

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.

Yoga Mat Manufacturer Dispels Yoga Myths

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Now Athletics, LLC, based in Providence, RI, wants to dispel several myths regarding yoga with updated information on their website. The company has been supplying a popular yoga mat to the market for some time now but they noticed that there are still many myths out there and these misconceptions are stopping people from truly enjoying the discipline. In fact, some people never try yoga simply because they are misinformed.

"It is so sad to see some people believe they cannot do yoga simply because they have completely incorrect information," says Per Davidson from Now Athletics, LLC. "It's like saying yoga is 100% Hindu and that you must have something in common with their religion in order to benefit from yoga. That is simply untrue and could prevent people from not just enjoying the sport, but in taking advantage of the many benefits to the mind, body and soul as well."

Yoga, the company wants to make clear, is not exclusively Hindu. What few people know is that it is also not exclusively non-religious. It has been found that many yoga centers try to stay away from its religious aspects, but the opposite is equally true. In fact, it is easy enough to find Christian churches that incorporate the benefits of yoga in their prayers and rituals.

An important issue that is also addressed by Now Athletics is that yoga was not actually modernized by Swami Vivekananda, who is often credited with bringing the discipline out of India and into the modern world. Interestingly, during the Swami's visit in the late 19th century, he never once mentioned yoga in his speeches.

"The most important myth that we want to address revolves around money," adds Per Davidson. "Unfortunately, too many people continue to believe that yoga is expensive and that it is therefore reserved for the wealthy. This is nonsense and when you look at the price of our yoga mat, you will quickly see why."

The yoga mat is available through www.nowathletics.net, where further information on the various myths surrounding yoga is also provided. People are encouraged to check it out so that they can see if yoga is for them, too.

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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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