



Premium Yoga Mats & Accessories from the Birth Place of Yoga



#startupindia

Product Catalogue



भूमी



Thickness : 3 mm Color : Dark Brown
Weight : 1.8 kgs/3.9 lbs

The Sanskrit word Bhoomi means Earth, a place to simply exist or dwell. We dedicate this mat to Mother Earth. Earth or ground is the support for everything, both animate and inanimate; it acts like a container for all things to function.

JURU Bhoomi mats are the lightest in their category. They are ideal for yogis who travel often for TTC and workshops. Bhoomi mats come in dark brown color, a color that exudes comfort, simplicity and quality. The warm and comforting surface makes you feel safe and grounded. These mats have a self-cleaning, anti-microbial surface and are easy to clean and maintain.

Product Care

1. Do not fold cork mats. Roll them up
2. Never put the cork mat in washing machine
3. Place it under running tap water instead
4. The more you use it, the softer the surface gets
5. The more you sweat, the better the grip
6. Do not use detergents
7. Rolling the mats both ways now and then will help the mat lay flat, irrespective of which side you practice on
1. Anti-slip & provides excellent grip
2. Doesn't chip or flake
3. Easy to clean, hand-washable & quick to dry
4. Makes you feel grounded and safe
5. Washable & Reversible
6. The more you sweat, the better the grip
7. Naturally kills odors, bacteria & germs
8. Remains odorless no matter how much you sweat
9. Great for all forms of yoga
10. Durable yoga mats with years of guarantee (see mat-care instructions)

Testimonial

“ I'm absolutely in love with my Bhoomi mat! I love the simplicity, the natural cork color and even how it smells :) The grip is amazing on both flat indoor surface and grassy & sandy outdoor terrain. from practice to practice it becomes more & more soft and comfortable. This mat is a bit heavier from the other mats that I had but by far much more durable and probably will stay with for a loooooong time :) Highly recommend! ”

Idan Kirshner
Certified Yoga Teacher, Thailand

शक्ति



Thickness : 3 mm

Weight : 2 kgs/4.4 lbs

Color : Light brown
sand-like

The Sanskrit word Shakti represents the primordial cosmic energy or the divine feminine power personifying creation and the cause of all changes that guide us towards liberation.

JURU Shakti mats are designed keeping the creative energies of yogis in mind. These mats are aesthetically beautiful with curvy edges and a natural sand-like neutral color associated with reliability, elegance and wholesomeness .

It weighs around 4.8 lbs, making it convenient for practitioners who carry their own mats to yoga studios. These mats have a self-cleaning, anti-microbial surface and are easy to clean and maintain.

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9. Low maintenance
10. Makes you feel grounded and safe

Testimonial

“ The shakti mat is very good. It has an excellent grip, because it's so unique, people keep asking me about it. It definitely stands out. ”

Eden Gershon
Certified Yoga Teacher, Israel

dhyana



Thickness : 3 mm Color : Dark/ Black
Weight : 2.2 kgs/4.8 lbs

The Sanskrit word Dhyana means contemplation and meditation. It is also the seventh step mentioned in the Eight Limbs of Yoga by Patanjali. It leads to the final stage of Samadhi.

JURU Dhyana mats have been designed keeping the advanced yoga practitioner or teachers in mind who spend long hours in sadhna. Dhyana mats come in underlying shade of black, a color that represents purity and quest for light. It is thus easy to maintain the new look and provides unmatched grip. These mats have a self-cleaning, anti-microbial surface and are easy to clean and maintain.

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Testimonial

“ I've seen cork mats in the market for quite a few years now. I love the idea that it is made of biodegradable material and is earth friendly. The cork mats I have come across previously were either too heavy and bulky or do not have the grip that I like on a regular rubber mat. Juru's Dhyana cork mat, however, is just awesome! It is light and so I can easily travel with it. It also works great on all surfaces like grass, sand or soil and is easily washable. The surface is nice and grippy, perfect for a strong, sweaty practice or just a gentle Yin practice. Definitely a keeper! ”

Nora Lim

Teacher and Founder at ThinkOffTheMat -TOTeM Yoga

haritā



Harita means Green in Sanskrit. It also means Nature's beloved or friend. It is also the color of the anahata or heart chakra.

JURU Harita mats come in a soft underlying shade of green, the color of life and nature and is also associated with harmony, peace and healing. This mat is ideal for everyday practitioner. The mat blends in with the colors of nature. These mats have a self-cleaning, anti-microbial surface and are easy to clean and maintain.

Thickness : 3 mm Color : Light Green
Weight : 2.2 kgs/4.8 lbs

Product Care

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Testimonial

“ It is firm and grounded when I practise, I don't slip. It is odour free which is one of my biggest irritations with other mats. It strangely doesn't seem to smell post sweating on the mat. And its easy to wipe down and clean. And best part, its made in India ”

Divya Rolla
Yoga Teacher, Chennai

mandala



Thickness : 3 mm Color : Dark Brown
Weight : 2.6 to 2.8 kgs/5.7 to 5.9 lbs

JURU Mandala mats are designed keeping the advanced practitioners discipline in mind. Mandala mats come with a detailed textural surface characterised by cork and natural rubber that adapts itself to any surface.

It weighs around 6lbs and has a sturdy look and surface that can handle dirt and sweat with aplomb! Yoga studios need not worry about hygiene issues, cleaning and replacing their mats because of sweat, smell and flaking. These mats have a self-cleaning, anti-microbial surface and are easy to clean and maintain. It is also a great choice for at-home yogis for both outdoor and indoor practice.

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Testimonial

“ Practicing yoga on Juru Yoga cork mat (Mandala) feels wonderful. Its cool surface provides good grip for sweaty hands and feet and it is great to relax on. Besides its ideal texture which is good for daily practice, it is also eco friendly . I am sure Yogis will love to practice on it. ”

Manisha Lotlikar

Yogi and mom of 2,
practices yoga at home, Bangalore

યોગી ત્રાવેલ માટ



Thickness : 1 mm Color : Dark Blue
Weight : 1 kg/2.2 lbs

We call this light-weight mat Yogi Mat because these are just like yogis! These mats are flexible, can easily be folded to fit into your tote or carry bag.

The mat is made of natural rubber, cotton and jute which is 100% biodegradable. PVC-Free resources make JURU Yogi Travel Mat non-toxic, strong, environmental friendly, renewable & recyclable.

Product Care

1. Roll your mat instead of folding it if you are not going to use it for a long period (more than 1 week)
2. Do not put the mat in a washing machine
3. Avoid washing the mat often. Instead use a wet cloth to wipe the surface
4. These mats don't stink so avoid washing it regularly & do not use detergents
5. Keep the mat away from sharp objects

1. Ideal for travel and meditation
2. Lightweight & easy to fold
3. Thin and easy-to-carry
4. Can be used outdoors
5. Natural rubber surface grips the floor making the mat useful as a travel mat or for gentle / low-intensity yoga
6. Reversible feature – you can use the mat as a mat overlay (over old mat) and practice on the natural rubber surface for grip

Testimonial

“ I enjoy my Yoga practice on JURU travel mat after the athlete class.
I find JURU easy to carry & can practice on it anywhere! ”

Master Harshit (9 years)
Bangalore



Juru Yoga

yoga blocks



Weight : 300 gm Color : Natural
Size : 9 x 5.5 x 3.5 in



Made of high-quality cork, JURU Cork Yoga Blocks are firm, durable and offer superior traction.

Blocks can be really useful for beginners and seasoned yogis and help in reducing the risk of getting injured. You can flip the blocks to adjust the height in various asanas. Cork blocks are neither too heavy nor too light. They are strong and provide solid support, especially for beginners.

1. Use the blocks for alignment, length and flexibility in forward bends and avoid rounding the spine
2. Find balance and stability in standing asanas
3. Arm balances are fun with support from blocks. They help engage the core and provide the required height to help you lift. From push-ups to balancing in butterfly pose, use blocks to develop core-strength and boost endurance
4. Cork blocks are easy to maintain because of its anti-microbial surface
5. Cork is also a biodegradable material & is the best option for the eco-conscious yogis

Testimonial

“ The juru blocks are a great prop to add a extension to the practice. It's serves as support and weights for me. Sometimes I also use it for alingment purpose. The feel of the cork material is something that I really love , infact in my house it part of my home decor too because it's aesthetic are so clean ”

Dolly Singh
Body Positivity, Curvy Girl Yoga



Juru Yoga

Rectangular Cotton Bolster

JURU bolsters come in rectangular & cylindrical shapes & are extremely durable and comfortable. Bolsters are a must-have to complete your collection of yoga accessories. They help in deep relaxation and also provide the necessary comfort & support to hold restorative poses for a longer duration.

The rectangular bolsters are wider and support the back

Promotes gentle chest opening & back bending, especially in a reclining/supta baddha konasana

Round bolsters are narrower

Advances your practice, especially in forward bends like a wide legged forward fold

Both have easy-to-wash covers

Both have handles stitched on the side for convenience

They provide unmatched comfort and stability



Weight: 2.8 kg

Size: 24 x 10 x 5 inch

Color: Cherry Red, Green, Purple

Made of cotton



Cylindrical Organic Cotton Bolster

JURU bolsters come in rectangular and cylindrical shapes and are extremely durable and comfortable. Bolsters are a must-have to complete your collection of yoga accessories. They help in deep relaxation and also provide the necessary comfort and support to hold restorative poses for a longer duration.

Weight: 2.8 kg

Size: 28 inch x 8 inch

Made of cotton

Promotes gentle chest opening & back bending, especially in a reclining/supta baddha konasana

Round bolsters are narrower

Advances your practice, especially in forward bends like a wide legged forward fold

Both have easy-to-wash covers

Both have handles stitched on the side for convenience

They provide unmatched comfort and stability



Juru Yoga

JURU Yoga Cotton Blanket

These are made out of 100% hand-woven cotton and provide excellent comfort, warmth, grip and stability. For comfort and relaxation

Use blankets to protect your knees in postures like camel pose, cat-cow pose, etc

Sit comfortably and for longer duration by folding the blanket and sitting on them for meditation and pranayama

You can even roll it up and place it between the legs in balasana

Use the blanket for shoulder support in shoulder stand or for deep relaxation in savasana

Both have easy-to-wash covers

Both have handles stitched on the side for convenience

They provide unmatched comfort and stability



Size : 78 x 59 inch



Color : Purple

Size : 11 inch diameter
1 inch thickness

JURU Yoga Headstand Pillow

Headstand is also known as the king of asanas. The crown is a very soft part which is prone to injury/-pressure. To avoid this you can use the pillow which provides cushioning. You can use the pillow to find your balance and practice without fear.

Ideal for beginners.

You can use this to find balance in the prep pose (child-pose) or Use it to practice the complete headstand

Made of 100% cotton

Provides cushioning (between 3-5 cms) for the skull

Soft at the edges so your hand gets firm traction

Designed to provide comfort and stability



Juru Yoga

JURU Flaxseed Cotton Eye Pillow

Enhance savasana and relaxation

JURU eye pillows are great for Savasana and deep relaxation

They are made of cotton and are filled with flax seeds

Flax seeds give gentle pressure to cool and relax your eyes

Eye Pillows come with a removable cover and are easy to wash and maintain



Size : 10 x 4 inch

Weight : 200 gms

Color : Black, Blue, Dark green, Green, Orange, Pink, Purple, Red



JURU Yoga Cotton Knee Pillow

JURU Knee pillows or knee cushions are designed to provide support and cushioning for your knees during your yoga practice. They are very useful even for advanced practitioners. It enables you deepen your stretches without the fear of hurting the knees.

Knee pillows reduce or eliminate knee discomfort

They keep the kneecap from touching the hard floor

They provide cushioning and enable deep stretching in asanas like anjaneya asana, hanumanasana, etc

You can use two pillows for asanas like cat-cow stretch, camel pose, etc

You can also use knee pillows to cushion your ankles in seated poses like sukhasana, padmasana or to sit comfortably in vajrasana or veerasana

Color : Blue, Purple, Red

Size : 12 x 7 inch

Weight : 75 gms



Juru Yoga

JURU Yoga Strap

JURU Yoga belts are made of cotton, are washable and durable. Use a Yoga Belt for posture alignment and deep stretches. It is a great complement to your practice. It can make poses simpler for beginners and more advanced for expert yogis.

Adjust the length of the strap/loop with the built-in metal D-ring

Use the strap for flexibility in deep stretches like paschimottanasana

Strap helps you reach out to your toes or ankles in pigeon pose or natrajasana

Avoid over-stretching or muscle injury with strap in gomukhasana, shoulder stretches, or arm balances

Find stability in utthita (and Supta) hasta padangusthasana

You can even use your yoga belt to carry your cork mat bag. It works like a mat sling



Size : 80 x 1.5 inch

Color : Black, Dark Blue, Purple, Sea Green



JURU Classic String Cotton Bag

Hottest product this season by the beach ! Don't let sand collect in your bags.

Step out in style with this European style popular string bag

Use this to carry your foldable JURU Yogi Mat

You can also use it to carry yoga props like blocks, knee/eye pillows, towels, etc

It is multipurpose. You can also use it to carry fruits, vegetables, etc

Stretches and expands and can easily hold more than 5kgs

Highly compact and lightweight. Can fit in your pocket

It can last for years and years

It is reusable and environmentally friendly



Juru Yoga

JURU Yoga Mat Bag

What you need is a strong, durable and a washable mat bag!

Ideal to carry any standardised yoga mat, especially JURU cork mats

100% cotton canvas

Comes with a drawstring

Has a strong shoulder strap

Extremely durable and comfortable



Size : 27 X 7 inch

Color : Neutral



JURU Cotton Yoga Mat Strap

Adjustable. Adjust the length of the belt with the D-ring

Washable and durable

This is an accessory that can secure your yoga mat when rolled up

It helps to keep the mat rolled and allows for convenient transport storage

JURU Yoga Cotton Mat Sling

Flaunt your cork yoga mats with these convenient and easy to use mat slings or carrying straps. They are the best fit for mats of any size

Made from 100% cotton

Washable and Biodegradable

Adjustable loop at both ends

2 in 1 – Use it as a mat sling and a yoga belt to help you in deep stretches and alignments



Size : 71-88 x 1.5 inch

Color : Black, Khaki, Purple, Brown