

YOGA MAT BUYING GUIDE



Raw materials, raw materials, raw materials

	Plastic/PVC (~\$20)	TPE (~\$40)	Natural Rubber (~\$70)	
What problem yogis pay to solve	I slip a lot	✗	SOLVED	
	My mat curls at edges	✗	SOLVED	
	My mat stretches underfoot	✗	SOLVED	
	My mat lacks cushion	✗	SOLVED	
	My mat is heavy	SOLVED	SOLVED	✗
	My mat is not eco-friendly	✗	✗	SOLVED
	My mat smells	SOLVED	SOLVED	✗
	My mat doesn't last for lifetime	SOLVED	✗	✗

