



Yoga Mat Provider Wants To Bring Back Traditional Forms Of Yoga

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Providence, RI company Now Athletics, which produces high quality, comfortable, eco friendly yoga mats, wants to stress that they are committed to promoting the traditional types of yoga, moving away from popular culture and getting back to the roots of the discipline. Yoga is an ancient and beautiful spiritual discipline that has been practiced for thousands of years. However, it has now become ingrained in popular culture, and this has seen a rise in new and absurdly named types of yoga. Full details about the company's yoga mat can be accessed through their website on www.nowathletics.net.

"The different types of yoga that seem to crop up everywhere lately have nothing to do with what yoga is truly about anymore," says Per Davidson, a representative from Now Athletics LLC. "What on earth is 'rage yoga' for instance? There are so many of these new, nutty types of yoga that the ancient roots of this spiritual discipline have been corrupted. We want to bring the practice back to what it was meant to be: a comfortable, healthy, art."

Yoga is a discipline in which people learn to become one with the Earth and nature. It involves movement, breathing, and meditation. It is a calm, controlled type of activity, in which people have to become conscious

of their posture, their breathing, and the Earth. Now Athletics LLC has designed their yoga mat to facilitate this, enabling people to be comfortable and to ground themselves with the planet. Additionally, the mat is eco friendly, thereby further adding to the philosophy of yoga of not damaging the planet, but rather being one with it.

"Yoga, at its heart, is a spiritual teaching," adds Per Davidson. "While we can accept laughter yoga, because laughter is an excellent medicine for the soul, things like hot yoga, fight yoga, and rage yoga are just ridiculous. It saddens us that those types of yoga are becoming such a hype, because they move away from the spirituality that comes with the traditional discipline. Of course, if someone insists in taking part in those types of yoga, they can still do so comfortably on our mats, but we would prefer it if things went back to the way they were supposed to be."

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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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