

This yoga subscription box business sent out monthly boxes to its subscribers with a different theme for each month. In each box, we included a branded card explaining this month's theme and a separate card with a description for each product. We also included a "sneak peek" card featuring two products coming in next month's box.

Brand Copy for "Connection" Theme

As Mother Nature begins to awaken from her frozen slumber, a renewed sense of connection to life is born within us. The word "yoga," which roughly means "to join" or "to unite," references the purpose to connect to our true nature through higher levels of awareness so we may ultimately achieve union with the Universe.

In preparation of the forthcoming season of rebirth, for the month of March we want to inspire you to take your spiritual growth above and beyond the limits of your mind. And so, to help you deepen your understanding of how your thoughts, feelings, and physical sensations are all intricately connected, we're offering you a lovely collection of gifts you can use to take your level of connection to the next level.

From balancing your mind and hydrating your body, to challenging your growth and resting deeper, these gifts all have a special place in your practice. Wherever you may be in your journey, remember that your practice is uniquely yours to explore, develop, enjoy, and grow from—just as Mother Nature intended.

Box Product Descriptions

Galaska Home Yoga Candle

Before you push back into down dog in your home practice, light this candle on a safe surface in your yoga space to give yourself a bit of a mood boost. Handmade with ylang ylang essential oil, inhaling its floral aroma will help to enhance your practice by melting stress away and relaxing your entire body.

Cuccio Yogahhh! Muscle Fitness Balm

Whether you're stoking your internal fire this winter with a vigorous flow or slowing it down by challenging your body to hold certain poses for longer, this

post-practice restorative balm will do wonders for your sore muscles. Natural essential oils help to cool and soothe minor aches and pains so you can get back on the mat with ease.

Good Karma Vanilla Flaxmilk

Pump up the flavor and nutrients in your favorite pre- or -post-yoga smoothie with the sweet, creamy taste of vanilla flaxmilk. At only 60 calories and 1,200mg of omega-3s per serving, Good Karma's flaxmilk is the perfect vegan alternative to dairy milk since it contains just as much calcium and vitamin D.

Temple Tape Classic Sweatband

Slip this lightweight sweatband over your head to keep the sweat from running into your eyes during an intense Bikram yoga class or protect the delicate skin of your third eye from your mat when dropping back into child's pose. Its super absorbent, no-slip material is stretchy and breathable so it can be worn comfortably by all yogis regardless of head shape or size.

Yoga International 30-Day Trial & Free Course

We've teamed up with leading online yoga platform Yoga International to encourage you to try something new in your home yoga practice. You'll learn from the best teachers in classes developed for every type of yogi in every yoga style with one month of free access plus a bonus Yoga Nidra course valued at \$149.

Jasmine Seven Fresh Feet Wipes

Keep your yoga mat clean and bacteria-free by giving your feet a quick wipe down with these cleansing, peppermint scented foot wipes before your practice. Free of alcohol to prevent dryness and equipped with hydrating natural ingredients like aloe and vitamin E, this pack of wipes is compact and resealable so you can throw it in your yoga bag and go.

Eye Pillow

Settle down in your favourite yin yoga floor pose or take rest in savasana with this soothing eye pillow that will create light pressure on the eyeballs to encourage you to turn your awareness inward. Add a couple of drops of your favorite calming essential oil like lavender or ylang ylang to enhance relaxation.

“Sneak Peek” Product Descriptions for Upcoming Box

MAZi Trading Co. Turkish Towel

As Earth Day approaches, look toward strengthening your commitment to helping the community and the environment by trading in your old microfiber yoga towel for this stylish mini Turkish towel. Made from eco-friendly, responsibly sourced premium quality Turkish cotton, it's versatile enough to be used as a mat towel, a yoga strap, or even a hair wrap. For every towel sold, MAZi Trading Co. donates a portion of the profits to help plant trees around the world.

Tree of Life Key Chain

The Tree of Life is universally recognized across many spiritual traditions as a positive outlook on a new beginning and an abundant journey. Whether you're at home or on the road, this keychain will help you stay grounded and true to yourself. A purifying turquoise stone will also help to dispel negative energy while a smaller lava stone will aid in balancing your emotions as you take on life's challenging adventures.