

The logo for Now Athletics features the word "NOW" in a large, bold, white sans-serif font above the word "ATHLETICS" in a smaller, bold, white sans-serif font. Both words are centered within a white rectangular border. The entire logo is set against a solid orange background.

**NOW**  
**ATHLETICS**

## **Yoga Mat Company Announces New Trends In Yoga**

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Now Athletics, LLC, based in Providence, Rhode Island, provides a number of yoga products. The company recently announced new upcoming trends in yoga that consumers are beginning to get excited about. Per Davidson with Now Athletics says, "Each year brings new trends in yoga. For 2017, upcoming trends include acro-yoga, yoga pole dancing, and underwater diving yoga."

Davidson states that these new modalities are radical departures from traditional yoga, which is at least 5,000 years old. The company, with website at [www.nowathletics.net](http://www.nowathletics.net), advocates yoga in its traditional and proven form, wherein a yoga mat, gym clothing, and a water bottle are the only essential elements required for the practice.

The company offers the products needed for traditional yoga, including their widely popular Now Yoga Mat, which is an extra-long mat that is 24 inches by 72 inches and 5 mm thick. Davidson says that the mat is perfect for keeping the spine, hips, elbows, and knees fully cushioned, even in otherwise difficult yoga positions. Davidson says, "It's essential to be comfortable and protected while doing yoga, and that's what we've designed the mat to do."

The company states that given the move from the old methods of yoga, they want to provide customers with

a natural and more traditional sense of the practice, which is why they designed the mat the way they did. It contains no toxic chemicals and is hypoallergenic and latex and rubber free. Davidson states that while some of the new modalities in yoga will not require a mat, at least not a traditional one, the company strives to cater to all of their clientele, which they feel the mat does.

Now Athletics offers a look at the more traditional forms of yoga on their website which can be seen at [www.nowathletics.net](http://www.nowathletics.net). The company states that as new modalities of the practice creep up, they will still adhere to those who appreciate the more traditional approach to relaxation and wellness.

More about Now Athletics, including a list of their products and classes, can be seen on the company's official website.

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### **Now Athletics, LLC**

*NOW Athletics is a supplier of eco-friendly sports equipment. We provide affordable sports and yoga products and we utilize environmentally friendly production methods.*

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