



Yoga Mat Provider Shows That There Is A Funny Side Of Yoga

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Now Athletics, LLC is a business in Providence, RI, that produces high quality, eco friendly yoga mats, wants to point out that there is a funny side of yoga. The company has observed that while the proliferation of yoga throughout our modern society has spawned many things, satire and comedy may be the latest take on the ancient practice of yoga. A new, fictional, web series entitled "Namaste Bitches" highlights the bad behavior of yoga teachers in comedic fashion.

Now Athletics has made a commitment to encouraging more people to try the discipline. Full details about the company's vision and philosophy can be seen on their website on www.nowathletics.net.

Per Davidson from Now Athletics says: "As one spiritual Master, Ishwar Puri, has stated, 'the sixth sense is intuition, the seventh sense is common sense, and the eighth sense, is sense of humor'. Now we have yoga to laugh about."

Because Now Athletics is so committed to encouraging more people to get into the practice yoga, they feel that highlighting the humor of the discipline is equally important. Laughter, as they say, is the best medicine,

and the reality is also that, while yoga poses are very gracious, learning to achieve and maintain them goes hand in hand with making many, quite amusing, mistakes. For the company, making those mistakes and being able to laugh about them is incredibly important.

"We have created a yoga mat that is safe to use, both for people and the environment by the way, so it is okay to make mistakes," adds Per Davidson. "Nobody is going to get hurt while practicing on our mats, so we really encourage people to just have a go, let go, and enjoy themselves."

The mat itself is made from highly durable materials that do not contain any dangerous chemicals or other elements harmful to health or the planet. It is also for this reason that so many yoga studios use these mats. Now Athletics wants to offering people total wellness, in the mind, body, and soul, and their mat aims to achieve this. The company also encourages everyone to enjoy the series "Namaste Bitches", so that they get to see the lighter, funnier side of yoga.

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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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