

I'M A GAME CHANGER

Nicole St. Jacques

HOGA™ Mat Creator/Designer, Yogi, and mother of two in Vancouver, Canada

Interview by: Kanika Nikki Utley

I first did yoga after the HOGA™ Mat was created....chicken before the egg? Perhaps! But my husband was my motivator! True story. He went back to practicing hot yoga to help rehabilitate his knee after surgery. He would come home from his hot yoga practice and try to convince me that I should try a class with him. So I did and loved it.

I had an A-ha moment when my husband started coming home describing all the "issues" he was having with his mat and towel for hot yoga. You sweat A LOT in any hot yoga class (you can work up a sweat in ANY yoga class, but it's super sweaty in a room that's 38 degrees Celsius)! My husband didn't feel "safe" on the mat and didn't want to re-injure his knee. So we started brainstorming on a solution....and the HOGA™ Mat was born.

I thrive on the process of starting something from scratch. It brings great satisfaction to plant the seed and watch it grow, with nurturing, love and hard work! We wanted to keep it simple when it came to the design, care and maintenance of the HOGA™ Mat. It's a one of a kind combination of a removable towel, securely fastened to a TPE eco-friendly mat. The towel is luxurious, and

super absorbent with a thin rubber backing to prevent any movement on the mat. It is securely fastened to the mat with strategically placed rust free snaps. The towel can be removed and is machine washable in cold water (no softeners as these can affect the absorbency of the towel). Hang to dry is preferred for the longevity of the towel. The mat can be wiped clean or rinsed in the shower or bathtub.

My dream came true once we sold our first supply of HOGA™ Mat. We had yoga studios tell us they loved the mat's no slip surface which gave their clients the confidence to attempt more challenging poses

without the risk of their hands and feet sliding on the mat as well as eliminating the mental distraction of re-straightening the towel on the mat. Hearing rave reviews made my husband and I very proud of our creation. Comfort, safety, support and focus are what the HOGA™ Mat is all about.

I want to do it all, but I know when to call for help. Realizing my strengths and weaknesses are part of the journey as an entrepreneur and I am loving every minute of it.

If you can dream it, you can achieve it and you will be grateful that you did.

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