

The logo for Now Athletics features the word "NOW" in a large, white, sans-serif font above the word "ATHLETICS" in a smaller, 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 Helps Increase Number Of Yoga Practitioners

January 15, 2016

January 15, 2016 - PRESSADVANTAGE -

Providence, RI yoga mat producer Now Athletics, LLC is happy to announce that their product has played a major role in the recent increase in yoga practitioners. A recent news item revealed that the number of practitioners increased by 50% to over 36 million, and their spending grew from \$10 billion per year to \$16 billion per year. As a yoga mat producer, Now Athletics has been at the heart of this development. More details about the product can be seen at www.nowathletics.net.

Per Davidson of Now Athletics, LLC says: "Our yoga mat can really encourage people to practice yoga. The most amazing feature is that it is eco friendly, which means it does not contain any dangerous phthalates or other chemicals. Furthermore, it is built to last. We are really happy that our mat has enabled so many more people to take up this beautiful practice."

The fact that there has been such a growth in the number of yoga practitioners was uncovered by the 2016 Yoga in America study. This was commissioned by the Yoga Alliance and the Yoga Journal. They also showed how practitioners spent on the discipline, with yoga mats being one of the things that people had to purchase regularly.

For Now Athletics, LLC, this was a worrying development as well as a positive one. Many of the most

common and popular yoga mats contain various harmful chemicals, phthalates being just some of them. Additionally, these types of mats, besides being dangerous, have a tendency to break very quickly. For the company, the goal is to ensure people can truly get involved in the discipline in a safe and comfortable manner. They feel that their mat has been able to achieve this.

The mat was also recently featured on prominent yoga website www.starlightyoga.com/product/. Starlight Yoga has recommended the mat because of its eco friendliness, comfort and durability. As one of the largest yoga websites in the country, this has provided a huge boost in sales for Now Athletics, LLC. "The Starlight Yoga recommendation was really welcome," adds Per Davidson. "It has enabled us to ensure more yoga practitioners are safe in their practice, as well as being comfortable."

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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.

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