

DEMIC to Launch Fitness App After Viral Success on Instagram and Facebook

DEMIC builds massive social media momentum with science-backed workout content, setting the stage for a powerful mobile fitness and health app debut in 2025

JERSEY CITY, NJ, UNITED STATES, June 26, 2025 /EINPresswire.com/ -- Fitness brand [DEMIC](#) is making major moves in the digital wellness space. After reaching millions on Instagram, Facebook, YouTube and TikTok with bite-sized, results-focused workout content, the company is now preparing to launch its first fitness and health mobile app, designed to bring effective training, nutrition, and wellness support right into users' hands.

Founded by fitness entrepreneur Dwight Henry, DEMIC has gained a strong following for its practical approach to fitness, especially for people who want to train smart, stay motivated, and see real progress without the fluff. "We're not just about views or likes," says Henry. "We want to give everyday people the tools to feel stronger, move better, and take control of their health—on their terms."

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People want structure without stress," Henry adds. "Our app will give them simple routines, real results, and motivation that lasts."

Dwight Henry

Why DEMIC's Content Works

In just the past 30 days, DEMIC has seen exponential growth across platforms:

On Instagram (@demicstory), reels like "4 Foot Positions to Sculpt Your Legs & Glutes" crossed 600,000 likes, and "Build Stronger Forearms" pulled over 230,000 likes.

On Facebook, their "Save This Workout" video hit 160,000 views, while core-and-glute tutorials continue to perform

strongly with real-world application and accessibility.

This level of engagement isn't just about aesthetics—it's about function, form, and making progress without expensive gear or gym memberships.



DEMIC

The App That's Coming Next

Set to launch later this year, the DEMIC Fitness & Health App will offer:

Customized workouts (home or gym)

Meal and progress tracking

Real-time coaching tools

A supportive fitness community

The app is being developed as a mobile-first experience to help users stay consistent and accountable, whether they're beginners or advanced athletes.

About DEMIC

DEMIC began as a content-driven brand and has quickly grown into one of the most followed fitness communities online, with over 4 million followers across platforms. It was built on one simple mission: Make fitness accessible, effective, and motivating for all.

Dwight Henry

DEMIC

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