

We took an intense yoga lesson from a WWE legend

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Graham Flanagan

WWE Hall-of-Famer Diamond Dallas Page began to defy the odds before he ever stepped into a wrestling ring. He began what would become a storied career at the unlikely age of 35, and he didn't become a fan-favorite until the age of 40. DDP, as he was known to his fans, evolved into one of the most popular superstars in the history of both the WCW and WWE promotions.

After suffering a back injury in the late 1990's, Page said doctors told him his career was over. Page wouldn't have it. He discovered the healing power of yoga, which got him back into fighting shape and extended his career far longer than anyone would have imagined.

After retiring as a full-time WWE performer, Page created DDP Yoga, a fitness brand based in just outside downtown Atlanta. The brand's marketing materials state that "it ain't your mama's yoga." DDP Yoga blends yoga techniques with a cardio workout meant to increase heart rate. Page calls it "cardi-yoga."

The company initially focused on DVDs, selling more than 300,000 units. Now, DDP Yoga is focused on the digital space. It has an app that offers workouts, nutritional plans, and motivational material.

The company uses social media as its primary marketing tool. The company's Facebook account has over 193,000 followers, and DDP Yoga's Twitter account has more than 210,000, along with 441,000 following Page's personal account.

We dropped by the DDP Yoga Performance Center near Atlanta to talk to Page about his journey, and to get a one-on-one yoga lesson with the man himself.