

The logo for NOW ATHLETICS is displayed in white, uppercase letters on a bright orange background. The word "NOW" is positioned above "ATHLETICS". The entire logo is enclosed within a white rectangular border.

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Yoga Mat Company Emerges As Leader In Yoga Accessories

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Based in Providence, Rhode Island, Now Athletics, LLC has now emerged as a leader in the yoga accessories market. The company has recently released their new yoga mat, which joins a number of products already in their lineup.

Per Davidson, a spokesperson for Now Athletics says, "The 'Athleisure' clothing market is reported to be nearly a \$100 billion market. Women wear yoga pants, leggings, and capris nearly everywhere. As fashion trends change, the Now Athletics brand has emerged as a leader in yoga accessories."

Davidson adds that with the newly released mat, the company's popularity has soared. "People want to have everything they need for a good, relaxing yoga session," Davidson says. "We just happen to offer all of that, particularly with our new mat that has closed cell technology."

The company says that their closed cell technology means the yoga mat will not absorb sweat, so it won't deteriorate as quickly as others. Closed cell mats are also resistant to bacteria and dirt, which not only protects the mat, but the user as well, Davidson says.

The company states that the mat is specifically designed to be easier to clean and longer lasting than most others on the market. It wicks away moisture and sweat, so it stays dryer as well, which Davidson states is one reason it has become so popular.

In addition, the mat which is 24 inches wide by 72 inches long and designed to be ultra thick for comfort, is also environmentally friendly, containing no harsh chemicals or toxins. It is latex and rubber free as well.

Now Athletics, LLC states that their goal is to provide only quality products, which Davidson says is one reason they have quickly become a leader in the yoga product industry. He says that other companies selling subpar yoga mats, clothing, and other products are simply not competitive with the quality of products that Now Athletics is offering.

Those interested in learning more about the wide selection of items that the company offers, or the company in general, can visit them on their official website at www.nowathletics.net.

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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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