

B-ACE Nutrition Expands Global Reach and Champions Elite Athletes

From the Middle East to the U.S., B-ACE Nutrition Sets a New Standard in Performance Fuel for Elite Athletes and Fitness Enthusiasts Worldwide.

HOLLYWOOD, CA, UNITED STATES, May 7, 2025 /EINPresswire.com/ -- B-ACE Nutrition Champions Healthy Living and Global Performance Lifestyle Movement

Founded in Dubai in 2020, B-ACE Nutrition has swiftly emerged as a rising international brand dedicated to promoting health, strength, and high-performance living. What began as a local vision has now expanded across Europe, Africa, and the Middle East—culminating in the brand's recent expansion into the United States.

At the core of B-ACE Nutrition is a simple, powerful mission: to inspire a global community to pursue healthier, more energized lives through science-driven, performance-focused wellness.

"This is about more than just fitness—it's about empowering people to become the strongest versions of themselves," said Nayef Al Moosa, Founder and CEO of B-ACE Nutrition. "We're cultivating a culture of resilience, health, and purpose."

About Nayef Al Moosa



Nayef Al Moosa founder of B-ACE Nutrition



Nayef Al Moosa owner of B-ACE Nutrition Logo



At B-ACE, we're not just about fitness," said CEO Nayef Al Moosa. "We're leading a global push to empower athletes of all levels to reach their peak and live stronger, healthier lives every day."

Nayef Al Moosa

Founder & CEO, NAM Global

Dubai-born entrepreneur and visionary, Nayef Al Moosa is known for building impactful global ventures. In 2020, he founded NAM Global, a holding company rooted in innovation, health, and international trade. Under his leadership, NAM General Trading has gained recognition for excellence in business development and global expansion.

Driven by a passion for performance and wellness, Nayef launched B-ACE Nutrition the same year—quickly transforming it into one of the fastest-growing wellness-

focused brands in NAM Global's portfolio. His strategic vision continues to guide B-ACE's mission and international footprint, which now spans three continents with a strong presence in both established and emerging markets.

Global Growth Rooted in Purpose

B-ACE Nutrition's growth is fueled by a clear purpose: to promote health-first performance lifestyles that empower individuals at every level—from fitness beginners to elite athletes. Every initiative is focused on education, innovation, and encouraging a balanced, health-conscious approach to modern living.

Whether in the gym, on the field, or in daily life, B-ACE supports individuals who are committed to better habits, greater strength, and lasting wellness.

About NAM Global

Founded by Nayef Al Moosa, NAM Global is a Dubai-based holding company focused on building and scaling purposeful brands in wellness, sports, and global trade. Its growing portfolio includes:

- B-ACE Nutrition
- Health Purse Drugstore & More²

Operating with a philosophy of innovation, empowerment, and global impact, NAM Global continues to lead ventures that promote well-being and unlock human potential.

Join the Movement

As B-ACE Nutrition continues to grow its global community, the brand is actively forming partnerships with distributors, health advocates, and performance-driven professionals who share its vision for a healthier future.

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