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Stress Relief on a Bed of Nails: Introducing Yantra Mat, the New Acupressure Yoga Sensation

NEW YORK, Jan. 12 /PRNewswire/ -- Swedish siblings launch [YantraWay.com](http://www.YantraWay.com), the exclusive U.S. distributor of the Yantra Mat, the [original acupressure mat](#) recently named "Hottest Gift of the Year" by Metro newspaper and "Best In Test" by Body + Soul magazine (Sweden).

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100112/NY36017>)

The [Yantra Mat](#), a gentler version of the ancient Indian nail bed, is studded with 8,800 non-toxic ABS plastic spikes. The spikes feel sharp, but with your body's weight distributed evenly over the mat, an intense sensation quickly gives way to a comforting rush of heat. This natural response to acupressure comes from increased circulation, which lowers blood pressure and soothes aches and pains. Within minutes, this improved blood flow triggers a deep sense of relaxation.



By provoking the body's alert response, the Yantra Mat "tricks" the brain into releasing endorphins and oxytocin, your natural pain-relieving and "feel-good" hormones. Relaxation deepens into peace and tranquility – making the mat especially suitable for the overworked and sleep-deprived. Meditation comes easily on the [Yantra Mat](#).

Kristina Fine, a yoga and alternative health enthusiast from Sweden, founded [Yantra Mat USA](#) with her brother, Jonas Panes. "In a country that deals with a lot of stress and muscle tension, the Yantra Mat will be a welcome relief to the average American!"

Yoga practitioners love the Yantra Mat's therapeutic massage properties. "Our [acupressure mats](#) are not just for yoga enthusiasts," claims co-founder Panes. "Everyone experiences back pain, restless sleep or stress. The Yantra Mat is a great tool to alleviate those everyday symptoms." In a recent survey of 304 users, 96.7% described positive effects from the Yantra Mat – and over half of all participants said the mat helped relieve their pain.

Whether you want to [spice up your yoga routine](#), ease your back pain, or feel more centered and stress-free, the Yantra Mat is perfect for you. Mats come in green and purple, and in three sizes.

To celebrate the launch of [YantraWay.com](http://www.YantraWay.com), orders placed between January 12 and January 31, 2010, will receive a 20% discount off the total order (just enter coupon code RELAX at checkout!). To learn more about Yantra Mat, and to purchase a mat for yourself or as a gift, visit www.YantraWay.com. [Follow Yantra Mat on Twitter](#) for regular updates, yoga news, and exclusive discounts! For all inquiries, email [Termeh Mazhari](mailto:Termeh.Mazhari@press@yantraway.com) at press@yantraway.com.

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