

The logo for Now Athletics is centered on a solid orange background. It consists of the word "NOW" in a large, white, sans-serif font, with the word "ATHLETICS" in a smaller, white, sans-serif font directly below it. The text is enclosed within a white rectangular border.

## **Benefits Of Yoga Heightened With Newly Released Yoga Mat**

*November 13, 2015*

November 13, 2015 - PRESSADVANTAGE -

Now Athletics, LLC, a business in Providence, RI, has recently released a yoga mat that enhances the benefits that can be obtained from yoga. It has long been known that yoga has numerous physical benefits, but the company wanted to focus more specifically on the emotional advantages. Their mat, therefore, has been created to give relaxation to the mind, body and soul. Further information is available through the company's website on [www.nowathletics.net](http://www.nowathletics.net).

"Yoga is as much about movement and balance as what it is about relaxing the mind," says Per Davidson from Now Athletics. "This can't be achieved on an uncomfortable, dirty mat, with worries of bacteria and whether or not you will be able to get it clean. None of this is of concern with our yoga mat, meaning people can completely relax the mind as well."

The yoga mat is an eco TPE mat, which has superior closed cell technology. This means that it offers amazing comfort, despite being very thin, which makes it easy to roll up and carry around. It also means that it cleans very easily, requiring little else than a quick wipe to get rid of bodily fluids like sweat. As such, it does not present a breeding ground for bacteria and fungi either. The fact that it feels so comfortable and that it

gives peace of mind allows people to truly experience the emotional benefits of yoga.

The mat has been very positively received so far. "Nice mat," says Lauren Quattrochi. "Durable and resilient. I've already gone through 2 alternative brand mats in 4-5 years of yoga but this one is built to last. Soft on the elbows when in dolphin plank but not too much cushion that you sink in. Also, has good grip capabilities when hands slip. Plus, orange brightens any yoga studio."

The emotional health benefits of yoga are said to be endless. However, researchers have agreed on the five main ones being that it is a stress reliever, that it fights anxiety and depression, that it improves concentration and memory, that it helps fight mental health issues, and that it helps to reduce the effect of traumatic experience. Thanks to the mat, these benefits can now be heightened.

###

For more information about Now Athletics, LLC, contact the company here: Now Athletics, LLC  
Per Davidson 415-797-2636 support@nowathletics.net 144 Cypress St., Unit B Providence, R.I. 02906

### **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.*

Website: <http://www.nowathletics.net>

Email: [support@nowathletics.net](mailto:support@nowathletics.net)

Phone: 415-797-2636

