

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 entire text is enclosed within a white rectangular border.

# NOW ATHLETICS

## **Yoga Mats Help People Return To The Original Discipline Of Yoga**

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Now Athletics LLC, a business in Providence, RI, has revealed that they have been working very hard to encourage people to take part in the discipline of yoga. Yoga is an ancient, spiritual discipline that is steeped in tradition. It is a discipline that encourages people to become more balanced within themselves and in terms of their relationship with nature. The company has created a yoga mat, as can be seen on their website [www.nowathletics.net](http://www.nowathletics.net), that is safe and comfortable to use, as well as eco friendly. They also regularly promote the practice of yoga itself, and they were dismayed to hear about the Baba Cool Movement, a new trend within the yoga community.

"Baba Cool is a new cult of personality," says Per Davidson from Now Athletics LLC. "He has a business empire that is expanding quickly, but all this business is doing is scandalously exploiting India's yogis, and trying to make yoga trendy. He takes first prize for marketing gimmicks, but his practices have nothing to do with what yoga really is all about."

Baba Cool is a movement led by 50 year old Mr. Ramdev. A "baba" is classed as a spiritual man, but one who markets healthy consumer items that follow Ayurveda. His business empire, which currently markets

cosmetics, packaged foods, and home care products, is growing at a tremendous rate. Now Athletics LLC is concerned about the fact that Mr. Ramdev considers himself a swami, who has renounced all worldly possessions and pleasures, but who at the same time runs a business empire the size of which has rarely been seen.

"Yoga is about being in balance, not about making money," adds Per Davidson. "I simply cannot understand how, on the one hand, Mr. Ramdev promotes the lifestyle of a swami, while at the same time building capitalist brands. A clever marketer he certainly is, but a true yoga practitioner? Definitely not!"

Now Athletics LLC wants to encourage people to return to the practice of yoga as it was supposed to be: a discipline that promotes personal health of the mind, body and spirit, and one that promotes the well-being of the planet.

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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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