



## Opt-in page

Blissful Journeys: [Free 7 days beginner yoga challenge](#) Unlocking Inner Peace with Susan Blossom Yoga



Yoga is a wonderful way to improve your physical and mental health. It can help you reduce stress, improve flexibility, strength, balance, and much more.

Here's what you'll get when you sign up:

- A beginner-friendly yoga video series that covers all the basic poses and techniques you need to know to get started.
- A printable workbook that will help you work through the course and track your progress.
- Access to our private Facebook group, where you can connect with other beginners, ask questions, and get support and motivation.
- Daily emails to keep you accountable and on track



**SIGN UP**

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First name

Best Email



Susan Beth from Susan blossom Yoga LLC strongly recommends that you consult with your physician before beginning any exercise program. Listen to your body and take only what works for you.

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Create a avatar that embodies the reader's pain

Avatar



Name: Sarah

Age: 30

**Background and Mini Life History:** Sarah is a busy professional who works in a high-stress environment. She wants to incorporate yoga into her life, but her work schedule and lack of

knowledge are preventing her from doing so.

**Day-in-the-Life:** Sarah wakes up early, heads to work, spends most of her day at the office and returns home late. She often feels tired and stressed, and doesn't have much free time.

**Values:** Sarah believes in holistic health and well-being, but she struggles to find the time and resources to achieve it.

**Outside Forces:** Sarah feels pressure from her work and personal life, and wishes she could find a way to relax and recharge.

## **Current state**

Sarah's frustration with her shoulder and neck pain continues to grow as the days go by. Despite trying various remedies like massages, heat therapy, and painkillers, the pain persists, and she doesn't know how to solve it.

The stiffness in her hips and legs from prolonged sitting exacerbates the problem, making it nearly impossible for her to maintain the postures that come naturally to her. She feels like she is letting down her students and herself by not being able to perform at her best.

Sarah's anxiety levels have also been elevated due to her health challenges. She worries that her body will not heal properly, and she will never find relief from the pain. These thoughts keep her up at night, causing her to feel exhausted and unable to concentrate during the day.

As much as Sarah tries to maintain a positive attitude and remain optimistic about her recovery, the ongoing discomfort and uncertainty are taking a toll on her mental health. She has been spending hours on social media, searching for the right treatment for her back but nothing seems to work. Sarah is feeling overwhelmed by the endless amount of pain on her back as well and it is adding to her frustration and anxiety.

## **Dream State**



imagine that you wake up one morning feeling energized and refreshed. You feel a sense of peace and tranquility that you haven't experienced in a long time. You realize that your body isn't hurting anymore, and you're able to move freely without any discomfort.

As you get out of bed, you stretch your arms and legs, and you're amazed at how limber you feel. You know that it's because of your dedication to your yoga practice and the time you've spent working on your body. You feel proud of yourself for sticking with it even when things got difficult.

As you go about your day, you notice that people are treating you differently. They seem to be drawn to your positive energy and calm demeanor. You realize that your newfound sense of ease and happiness is palpable and that people are drawn to it.

You begin to understand that the changes you've made in your life are not only benefiting you but everyone around you. You feel a sense of gratitude for the love and support you have in your life, and you make a mental note to reach out to those who have been there for you.

As you continue through your day, you approach everything with a sense of wonder and excitement. You're amazed at the beauty of the world around you and the endless possibilities that lie ahead. You know that no matter what challenges come your way, you'll be able to face them with grace, strength, and resilience.

As the day comes to a close, you reflect on the journey that brought you to this moment. You realize that it wasn't easy, but it was worth it. You feel a deep sense of fulfillment and purpose in knowing that you're living the life you were meant to live.

You go to bed that night with a smile on your face and a sense of peace in your heart. As you drift off to sleep, you know that tomorrow is a new day filled with endless opportunities and possibilities.

## Roadblocks



Sarah's lack of time was one of her biggest excuses. She always told herself that she had too much on her plate and couldn't afford to spend time on herself.

Sarah also felt limited by her physical abilities. As someone who had never been into fitness, she was nervous about how flexible and strong she needed to be ..

Self-doubt was another significant obstacle Sarah

faced. She was critical of herself, and when she couldn't hold a pose or keep up with others in the class, she would feel embarrassed and defeated. Without proper guidance, Sarah found herself lost and confused.

## **Solution**

Sarah was never interested in yoga had and its benefits, but she had never tried it before. She was intimidated by the thought of not being flexible enough or not being able to keep up with other students in a class. However, with a little bit of research, Sarah found some beginner classes and decided to give it a try.

During her first class, she struggled with some of the poses, feeling like she wasn't doing them correctly. She started comparing herself to others in the class, feeling insecure and self-conscious. But then she remembered the advice to avoid comparing herself with others and to take rests when needed.

She took a few deep breaths and reminded herself that everyone's journey is different. She focused on her breath, slowly inhaling and exhaling while

holding a simple pose. She also used blocks and straps to modify the poses, making them more

The benefits come through consistent, regular practice. If someone commits to incorporating yoga into their daily routine, then they will be able to experience a myriad of benefits, including reducing stress levels, improving breathing and digestion, as well as increasing flexibility, strength, and balance.

It's like a slow dance between the mind and body that can transport you to a tranquil state of being. With each deep breath and steady movement, the body begins to release tension, and the mind becomes clearer. And just like a great, slow, full-body stretch, you will feel those tight body parts loosen up, leaving you feeling more relaxed and at ease.

So, to overcome the roadblocks that stand in the way of a fulfilling yoga practice, beginners can start with simple poses, take rests when needed, practice regularly, attend beginner classes, avoid comparing themselves with others, use props, and focus on their breath. With these solutions, yoga will become an interesting and intriguing journey, bringing with it vivid imagery accessible and comfortable for her body. Sarah gradually started feeling more confident and relaxed, knowing that she can take

the class at her own pace and modify the poses whenever needed.

After the first class, Sarah felt energized, refreshed, and calmer. She realized that yoga was helping her to become more aware of her body and mind. She felt more focused and productive at work and felt less stressed and anxious.

Over the next few weeks, Sarah practiced yoga regularly, improving her flexibility, balance, and strength. She also noticed that she slept better, had better digestion, and felt more connected to her body. She signed up for a few more classes and even started practicing at home with online tutorials.

As a result, Sarah started experiencing the numerous health benefits of practicing yoga, such as reduced stress, increased strength, flexibility, and balance, improved posture, better sleep, better digestion, and enhanced overall well-being.

By overcoming her initial roadblocks and practicing yoga regularly, Sarah transformed her life and improved

## **Product**

Meet Sarah, a hardworking mom who is always on

the go. She tried several beginner yoga programs to help her unwind after a long day, but nothing seemed to work for her. That is, until she discovered the amazing benefits of our yoga program.

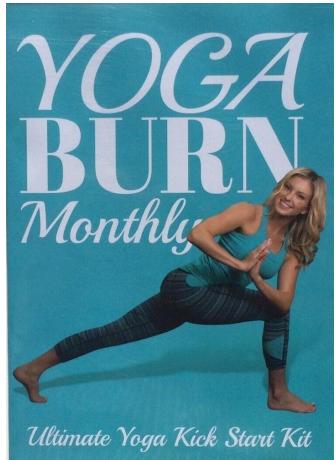
Our product is not just any ordinary beginner yoga program, it's a solution that helps bring relief to your stressed mind and body. Sarah felt the difference from the first session as it helped her stretch and release the tension from her muscles. It made her feel better, more energetic, and most importantly, more relaxed.

Our program helps implement the solution by guiding you through different poses and breathing techniques that activate all the muscles in your body. It targets the core, strengthens your limbs, and aids in weight loss. It also promotes mental calmness and helps you find inner peace.

What sets our program apart is how it helps you get the results faster, with less effort or sacrifice. You don't need any expensive equipment or gym memberships

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## Yoga Burn, the ultimate yoga program

Yoga Burn fits seamlessly into my busy lifestyle.



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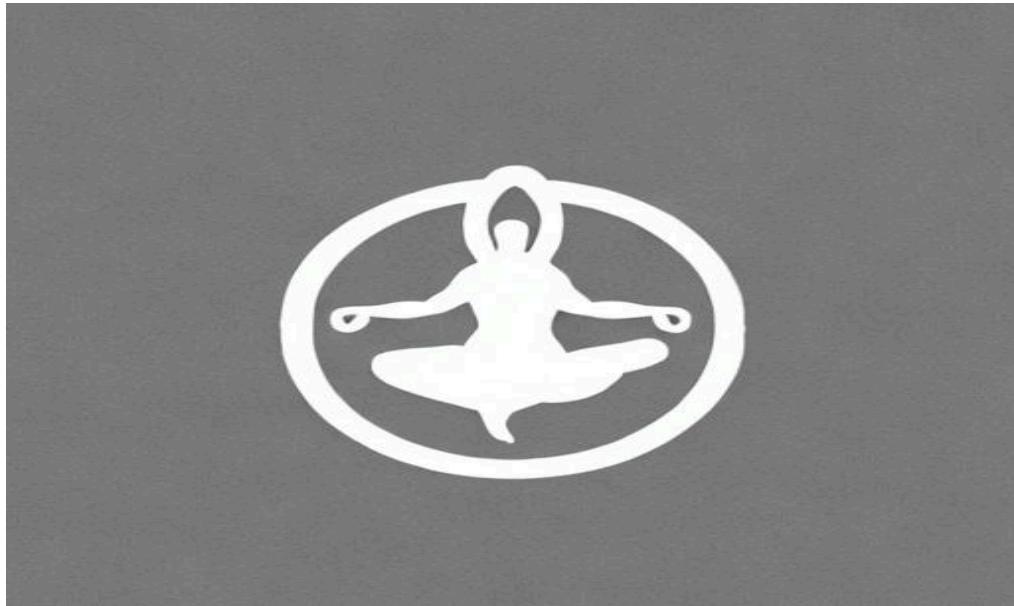
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# Blossom Yoga Clothing - A Sustainable Way to Enhance Your Yoga Practice



Order Now and Experience the Comfort and Style of Blossom Yoga Clothing!

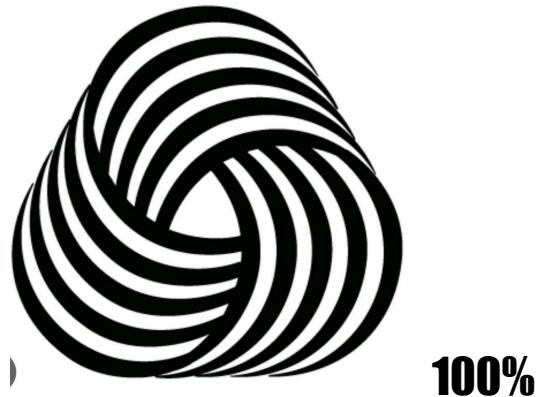
**Welcome to Blossom Yoga Clothing, where we believe in sustainability and comfort. Our new clothing line is designed to enhance your yoga practice and support your lifestyle.**

**As a yogi, you know how important it is to have comfortable and durable clothing that supports your practice. But finding sustainable clothing that matches your style can be a challenge.**

**Blossom Yoga Clothing is here to solve this problem. We are committed to sustainability and offer comfortable and stylish clothes for everyone.**

**Our materials are carefully selected for their quality, durability, and sustainability.**

- **wool clothing**



**Clothing Line**

**Our colors and designs are inspired by nature, and each piece is versatile enough to wear to and from the studio, or for everyday wear.**



**Our commitment to sustainability means that we use eco-friendly materials, reduce waste, and support ethical working practices.**

**Blossom Yoga Clothing is a brand that values sustainability and comfort, and we strive to provide our customers with the best yoga clothing.**

You no longer have to compromise your values or comfort for style. Blossom Yoga Clothing offers you all three.

Finding sustainable and comfortable yoga clothing can be a challenge for yogis.



Many yogis resort to fast fashion, which creates waste and is harmful to the environment.



Moment when all seems lost.



But, with Blossom Yoga Clothing, there is finally a solution.

**commitment to sustainability means that we use eco-friendly materials and support ethical working practices.**



**When you wear our clothing, you can finally practice yoga with comfort, style, and sustainability.**



Our new clothing line offers a variety of pieces, including our



\$24.99

The Rose Day Dress



\$20.99  
WOMENS Dynamic Yoga  
leggings

Each piece is made with eco-friendly materials that are gentle on the environment and your skin.

**Our clothing is designed to enhance your yoga practice and support your lifestyle.**



## Reviews

Our customers love wearing our clothing to and from the studio, and to run errands in.



JESSICA- I love this product it helps me shine through the day with a smile and people can't stop complimenting me



Gray Erin-thank you for being such an amazing designer who makes functional clothing that you can literally dress up or down I love it



**Catarina Caraway-Ross**  
I love that kit so much! Keep up the good work

**Table 1 Key informant characteristics**

<b>Interviewee type</b>	<b>Expertise</b>	<b>Organisation type</b>
Academic	Sustainability and Design	University
Academic	Ethics and Social Sustainability	University
Academic	Materiality of clothes	University
Academic	Sustainability and Design	University
Academic	Ethics and design	University
Consultant	Sustainability impacts on the clothing industry	Research Consultancy
Consultant	Sustainability and consumer behaviour	Research Consultancy
Retailer	Ethics and Sustainability Manager	High Street Chain
Retailer	Ethics and Sustainability Manager	Supermarket chain
Retailer	Ethics and Sustainability Manager	High Street fashion retailer

**Table 2 Sustainable clothing: challenges, barriers and interventions**

<b><i>Challenges</i></b>	<b><i>Barriers</i></b>	<b><i>Interventions</i></b>
<i>Clothing purchasing</i>		
Reducing the focus on cost	Rewards based on cost Very cheap clothing	Align buyers' and suppliers' remuneration with sustainability objectives Accentuate benefits other than price to consumers to increase the value of their clothes
Mainstreaming sustainable clothing	Stigma and stereotypes of sustainable clothing Misconceptions of sustainable clothing	Normalise designs of sustainable clothing Make it easy for consumers to buy sustainable clothing Involve designers in sustainability strategy
Engaging with consumers effectively	Complexity of sustainability and lack of transparency in the supply chain	Improve transparency of supply chain Gain and maintain consumers' trust
<i>Clothing purchasing, care and disposal</i>		
Changing consumers' mindsets	Lack of consideration of durability Fast fashion Social pressure not to be seen re-wearing clothes Over-consumption Clothing seen as disposable	Social marketing campaigns Provide tools and assistance to help consumers understand their preferred style and cuts that suit their body shapes Include textile skills in the school curriculum Retailers provide repair and recycle services Leasing/hiring clothes
Changing consumers' habits	Social norms re: consumption and affluence, cleanliness and freshness	Communicating time, money and labour savings from reduced frequency & temperature of washing clothes Upcycling Legislate clothing recycling

## Appendix

Main interview topic	Questions
Progress and priorities in sustainable clothing	<ul style="list-style-type: none"> <li>• What do you consider the main priorities to be?</li> <li>• What have been the key successes?</li> <li>• What are the biggest challenges?</li> <li>• What do you see as the main barriers?</li> </ul>
Key players	<ul style="list-style-type: none"> <li>• Who have been the key players at the institutional level in driving the issue forward?</li> <li>• Who have been the key retailers/brands driving the issue forward?</li> <li>• Is interest among manufacturers/retailers increasing?</li> <li>• Who are the key players within the manufacturers/retailers?</li> </ul>
Awareness Industry	<ul style="list-style-type: none"> <li>• How aware are the different stakeholders of sustainability issues?</li> <li>• Is the new intake straight out of college more aware than previous generations?</li> <li>• How well defined is the distinction between ethical and sustainable clothing in the industry?</li> <li>• To what extent does the industry perceive there is a need to improve the sustainability of clothing?</li> <li>• How aware are retailers/ manufacturers of methods to make clothing more sustainable?</li> </ul>
Awareness consumers	<ul style="list-style-type: none"> <li>• How are consumer attitudes to fashion changing and are they likely to change in the future?</li> <li>• How well defined is the distinction between ethical and sustainable clothing in consumers' minds?</li> <li>• What ethical issues concern them?</li> <li>• What sustainability issues concern them?</li> <li>• Which customers (segments) are most interested?</li> <li>• To what extent will consumers pay more for ethical/sustainable items?</li> <li>• Would eco-labelling affect their buying habits?</li> <li>• Are there any obvious barriers for consumers to buy sustainable fashion?</li> <li>• Is there any evidence of the life cycle of clothing changing? E.g. more re-cycling, less washing.</li> </ul>
What options are considered when trying to increase sustainability	<ul style="list-style-type: none"> <li>• Materials? Transport? Local production? Packaging? Production? Finishing/chemical treatment? Retailing? Design quality? End of life?</li> </ul>
What are the main motivations to develop sustainable/ethical clothing?	<ul style="list-style-type: none"> <li>• Regulation? Consumer pressure? Reputation/CSR? Cost savings? CDP?</li> </ul>
Public policy	<ul style="list-style-type: none"> <li>• What role do you think public policy could play in increasing sustainability?</li> <li>• Would you welcome legislation/fiscal incentives.</li> </ul>



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**We also offer free shipping and returns on all orders**

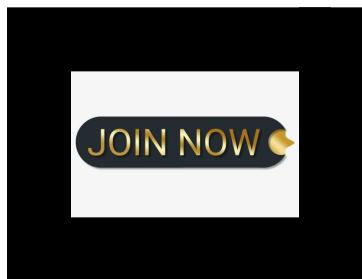
**Our commitment to sustainability means that we stand by our products and offer a 30-day satisfaction guarantee.**



**Our clothing is selling fast, so don't wait to make your purchase**

What are you waiting for? Invest in your health and the health of the planet by purchasing from Blossom Yoga Clothing.

Our customers rave about the comfort and sustainability of our clothing. Join the Blossom Yoga Clothing family today!



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