

BraceUP Marks 10 Years With Expanded Line of Medical-Grade Support Solutions

Celebrating its 10th anniversary, BraceUP expands its lineup with lightweight, ergonomic, medical-grade braces for families and athletes.

CAMBRIDGE, MA, UNITED STATES, December 9, 2025 /EINPresswire.com/ -- BraceUP, a U.S.-based orthopedic-support brand dedicated to helping people move with confidence, is proud to celebrate its 10-year anniversary with the introduction of an expanded lineup of medical-grade braces and wellness supports. Marking a decade of innovation, the company is strengthening its presence across the United States and Europe with new solutions designed for everyday mobility, sports recovery, and injury prevention.



BraceUP celebrates its 10-year anniversary, marking a decade of innovation in medical-grade support solutions.

Founded in 2015, BraceUP began with a simple mission: to provide high-quality, comfortable, and affordable support products that people could rely on in their daily lives. Over the past ten years, that mission has grown into a global effort, with BraceUP now serving millions of customers across North America, Europe, and Asia. The brand's evolution reflects major shifts in consumer health behavior as more individuals seek non-surgical wellness tools, at-home recovery products, and preventive support solutions they can trust.

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Reaching our ten-year milestone is both a celebration and a commitment as we continue developing supportive solutions that help people move with confidence every day.”

Lingguo Zhu

“As we celebrate ten years, we’re incredibly proud of the impact BraceUP has made on people’s lives,” said a spokesperson for the BraceUP Team. “Our focus has

always been on designing products that offer genuine support—physically and emotionally. Whether someone is returning to work after an injury or a child is gaining confidence in sports, we want BraceUP to be part of their journey toward healthier, more active living.”

To commemorate its decade milestone, BraceUP is unveiling a refreshed line of medical-grade supports for both adults and children. These new solutions include lightweight [back braces](#), adjustable thumb and wrist stabilizers, multi-purpose support wraps, and a full range of youth braces designed for children ages 3 to 12. All new products feature breathable materials, ergonomic shaping, flexible stabilization, and adjustable compression systems that accommodate the day-to-day needs of active families.

Reflecting its long-term commitment to safety and quality, every product in the updated lineup is manufactured with medical-grade components and meets key global regulatory standards, including FDA (US), CE (EU), and UKCA (UK) compliance. These certifications reinforce the brand's focus on accessibility and reliability, ensuring that customers receive professional-level support without sacrificing comfort or ease of use.

Over the last decade, BraceUP has invested heavily in customer feedback, material innovation, and user-centered design. This research-driven approach continues to guide product development in 2025 and beyond. The company's newest adult offerings include the Lightweight Back Support Brace, engineered with dual side compression straps for customizable reinforcement, and the Thumb Brace Stabilizer, designed for daily wear, pain relief, and post-activity recovery. Both products reflect BraceUP's signature balance of stability, breathable construction, and modern ergonomic engineering.

The brand's expansion also addresses a growing need in youth athletics. BraceUP's new children's line—which includes knee braces, wrist braces, ankle supports, and volleyball knee pads—features soft materials, flexible stabilization, and kid-friendly sizing intended to support young athletes without restricting natural movement. As youth sports participation continues to rise, these products offer practical solutions for injury prevention and confidence-building.

BraceUP's strengthened presence in the US and EU markets marks an important milestone in the company's global growth strategy. Customers can now find the full assortment of BraceUP products across leading e-commerce platforms, including Amazon US, Canada, Japan, UK, Germany, France, Italy, Spain, and the Netherlands. Expanded inventory, faster delivery options, and localized customer support allow the brand to better serve a diverse range of consumers with different mobility needs and activity levels.

"Reaching our ten-year milestone is not just a celebration—it's a new beginning," the spokesperson added. "We're entering the next decade with an even stronger commitment to wellness support for all ages. As people continue to take charge of their own health, we want BraceUP to be a trusted partner in that journey."

Looking ahead, BraceUP plans to broaden its product categories further, with upcoming innovations in sports-injury prevention, youth performance support, and everyday wellness. The company will continue to prioritize materials research, ergonomic engineering, and inclusive design principles to develop solutions that align with its mission: helping people move freely and

confidently through every stage of life.

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