

# Product Review: Get Your Fitness Wear By Naja, a Socially Conscious Lingerie Brand



*This post was*

*sponsored by Naja*

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With so many changes happening in our society, Naja has decided to make a stand. They are the first women-owned lingerie company to take an outright stand for women, the environment and women's reproductive rights with an exclusive product launch of The Active(ist) sports bra. Naja encourages women to be an active(ist) for women, for the environment and for yourself. The product launched coinciding with the inauguration on January 20th. Naja.co officially launched in 2014 and was quickly named "one of 5 top brands to watch" by *The Lingerie Journal* and said to be "chang[ing] the

underwear industry through its innovation, attention to detail, and serious heart” by *The Huffington Post*. Their elegant, fashion-forward designs, quality eco-friendly fabrics, and fine details such as beautifully lined interiors and hidden inspirational quotes quickly captivated the attention of the fashion industry.

## Feel inspired & empowered when working out in Naja.co Active(ist) Sports bra!

### The Bra



The Active(ist) sports bra is made by single mothers, out of upcycled, recycled, and digitally printed fabric. Selling for \$20 or \$19 which covers the cost of the bra, employing marginalized women in its making and enforcing eco-friendly practices in apparel. The extra \$1 funds Planned Parenthood with a charitable donation. Planned Parenthood provides primary and preventative care to women, men, and youth in need of reproductive health care and sex education.

**Related Link:** [Fitness Trend: Why Aqua Cycling May Be For You](#)

### The Environment

The environment matters to us as much as it matters to you.

Naja makes every effort to reduce their environmental footprint. That's why Naja's prints are digitally printed and not dyed, saving precious water and ensuring that no waste or toxins go back into our oceans. Naja uses upcycled and recycled fabrics made from recycled plastic bottles and our factory is ISO 14001 certified.

**Related Link:** [Fitness Advice: Which Boutique Fitness Studio Is Right For You?](#)

## **Stay Fit**

It can be hard with a vigorous schedule to keep in shape and feel good. In [celebrity news](#), there are constantly new [fitness](#) routines and diets that claim to work. Visit [Naja.co](#) for some ideas on which fitness boutique is right for you. By finding the perfect routine for your body type, eating a balanced diet and feeling beautiful in your Naja fitness apparel, staying fit will never be easier!

**Take the world by storm by getting fit and helping a cause that is important to you!**