



*SHAKTI*



**Getting to know  
your ShaktiMat**

# No one forgets their first Shakti

*For some, the effect is immediately relaxing.*

*For others, it can prove a little challenging at the start.*

Any discomfort you may feel at first reflects how much tension there is in your body. However, your body will quickly adapt to the mat allowing you to ease into the spikes. Now you are on your way to experiencing the full benefits. Try your best to do a 20 minute session every day for 7 days, and you'll see what we mean.

Feedback from many customers confirms that even the most painful areas of their body felt much better after one week of using ShaktiMat every day. Just check the 'Reviews' section on [www.shaktimat.de](http://www.shaktimat.de).





## How can this help me?

In the ancient Vedic traditions, yogis would lay upon a 'bed-of-nails' to gain physical and spiritual well-being. In the same way, laying down on the ShaktiMat for 20 minutes triggers the body's own natural pain-relief. This releases endorphins and oxytocin, also known as the 'happiness hormones' of your body.

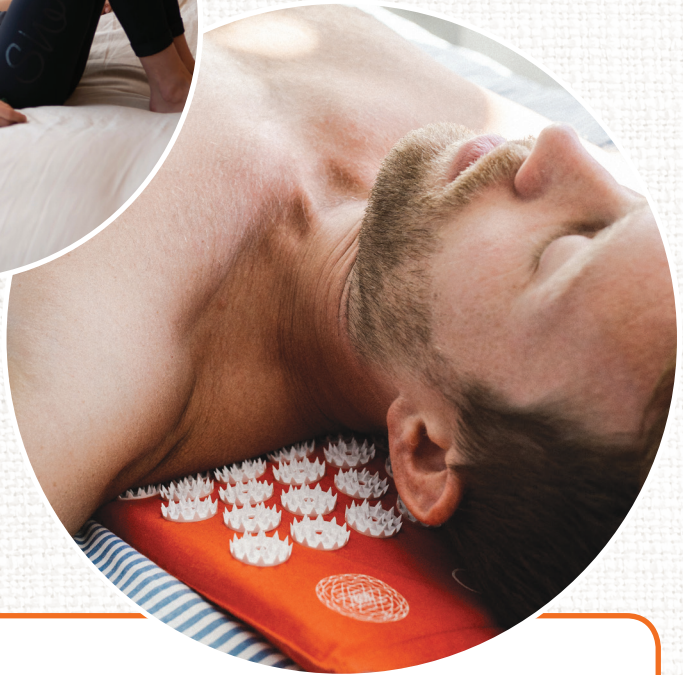
Daily use can help you with:

- Back, neck and shoulder pain
- Headaches and migraines
- Stress and anxiety
- Improving blood circulation
- Muscle recovery after sports
- Deeper, more restful sleep

# Ok, let's get you started



- 1.** Take 20 minutes for each ShaktiSession. Lay with your whole back on the mat and don't forget to exhale as you go down!
  - 2.** To start, use the bed or sofa. Then build up over the weeks to using the mat on the floor, this will give you the maximum Shakti benefits.
  - 3.** If you are sensitive, wear a thin t-shirt or place a sarong over the mat. Try and build up to using the mat on bare skin, as this produces more 'happiness hormones'.
  - 4.** Lay with your feet flat on the floor, knees up - this puts your lower back into direct contact with the mat.
  - 5.** This is 20 minutes just for you. Music, meditation Apps, natural sounds - get creative to enhance your experience. We highly recommend listening to a 'yoga-nidra' meditation while on the mat.
  - 6.** The first few minutes can be difficult, and you may feel that you want to get off. But stick with it. From 5 minutes onwards the pain subsides and the pleasure begins!
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## Relaxing Back

The first thing that happens when you lay on the mat is that your blood circulation will increase. This makes your back feel warm and tingly. After about 5 minutes, your body starts producing its 'happiness hormones'. This makes the spikes stop feeling sharp, as your body relaxes into the experience.



*Daily use helps to soften the fascia and release tension from tight muscles.*

# Happy Feet

Standing on your mat stimulates the nervous system and wakes you up, great while brushing your teeth in the morning! It boosts blood circulation to the feet and ankles and gives the whole body a reflexology workout.



*Sensitive feet? Wear thin socks and start with the heels just off the mat. One day you'll make it barefoot!*





## Easy Neck & Shoulders


With the ShaktiMat and ShaktiPillow you can declare war on neck and shoulder tension. Simply roll up your mat and position it directly into the tense area. Alternatively use a ShaktiPillow - perfectly curved to get right into those tight and tricky parts.



*Acupressure activates your parasympathetic nervous system. (Google it!)*

# 5 things to make you happy



- 1.** When you buy a ShaktiMat you help our Social Impact programme, supporting our crafts-women in Varanasi. Read more about this in the “Stories from India” section of this booklet.
  - 2.** Every ShaktiMat is 100% hand-made. Each step of the production has lovingly passed through the hands of our crafts-women. Check out the production films on our YouTube channel.
  - 3.** We only use 100% certified organic cotton, natural dyes, and recycled foam. Our Acu-spikes are made from non-toxic, fully recyclable ABS plastic (the same used for Lego bricks). This gives sharpness and durability to the spikes for years.
  - 4.** The ShaktiMat is the only Acupressure Mat on the market that has been designed by a qualified Massage Therapist who has studied the Vedic arts in India.
  - 5.** The global ShaktiMat family regularly invests profits in various charitable organisations. For example, since 2008 we have invested over €100,000 into [www.betterglobe.de](http://www.betterglobe.de), planting more than 7,500 trees in Africa.
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# Join the largest community for acupressure fans.

Thousands of people are already sharing their tips and experiences in our Acupressure Chat Group on Facebook. Join the conversation and see where your self-care journey could take you.

*Akupressurmatte – Wissenswertes, Anwendungserfahrungen, Austausch*  
[www.facebook.com/groups/Akupressurmatte](https://www.facebook.com/groups/Akupressurmatte)



# Stories from India

First of all we would like to thank you. With the purchase of your ShaktiMat you support not only our work in Germany, but also our crafts-women in India.

In many rural areas of India, women are unfortunately still oppressed. It is therefore often not easy for them to find meaningful employment. Since ShaktiMat was founded in 2006, our vision has been to create a place where women can become self-sufficient and financially independent in a female-only environment. For this reason, we only employ women in our Gratitude Factory in Varanasi - where there are currently over 80.

We support them with very good salaries and the freedom to take as much paid leave as they like. (Yes, really!) We offer flexible hours and paid sick leave, which is unfortunately still unusual for India. In addition, they receive free meals, free uniforms, free prescriptions and private healthcare.

They have access to The ShaktiMat Emergency Medical Fund, which takes care of them or anyone in their wider family who suffers an accident or illness. The ShaktiMat Scholarship Programme enables daughters from the most disadvantaged families to receive a private school education, with the funding committed until the age of 18.

In March 2019, ShaktiMat Germany took a camera crew to Varanasi to visit our colleagues there. Here we present the personal stories of six of the crafts-women. You can ready many more interviews in the 'Production' page of our website.

*you Shakti Team*

Photography by Ruhani Kaur - March 2019.

Interviews conducted by Roohi Sahay - March 2019.

Transcriptions and translations by Roohi Sahay.



## ॐ Geeta Devi (32)

Before ShaktiMat, I used to work as bonded labour in the agricultural fields. I sowed and harvested the fields all day, sweating under the hot sun which made me exhausted. Here I have a roof over my head and a fan, and I feel relaxed.

I talk to so many people now that my shyness has gone, before I came here I was fearful of talking to people. But since I have been earning my own money I am no longer under pressure. I have become very independent.

We only have female colleagues in the Gratitude Factory, there are no male employees. That's why no-one in the village ever says anything bad about this place.

I feel like I'm part of a family, all these women are like my sisters. We are all from different castes and religions but all of us are treated equally. There is no discrimination between us. I feel very connected to this place, it feels like my real home.



## Sunita Kumari (24)

In 2015 I was married and went to live in my husband's home. He was a drunk and a gambler, he was not a good man. So I came back to my parents, and now we are separated.

My parents are laborers, they are very poor and this is why I come to work here. My brother died at a young age and my mother was bedridden, but she has had to start working now, all three of us have to work because of our poverty.

I feel better and happier now because I earn good money on my own and can help my parents. We have every comfort here, the factory is very clean, we get free medicines and meals. We are supported by the company in case of any emergency and I can take as much paid leave as I want.

Here, there are many women from poor families who can't afford a good education for their children, especially their daughters. Women are still oppressed in our society. When a girl is born the parents worry about her education and marriage. ShaktiMat are providing a better education to the daughters of the employees, and this is an excellent thing.



## ॐ Nivedita Bhardwaj (22)

I'm so happy that I can do something that helps other people. I like the fact that what I make is being used all over the world. This makes me very proud.

It also makes me happy that people from other countries are concerned about us here in the villages in India. They provide all these facilities to us, from financial support in emergencies to good pay, medicines, good food and paid holidays. It's so much better here than in other places around and we all feel incredibly proud that our company supports us so much.

First my mother came here and checked out the place. She was so impressed that she sent me here. She likes the fact that I work in a place where only women work. We live like a family together. I have great friends here and I can open my heart and talk about anything with them. The atmosphere is very friendly.

Now I'm independent and proud of myself. I have money and can buy the things I want. Also, my mother is very proud of me, she tells all the other people that her daughter has a job here. Even the people in the neighborhood now say 'Yes, this girl has proved herself right!'



## ॐ Vinita Devi (30)

I married young and went to live with my in-laws. They have not been kind to me. I had to rise at 3:30am to do all the housework and cook. After that, I would go to the fields and work there. My in-laws used to insult me, no matter how hard I worked it made no difference. I faced a great deal of trouble because they did not treat me well.

Since I started working at ShaktiMat people have started respecting me more. I like working here, I'm in the company of people I enjoy and I feel at peace. Our understanding is extremely good, we eat together, sit together, share our thoughts, it's really nice. We get a lot of benefits here and the work is good. Working together keeps us united.

My daughter has just been admitted to the ShaktiMat Scholarship. Now she will go to a private school. I'm so happy that she will go there. People will see that she goes to this better school and change their attitude. They will understand that she is educated.



## ॐ Shakuntala Devi (22)

For me and my husband and our three daughters our financial situation was very difficult. My children used to feel disadvantaged because they lacked so much. So there was a lot of stress and tension at home.

Since joining ShaktiMat, things are much better. Before I was very unhappy but since I came here I feel happy again. I don't have to worry anymore and I can give my children everything they want. I am independent, I earn my own money and I don't have to ask anyone for help.

I like the fact that people abroad buy the mats that I make. I'm always worried that the spikes hurt people when they lie on it, but what I make here has a good purpose, it's good for the body and relieves pain.

Now my 8 year old daughter has admission to a new and better school under the Scholarship Programme. Everyone wants their children to do well, but this couldn't have happened without ShaktiMat's help. Thanks to this programme my daughter will have a better education and a better future.



## ॐ Neetu Yadav (22)

In my area everyone wants girls to marry young, my parents included. But I don't want to get married. I was selected for college, but we had no money so I couldn't go. Before my father had a heart attack, we had a shop, but it had to be closed.

My friend Radhika brought me here and I met Aunty Amma Ji (Manager of the Gratitude Factory). She taught me how to print the fabric and that's how I started working here. I hand all my money to my parents, and now they have dropped the issue of me getting married.

Before I came here I only had one set of clothes to wear. I would wash it each night so I could wear it the next day, it was all I had. This continued for a year. When I look back, things are so much better. Now I have many dresses to wear and it gives me immense happiness to put money into the hands of my parents.

One of the best moments was when Aunty Amma Ji told me I could apply for support from ShaktiMat's Emergency Medical Fund to help my sick father. Aunty Ji is very good natured. She also takes care of the menstruation hygiene for all the girls by providing sanitary pads. Many girls don't have them, so Aunty Ji provides them.





"Aunt Amma-Ji" takes care of the women at the Gratitude Factory.



## Curious?

Read more personal stories on our website - [www.shaktimat.de](http://www.shaktimat.de)



By the way, the word "Shakti" in Sanskrit means "female power through compassion, creativity and nurturing". Our intention is that everyone who comes into contact with a ShaktiMat feels connected to this energy.

# ...and there's much more learn!

Acupressure can help with common complaints like backpain, headaches and insomnia. It can also help with more specific issues such as fibromyalgia, polyneuropathy and sciatica.



## Insomnia

Acupressure against sleep disorders: With these tips you can fall asleep well again.

## Fibromyalgia

Acupressure in fibromyalgia Symptoms: We bring some light to this complex complaint.



## Back pain

How you can treat back pain naturally with acupressure.

Our team is constantly researching the many applications of acupressure. Check out the many research articles in the Blog section of our website

[www.shaktimat.de](http://www.shaktimat.de)



# Product Advice

Consult a doctor before using ShaktiMat if you have any of the following conditions: epilepsy, thrombophlebitis, heart problems, fever, coagulation disorders (or when taking anticoagulation medication) and other acute illnesses.

You should not use the mat in areas with severe skin damage or inflammation. We advise to protect oversized moles and papillomas with a plaster before use.

We do not advise use while pregnant, however, the mat can help with back and hip pain directly after giving birth.

## CLEANING

Simply take out the foam and handwash the mat cover in lukewarm water. Then hang to dry. The cover is neither suitable for the washing machine nor for the tumble dryer, as this can damage the plastic tips.

## STORAGE

Store your ShaktiMat away from direct sunlight so you can enjoy its bright colour for a long time.

## TRAVEL

You can be confident to travel with the ShaktiMat in your hand luggage. Save space by removing the inner foam.

## MATERIAL

Textile: 100% certified organic cotton  
Acu-spikes: Non-toxic, fully-recyclable ABS plastic.  
Filling: 100% recycled foam

Dyeing: Natural dyes with no harmful chemicals.

## RANGE

- ShaktiMat Original Orange – 6.210 Acu-spikes
- ShaktiMat Original Green – 6.210 Acu-spikes
- ShaktiMat Advanced Indigo – 4.554 Acu-spikes
- ShaktiMat Light Yellow – 9.108 Acu-spikes
- ShaktiMat Premium Black – 6.210 Acu-spikes
- ShaktiPillow in orange, green or black – 1.800 Acu-spikes
- ShaktiRing

® REGISTERED TRADE MARK

Designed in Sweden 🇸🇪

Produced in India 🇮🇳

Distributed in Germany 🇩🇪  
and Austria 🇦🇹

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[www.shaktimat.de](http://www.shaktimat.de)



