

VibeBoost, Inc. Announces Official Launch From Miami With Digital-First Wellness Strategy

Miami-based company launches a digital-first wellness brand focused on consumer education, accessibility and measured growth.

MIAMI, FL, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- VibeBoost, Inc. today announced the official launch of VibeBoost, a Miami-based consumer wellness brand created to build a focused presence in the growing digital wellness marketplace.



VibeBoost launches with a quality-over-quantity approach to the wellness market.

Headquartered in Miami, VibeBoost is entering the market with a digital-first business model that combines direct-to-consumer commerce, consumer education and a deliberately measured approach to growth.

“

We wanted to start focused, maintain high standards, and build from there. That philosophy defines everything we do.”

Benjamin Aubin, Founder & CEO of VibeBoost, Inc.

The company's strategy is centered on building its brand and customer experience before pursuing broad expansion. VibeBoost plans to grow selectively, using its online presence to communicate directly with consumers while developing educational resources intended to make the wellness marketplace easier to understand and navigate.

“Launching VibeBoost is about building the company the right way from the beginning,” said Benjamin Aubin,

Founder and Chief Executive Officer of VibeBoost, Inc. “We want to stay focused, listen to our customers and build a brand that can grow without losing the principles that shaped it.”

A Digital-First Approach

VibeBoost is launching primarily through digital channels, with an official online store and a presence on TikTok Shop.

The direct-to-consumer strategy gives the company an opportunity to build relationships with customers through digital commerce, educational content and social platforms while maintaining a streamlined operating model.

The company plans to use its digital presence not only as a commerce platform but also as a resource for consumers seeking clearer information about the rapidly evolving wellness marketplace.

Building From Miami

VibeBoost, Inc. is headquartered in Miami, where the company will oversee brand development, digital strategy and future growth initiatives.

The company intends to take a measured approach to expansion, evaluating new opportunities as the VibeBoost brand and its customer community develop.

“We’re thinking beyond the launch,” Benjamin Aubin added. “Our goal is to build something sustainable and recognizable over time. That means being disciplined about how we grow and making sure every new step makes sense for the company and the people we serve.”

VibeBoost plans to continue expanding its digital presence and educational initiatives as the company establishes itself in the consumer wellness market.

About VibeBoost, Inc.

VibeBoost, Inc. is a Miami-based consumer wellness company focused on building a modern, digital-first brand centered on accessibility, consumer education and disciplined growth. Through its direct-to-consumer platform and digital commerce channels, VibeBoost aims to create a straightforward and engaging experience for today’s wellness consumer.



Benjamin Aubin, Founder and CEO of VibeBoost, Inc.



VibeBoost brings a fresh, modern approach to the consumer wellness space.

For more information, visit [VibeBoost.net](https://vibeboost.net).

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