome first a life-threatening illness and later to hasten his recovery from a severe heart attack.

“Hope, faith, love, will to live, cheerfulness, humor, creativity, playfulness, confidence, great expectations — all these, I believed, had therapeutic value,” he wrote in a book about overcoming his health problems.

However, the active use of affirmations goes beyond simply taking a “half full” rather than “half empty” approach to life, say those who practice it daily.

“When you use affirmations, the language is very important,” Melody Spear said. “You don’t say it will be, you say it is.

“The important thing is how it is now, not how it could be at some other time. We incorporate that idea in our professional lives, and we also use it at home in our daily lives.”

One example, she says, is saying “grace.” Her family uses the same affirmation each day before dinner: “We know and affirm robust health, abundant wealth, constant happiness and love for us, our families, friends and the world — and so it is.”

By the same token, the Spears say they base Baby of Light on an affirmation they wish to share with all parents: “We know and affirm that all is well and that each child grows happy and strong knowing comfort, joy and love in their lives. And so it is.”