

Bright Paths Recovery Completes Brand Transition, Fully Retiring the Passage To Recovery Name and Website

Los Angeles detox and residential inpatient rehab, formerly Passage To Recovery, now uses one name, one website, and one address: Bright Paths Recovery.

LOS ANGELES, CA, UNITED STATES, August 30, 2026 /EINPresswire.com/ -- Bright Paths Recovery, an [alcohol and drug rehab in Los Angeles](#) providing [medically supervised detox](#) and residential inpatient treatment for addiction, announced today that it has fully retired its former public brand and website, Passage To Recovery. The center has operated under the Bright Paths Recovery name since 2024 and now uses that name exclusively across its website, online listings, and all public materials.



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There is one name, one website, and one front door, and all of it points toward the brightest path available.”

Adam Jaratanian, Founder and CEO, Bright Paths Recovery

Passage To Recovery, the center's parent company, was founded in 2021 and remains the legal entity behind the program. In 2024, the company opened its treatment center under the Bright Paths Recovery name, a brand built around the belief that everyone has multiple paths they could walk, and that treatment should help each person find the brightest one.

"Bright Paths Recovery is the name that reflects who we are and why we exist," said Adam Jaratanian, Founder and

CEO of Bright Paths Recovery. "Our clients come to us for a new shot at life, a new identity, and a renewed sense of purpose. Retiring the old name completes that same transition for our company. There is one name, one website, and one front door, and all of it points toward the

brightest path available."

For families, referring professionals, and past clients searching for the program, the details are now unified. The center's official name is Bright Paths Recovery. Its official website is <https://brightpathsrecovery.com>. Its official address is 10014 Louise Ave, Northridge, CA 91325, in the heart of the San Fernando Valley, and its confidential admissions line is (747) 308-2500. Any listing or directory presenting the program under the former name, or at any other address, should be considered outdated.

Bright Paths Recovery serves adults 18 and over in a fully remodeled, private 12-bed home, with roughly three staff for every two clients. Its programs and services include:

- Medically supervised detox with 24/7 clinical care and same-day admissions
- Residential [inpatient rehab](#), typically 28 to 40 days, built on cognitive behavioral therapy, dialectical behavior therapy, motivational interviewing, and daily group and individual therapy
- Couples rehab, one of the few programs in Los Angeles that treats partners together
- Dual diagnosis treatment for co-occurring anxiety, depression, PTSD and trauma, bipolar disorder, and OCD
- Specialty programs for veterans and active-duty military, pet friendly treatment, art therapy, and anger management
- On-site family therapy, weekly experiential outings across Los Angeles, and chef-prepared meals daily
- Aftercare planning and a lifetime alumni network with weekly check-ins

The center tracks the outcome of every client. Internal outcome data collected over more than a year shows that more than 80 percent of clients who complete the program remain sober, and the center invites families to ask exactly how it measures success and defines relapse. The admissions team verifies insurance benefits free and confidentially, and works with most PPO



Adam Jaratanian - CEO & Founder of Bright Paths Recovery



plans and out-of-network benefits.

The name transition changes nothing about the program's ownership, leadership, licensing, clinical team, or location. Bright Paths Recovery is licensed and certified by the California Department of Health Care Services (certification 191375AP), accredited by The Joint Commission, and LegitScript certified. Clients and families who knew the program under its former name will find the same team and the same home, now under the single name it will carry going forward.

About Bright Paths Recovery

Bright Paths Recovery is a medically supervised detox and residential inpatient treatment center at 10014 Louise Ave, Northridge, CA 91325, serving Los Angeles, the San Fernando Valley, and clients traveling from across the country. Operating under parent company Passage To Recovery, founded in 2021, Bright Paths Recovery helps people struggling with addiction find their true purpose and build a new shot at life, a new identity, and a renewed sense of purpose. Learn more at <https://brightpathsrecovery.com> or call (747) 308-2500.

Adam Jaratanian

Bright Paths Recovery

+1 (747) 308-2500

info@brightpathsrecovery.com

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