

A person is performing a yoga inversion on a teal mat outdoors. The person's head is resting on the mat, and their arms are extended upwards. A tattoo is visible on the person's right forearm. The person is wearing a dark blue top and a gold chain necklace. The background is a blurred outdoor setting with greenery and a grey surface.

30 DAYS OF YOGA

by @thisiskurma



WELCOME TO 30 DAYS OF YOGA.

In a world that often seems to spin faster each day, where schedules overflow and time slips through our fingers, it's essential to remember this: yoga is for everyone, even the busiest among us.

At KURMA, we believe that yoga isn't just a practice: it's a commitment to yourself. It's a choice to carve out enough precious moments from the relentless pace of life and dedicate them to your well-being. It's about finding balance amidst the chaos, nurturing your body and soul, and embracing the journey of self-discovery.

In the pages ahead, you'll discover a collection of 30 yoga poses, each with in-depth instructions on how to perform them and insights into their numerous benefits. These poses are not just for the seasoned yogis with hours to spare; they're for everyone – for you, regardless of your experience level or how packed your schedule may be.

We understand that life can be demanding, that the days can feel like a constant race against the clock. That's why this ebook is designed to be your yoga companion for the busiest of days. Sometimes, all it takes is a few moments of mindfulness to reset your energy, regain your focus, and elevate your well-being.

Remember, it's not about how many poses you do or how long you practice; it's about the intention and consistency you bring to your practice. This ebook is here to guide you, inspire you, and remind you that, no matter how busy life gets, your well-being deserves a place at the forefront of your priorities.

So, dive into the world of yoga with us, knowing that you're embarking on a journey that's uniquely yours, a journey that promises balance, strength, and tranquility, one pose at a time.

Your yoga practice begins now, and it's as flexible as you need it to be.



01 MOUNTAIN POSE



HOW TO:

- stand up, feet hip width apart, don't lock your knees
- engage your core, keep your pelvis in a neutral position
- open your chest & heart, keep your shoulders soft, pull your shoulder blades down & towards each other
- slightly open your arms, palms facing forward
- keep your chin tucked in, crown of the head high
- soften your face, focus on softening jaws & lips
- keep your eyes soft & choose a point in front of you to direct your gaze at
- hold for as long as feels comfortable, around one minute is perfect
- listen to your body & enjoy!

BENEFITS:

- promotes good posture
- develops good balance
- keeps you grounded
- strengthens your muscles

02 HALF FORWARD BEND



HOW TO:

- stand up, keep your knees unlocked
- bend over at the hips
- you can touch your fingers to the ground or put your hands on your shins
- keep your back straight, lengthen your spine & neck
- relax your shoulders & roll them away from your ears
- it should feel relaxing and comfortable whilst also being an intense stretch
- try to soften your muscles and relax into the pose
- hold for as long as feels comfortable
- listen to your body & enjoy!

BENEFITS:

- intense stretch for hamstrings & calves
- releases neck & shoulder tension
- increases hip flexibility

03 CAT COW



HOW TO:

- sit on hands & knees, palms under your shoulders & knees under hips
- when you inhale: curve your back & lift your chin whilst keeping your shoulders down, tilting your pelvis - this is the cow part
- when you exhale, bring in your belly button, arch your back & tuck your chin in, tilt your pelvis the other way - this is the cat part
- repeat, following the pace of your breath, for as many times as feels good
- listen to your body & enjoy!

BENEFITS:

- great warm-up stretch due to the flexing & extending of the spine
- can help improve posture
- pairing breath with movement is super relaxing
- loosens your back

04 DOWNWARD FACING DOG



HOW TO:

- stand on hands and feet, hands in front of your shoulders, spread your fingers
- roll your shoulders away from your ears
- engage your core, lift your hips up and back, lengthening your spine
- you can bend your knees if that feels more comfortable
- try to bring your heels to the floor - they do not have to touch the floor
- keep lengthening your spine keeping the weight in your hips, keep breathing and try to relax into it
- listen to your body & enjoy!

BENEFITS:

- stretches & strengthens the whole body
- stimulates blood circulation
- calming

05 COBRA POSE



HOW TO:

- lie on your belly, lift your upper body and come up on your arms
- draw your shoulders away from your ears, open your chest & heart, keep your neck relaxed
- you can stay on your underarms, or if it feels comfortable you can come up on your hands with chin tucked in, shoulders relaxed and elbows slightly bend
- breathe normally and hold for as long as feels comfortable
- listen to your body & enjoy!

BENEFITS:

- opens your chest & heart
- helps with back pain
- improves posture
- massages the digestive organs

06 WARRIOR I



HOW TO:

- standing up with your feet facing the same direction, step one foot to the front, one to the back
- bend the knee of your front leg, finding your balance, open your back foot a little
- engage your legs and core, lengthen your spine, put your arms above your shoulders, fingers spread and pointing to the sky
- for a deeper stretch in your legs, broaden the distance between both feet (more so than in the photo)
- you can look up if your neck allows it
- roll your shoulders down & back, relax your jaw, soften your face
- stay here for as long as comfortable, feeling your feet strong on the ground
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- improves balance, posture & mobility in the shoulders
- strenghtens & stretches your lower body
- strengthens arms & core
- opens chest & lungs

07 WARRIOR II



HOW TO:

- from warrior I (see yesterday's pose), open your arms wide in the same direction as your legs, stretching your fingers and looking over your front shoulder
- palms facing down, shoulders away from the ears, front knee in line with your second toe, shoulders directly over your hips
- stay here for as long as feels comfortable
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- improves balance & stability
- improves posture
- strenghtens & stretches your whole body
- opens chest & lungs

08 SUN WARRIOR



HOW TO:

- from warrior II (see yesterday's pose), drop the arm behind you so it's resting against your thigh
- lengthen your torso & lean your upper body to the back
- extend the arm in front of you up to the sky, looking at the palm
- keep your shoulders away from the ears, relax your muscles
- hold for as long as feels comfortable
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- releases tension in the body
- strenghtens legs
- improves mobility in the hips

09 CHAIR POSE



HOW TO:

- start in mountain pose (see day 1)
- when you exhale, move your hips back as if sitting down
- engage your core
- focus on moving the hips back instead of the knees forward (you should be able to see your toes)
- when you inhale, lift your arms parallel to your ears, keeping the shoulders down & relaxed
- keep reaching the arms up whilst sitting even lower
- keep your shoulders away from the ears, try to soften your muscles
- hold for as long as feels comfortable
- listen to your body & enjoy!

BENEFITS:

- strengthens your lower body
- tones the whole body
- improves confidence
- increases focus

10 TRIANGLE POSE

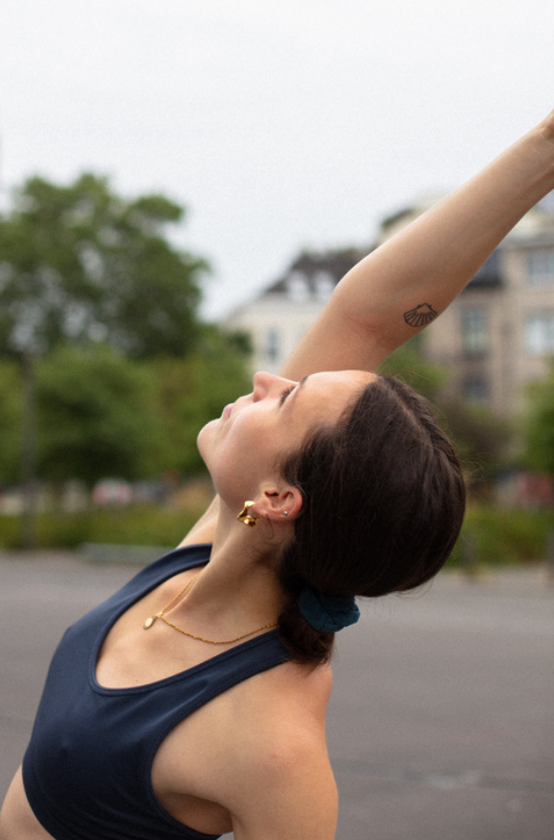


HOW TO:

- open your feet a little wider than your hips, lengthen your torso, stretch your arms out parallel to the mat & bend at the waist
- turn the foot you're bending towards out so your toes are pointing to the short edge of the mat
- keep facing forward, one arm stretching towards the sky, one towards the mat - you can use a block if needed
- lengthen through both sides of the waist, engage your core, keep your chin tucked & shoulders soft
- focus on deep breaths & relax your muscles
- hold for as long as feels comfortable
- for a variation try to grab your hands behind your back
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- deep stretch for your legs
- opens hips & heart
- improves balance
- strengthens back & legs
- stimulates digestion



11 PIGEON POSE



HOW TO:

- get on hands & knees on your mat
- bring your right knee towards your right wrist, putting your right ankle in front of your left hip
- slide your left leg down, pointing the toes
- keep your hips level, pull on both legs
- you should feel a deep stretch
- as you inhale, come up, lengthen your spine, engage your core & open your chest - for a variation you can lift your left foot, pointing the toes towards the sky
- as you exhale, lower your upper body towards the mat, resting your head & arms on the mat
- hold for as long as feels comfortable
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- strengthens the core
- improves hip mobility
- stretches your lower body

12 SHOULDER STAND



HOW TO:

- lie down on your back, push into the floor and when you inhale lift your legs up, pressing your arms in the mat
- sweep your legs up & roll your hips off the mat, lift your lower back
- place your hands on your back for support, holding your weight in your upper back & shoulders
- stretch your legs up to the sky, extending your spine
- engage your core & thighs, soften your shoulders, open your chest
- relax your jaw, try to soften your breathing towards your belly
- pro tip: ask someone to hold your feet to keep your body straight
- hold for as long as feels comfortable
- listen to your body & enjoy!

BENEFITS:

- strengthens your body
- stretches your neck & shoulders
- improves digestion & sleep
- calms the nervous system
- promotes blood flow to the brain & head

13 LIZARD POSE



HOW TO:

- get on your hands & knees, hands under shoulders, knees under hips
- shift your weight to your left leg, bringing your right leg forward, placing your right foot next to your right hand
- keep your hips level, engage your core, lengthen your spine, keep your shoulders away from the ears
- get on your forearms, keep your elbows under your shoulders
- hold for as long as feels comfortable
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- opens & stretches the hips
- good for hip mobility & flexibility
- releases tension in your back
- a good one if you have a desk job: helps reduce negative effects of prolonged sitting

14 DANCER POSE



HOW TO:

- start from mountain pose (see day 1), look straight ahead, feel the ground beneath your feet
- when you exhale bend one knee, bringing your foot upwards, grabbing it with your hand
- keep your hips level, engage your core, ground through your standing leg
- when you inhale, try to push the foot into your hand, raising your leg so your tail bone is parallel to the floor
- you can lift your other arm up
- if this is hard, try using a strap between foot & hand - whatever feels good for your body is fine!
- hold for as long as feels comfortable
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- strengthens your whole body
- opens your shoulders, chest, abdomen & hips
- improves focus
- improves balance

15 EXTENDED SIDE ANGLE POSE



HOW TO:

- stand parallel to the long side of your mat, feet wider than your hips
- turn your left foot out so your toes are pointing to the short edge of the mat
- upon exhaling, bend your left knee parallel to the floor keeping your knee above your ankle
- engage your core & extend your upper body over your left leg, bringing your left arm on your knee, on the floor or on a block - do what feels good
- reach your right arm next to your ear, extending through the right side of your body
- hold for as long as feels comfortable
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- stretches & strengthens your lower body
- improves upper body flexibility
- strengthens your core

16 CAMEL POSE



HOW TO:

- sit down on your mat & come onto on your knees keeping them hip-width apart, tucking your toes
- engage your core, roll your shoulders down & back
- lengthen through the spine, lift your chest up
- upon exhaling, go into a backbend, keeping neck & shoulders soft
- as you lean back, rest your hands on your heels or use blocks if that feels better
- hold for as long as feels comfortable
- listen to your body & enjoy!

BENEFITS:

- full body stretch
- improves mobility in the shoulders & back
- improves posture

17 UPWARD FACING DOG



HOW TO:

- lie face down on your mat, hands next to your ribs & close to your body
- press the top of your feet into your mat
- engaging your core & legs, pressing on your hands & feet, straighten your arms & lift your chest & legs off the mat
- roll your shoulders down & away from your ears
- hold for as long as feels comfortable
- listen to your body & enjoy!

BENEFITS:

- opens chest, heart & lungs
- deep stretch for the front of your body
- strengthens upper body

18 WARRIOR III



HOW TO:

- from mountain pose (see day 1), step your right foot forward, putting your weight onto this leg
- upon exhaling, lift your left leg up, bending at the hips so your upper body & left leg are a straight line, extending your arms forward
- choose a point on your mat to gaze at for balance
- hold for as long as feels comfortable
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- strengthens your arms, legs & core
- stretches your spine
- improves balance & stability
- improves focus

19 WILD THING



HOW TO:

- start from downward facing dog (see day 4), then shift your weight into your right hand, rolling onto your right foot
- lift your hips towards the sky, grounding through the right hand, opening your chest & lifting your left foot over your right foot, toes touching the ground but keeping your weight on your right foot
- stretch your left hand out towards the front of the mat, shoulders down, jaw relaxed
- focus on opening your hips & chest en keeping the weight in your right hand & right foot
- hold for as long as feels comfortable
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- builds confidence
- improves balance
- opens chest, heart & lungs
- strengthens your body
- stretches the front of the body

20 TREE POSE



HOW TO:

- start from mountain pose (day 1) & shift your weight into your left leg
- bend your right knee, grab your ankle & place your right foot on the inside of your left leg - above or below your knee, whatever feels comfortable, knee pointing out towards the side
- engage your core, lengthen your spine, tuck your chin & soften your shoulders away from the ears
- you can open your hands towards the sky or bring your hands in front of your heart
- for a variation you can bend & extend to one side, one arm reaching up and the other hand resting against your knee
- hold for as long as feels comfortable
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- opens the hips
- improves balance
- lengthens your spine
- improves focus
- strengthens your legs & feet



21 EAGLE POSE



HOW TO:

- from chair pose (see day 9), bring your weight into your left foot
- open your arms to the side for balance, lifting your right leg & crossing it over the other, squeezing your thighs together, engaging your core
- hook your foot behind your calf
- upon exhale, take your right arm underneath your left, bending at the elbows, fingers pointing upwards, hands against each other
- lift your elbows, relax your jaw, face & neck
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- shoulder, upper back & leg stretch
- strengthens your legs
- improves hip mobility

22 HAPPY BABY



HOW TO:

- lie on your back, knees bent into your chest, grab the in- or outside of your feet
- open your knees wider than your torso & let them fall to the floor next to your armpits, keeping your knees and ankles aligned
- push through your heels
- lengthen your spine & engage your core
- hold for as long as feels comfortable
- listen to your body & enjoy!

BENEFITS:

- calming & relaxing
- improves hip mobility
- gentle stretch for the hamstrings

23 BOAT POSE



HOW TO:

- sit down on your mat, knees bent, feet on the mat
- hold your legs under your knees, lift & open your chest, engage your core & lift your feet up towards the sky
- bring your arms parallel to your mat
- focus on straightening your legs & lengthening your spine, rolling your shoulders away from your ears
- hold for as long as feels comfortable
- listen to your body & enjoy!

BENEFITS:

- strengthens your core
- improves focus
- helps digestion

24 PLOW POSE



HOW TO:

- begin to go into shoulder stand (see day 12), but instead of extending your legs upward, lower your feet over your head
- stretch through your heels, keeping your legs straight, toes touching the ground
- stretch out your arms to the opposite side of your legs for balance
- soften your jaw, pressing through arms, shoulders & feet, extend your spine
- hold for as long as feels comfortable
- listen to your body & enjoy!

BENEFITS:

- stretch for spine, shoulders & legs
- improves balance
- stimulates digestion
- calming for the mind

25 HALF MOON POSE



HOW TO:

- grab a yoga block, or if you don't have one a stack of books will work as well
- from warrior III (see day 18), rotate your torso, extending one arm towards the ground (lean on your block), one arm upwards
- keep your hips level & engage your core
- hold for as long as feels comfortable
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- full body strengthening
- improves core stability
- improves balance
- improves focus

26 TIGER POSE



HOW TO:

- on hands & knees, reach your right foot up towards the sky, arching your spine, looking up whilst keeping your shoulders down & jaw relaxed
- grab your right foot with your left arm, engaging your core to keep your balance
- hold for as long as feels comfortable
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- stretches your back & spine
- strengthens your core
- stimulates the nervous system

27 GATE POSE



HOW TO:

- kneel parallel to the long side of your mat, stretch out your right leg
- level your hips, engage your core, soften your shoulders
- extend your left arm up next to your ear, leaning your right hand on your right leg, opening your chest
- hold for as long as feels comfortable
- don't forget the other side
- listen to your body & enjoy!

BENEFITS:

- opens the side of the body & the chest
- stretches your legs & back
- improves balance

28 LOTUS POSE



HOW TO:

- sit on your mat, on a cushion or on a block, legs straight in front of you
- lengthen through the spine
- bend your right knee & bring your right foot in, pulling your right ankle towards your left hip
- bend your left knee, bringing your left foot in towards your right hip
- you can put your hands in front of your heart, on your legs with palms open or interlace your fingers in front of you
- hold for as long as feels comfortable
- listen to your body & enjoy!

BENEFITS:

- improves flexibility in the hips
- a good pose for reflecting & meditation
- calms the mind

29 HEADSTAND



HOW TO:

- don't try this for the first time when you're alone & be careful!
- get on your hands & knees, hands below shoulders, knees below hips
- put your forearms on the floor, elbows under shoulders, interlace your fingers & place the top of your head on the mat
- pretend to go into downward facing dog: lift your hips, straighten your legs
- walk your feet towards your head until your hips are as close to your shoulders as possible
- now for the trickiest part: lift your feet off of the floor keeping your weight on your forearms instead of your head whilst lifting up & out of your shoulders
- you can try lifting your knees to your chest first, then stretching out your legs towards the sky, one at a time, keeping the core engaged
- remember to breathe
- it's very normal if you can't do it right from the start - keep trying!

BENEFITS:

- improves mental health & balance
- strengthens your whole body, especially your core

30 CHILD'S POSE



HOW TO:

- sit down on your heels, knees spread wider than your hips, bring your head towards the mat
- you can keep your arms by your side, stretch them out to the front, or tuck your hands beneath your head
- try to breathe towards your tailbone
- hold for as long as feels comfortable
- listen to your body & enjoy!

BENEFITS:

- relaxes your body
- calms your mind
- the ultimate resting pose
- stretches the lower body, hips & lower back

OUR COMMITMENT TO SUSTAINABILITY: SHAPING THE FUTURE THROUGH YOGA

In a world grappling with the ever-escalating challenges of climate change and pollution, we're at a pivotal moment in history. Our planet urgently demands action to restore the delicate equilibrium between consumption, available resources, and the waste generated by production and consumption. At KURMA, we wholeheartedly embrace this call to action with unwavering commitment.

Circular yoga products

Solid waste management is a global issue that touches the lives of everyone. At KURMA, we deeply understand the profound impact our choices have on the world we share. That's why we've embarked on a heartfelt mission to reduce the environmental footprint of yoga. Every product we design and produce is more than just a tool for your practice; it's a testament to our unwavering commitment to sustainability. Each item is meticulously crafted to be 100% recyclable, exemplifying our dedication to a circular economy.

Our mission is to make circular products, toxin-free and with a low carbon footprint, produced in Europe. Notably, we've successfully achieved circularity in our yoga blanket, cork blocks, and EVA blocks. However, attaining circularity in yoga mats poses a formidable technical challenge, given the limitations of current technology. Nevertheless, we are fully committed to pioneering innovative technologies to realize the objectives of our mission.

In the ancient wisdom of yoga, like Ahimsa, we find not just a path to inner peace and balance, but also a guiding light towards a more sustainable future. Ahimsa emphasizes non-violence and compassion and also encourages sustainable and eco-friendly choices that reduce harm to the planet and its ecosystems.

Thank you for joining us on this incredible journey towards a harmonious and sustainable world.

Namaste.

