

VITA BELLA CEO & FOUNDER PHIL VELLA ANNOUNCES LAUNCH OF 'BRINGING ALPHAS BACK' PODCAST TO REDEFINE MODERN LEADERSHIP

Debuting on January 6, 2026, the podcast redefines modern leadership and what it means to be an alpha in the modern world.

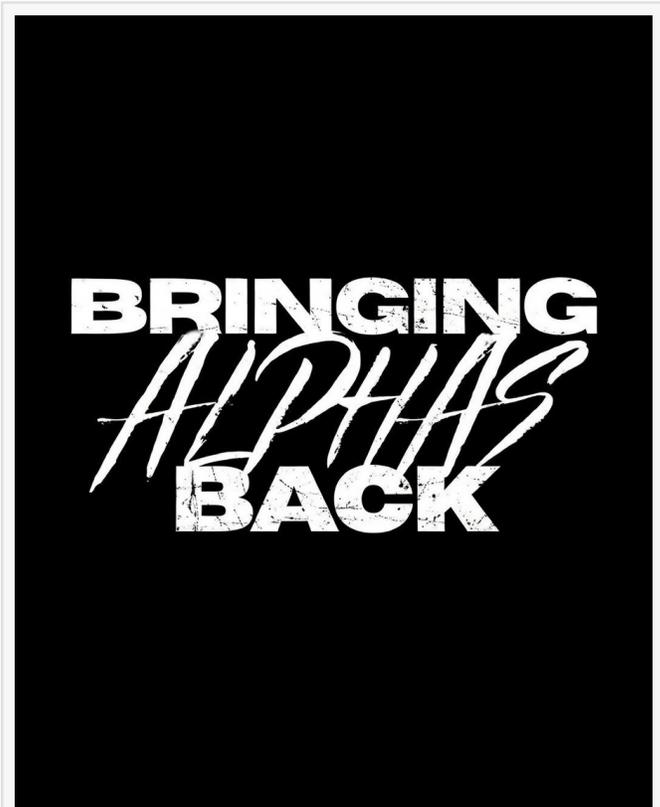
SCOTTSDALE, AZ, UNITED STATES, January 14, 2026 /EINPresswire.com/ -- Vita Bella, a modern health and wellness company built around long-term performance, [hormone optimization](#), and vitality, today announced the launch of Bringing Alphas Back, a new weekly podcast hosted by Founder and CEO Phil Vella.

Bringing Alphas Back was created out of a simple but growing realization: many men today lack trusted spaces where honest conversations about health, hormones, discipline, physical optimization, and purpose can exist without noise, posturing, or empty motivation. The podcast offers something different - thoughtful, grounded discussions centered on building strong bodies, clear minds, and dependable leadership at home, at work, and in life.

Rather than promoting ego-driven definitions of success, Bringing Alphas Back emphasizes humility, accountability, and leadership rooted in service - supported by intentional habits around hormonal health, recovery, metabolic performance, and long-term vitality.

A Different Conversation Around Strength, Health, and Leadership

In contrast to traditional "alpha" culture, Bringing Alphas Back reframes what strength actually



Bringing Alphas Back — a performance-driven podcast by Vita Bella focused on restoring health, hormones, confidence, and leadership in modern men.

looks like in modern life. In a world where views and clicks are overvalued, Phil Vella and the Vita Bella team are committed to changing the conversation - where leadership does not have to be loud, discipline is not performative, and health is treated as a responsibility, not an afterthought.

The podcast explores what it means to lead quietly and effectively: being present at home, dependable at work, disciplined with sleep, nutrition, training, and hormone health, and grounded in values even when recognition isn't guaranteed.

"Bringing Alphas Back isn't just another podcast pushing toxic masculinity," said Vella. "It's a reminder of what being a real alpha actually looks like in the modern world. It is about being a provider, a protector, a safe place for family – specifically your partner and your children. We are going to have some amazing guests that will explore a number of different topics, like taking ownership of your health, how to harness your energy to positively impact the people around you, and so much more. This is all a part of my mission at Vita Bella to improve the lives of our community and all of the people around it."



Phil Vella, Founder of Vita Bella and host of Bringing Alphas Back, leading the conversation on men's health, hormones, and longevity.

Each episode is intentionally designed to be practical and honest - focused on frameworks listeners can apply immediately, without theatrics, exaggerated promises, or hype.

“

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Phil Vella, CEO & Founder of Vita Bella

What Listeners Can Expect

Episodes of Bringing Alphas Back will include:

- Conversations with founders, physicians, athletes, and high-performing professionals
- Honest dialogue around mental resilience, physical optimization, and leadership under pressure
- Open discussions around health, hormone balance, peptides, recovery, and sustainable performance
- Practical frameworks for building structure, consistency,

and long-term vitality—inside and outside the body

While the podcast speaks directly to men seeking growth and direction, its message is not exclusive. Bringing Alphas Back is for anyone - men or women - who believe leadership begins with self-mastery, health optimization, and accountability.

Why This Launch Matters in 2026

Interest in men's health, hormone optimization, longevity, and performance continues to rise, yet much of the conversation remains fragmented or surface-level. Bringing Alphas Back goes deeper—connecting

clinical health, real-world leadership, and personal experiences into one cohesive conversation.



Real conversations. Real science. Phil Vella in discussion with a guest on Bringing Alphas Back, exploring hormones, peptides, performance, and modern masculinity.

The podcast represents the first of several initiatives Vita Bella plans to introduce throughout 2026, expanding the brand's reach beyond clinical care and into education, content, and community-driven leadership.

By blending medical credibility, modern health science, peptides, hormone optimization, and lived experience, Vita Bella aims to help redefine what it means to be an alpha.

Podcast Availability

Bringing Alphas Back launches in Q1 2026, with new episodes released weekly on Spotify, Apple Podcasts, YouTube, and all major streaming platforms.

Follow @bringinalphasback on Instagram for updates and announcements, or visit www.bringinalphasback.com to learn more.

About Vita Bella

Vita Bella is redefining what it means to live well—through a modern, data-driven approach to hormone health, metabolic optimization, recovery, and longevity. Backed by licensed physicians and advanced clinical protocols, Vita Bella designs [personalized wellness programs](#) tailored to each patient's unique biology and goals.

More than a clinic, Vita Bella is a movement—combining medical-grade care, education, and digital innovation to empower individuals to look, feel, and perform at their best, every single day.

Vita Bella Marketing

Vita Bella

info@vitabella.com

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