

Dialed Health Brings Its Expanding Wellness Ecosystem to The FitExpo with Largest Presence Yet

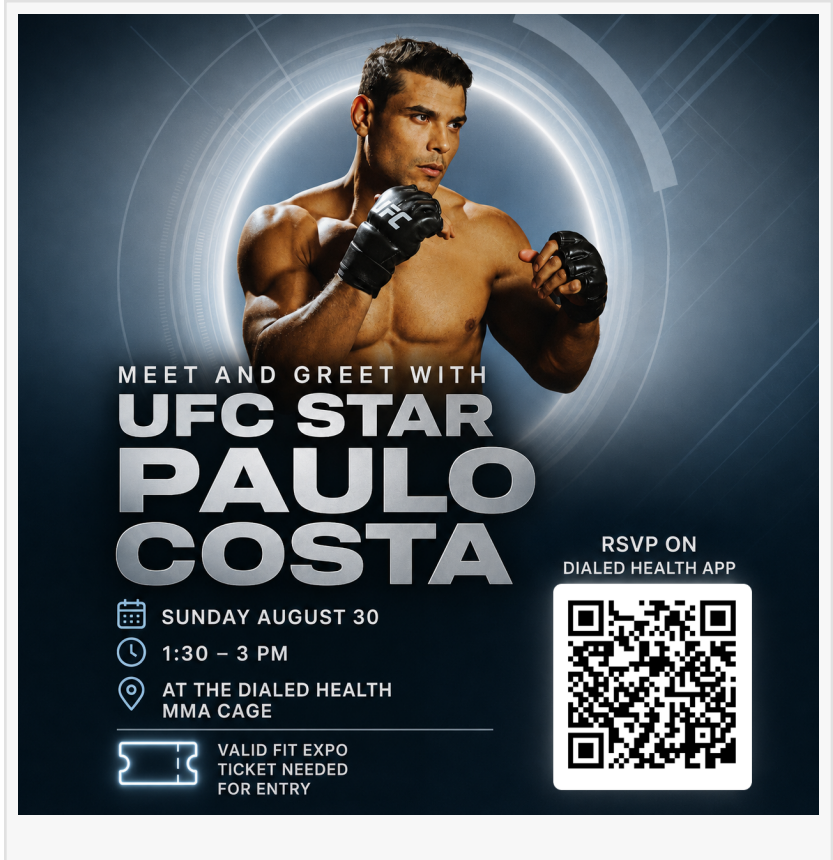
ANAHEIM, CA, UNITED STATES,
September 1, 2026 /EINPresswire.com/
-- [Dialed Health](#) Brings Its Largest
FitExpo Presence Yet, Uniting Fitness,
Recovery and Wellness Brands Under
One Platform

Dialed Health, the wellness platform connecting fitness, health, recovery and community, is bringing its largest presence yet to The FitExpo, uniting Dialed Health, Dialed Moods and Dialed Labs through activations spanning fitness, recovery and community.

Beyond its main booth, Dialed will appear across multiple areas of The FitExpo, including The X-Lounge: Presented by Dialed Health, an MMA cage activation, and a secondary booth dedicated to Dialed Health Events, featuring live Pilates programming and influencer recruiting — plus product sampling, athlete appearances, recovery experiences and chances to earn app points redeemable toward Dialed Moods products.

Dialed Moods and Dialed Labs have both appeared at The FitExpo before, but this year marks a broader evolution as part of the unified Dialed Health ecosystem. Dialed Moods focuses on functional wellness beverages, while Dialed Labs brings recovery technology such as infrared saunas and cold plunges. Dialed Health ties these together with events, groups, rewards and wellness resources, with The FitExpo marking a public debut of the full ecosystem.

"People were never meant to chase their health alone. Dialed Health is built around the idea that your workout, recovery, health and community should work together, and that the people around you can be just as important to your progress as the work you put in. At The FitExpo,



MEET AND GREET WITH
**UFC STAR
PAULO
COSTA**

 SUNDAY AUGUST 30
 1:30 – 3 PM
 AT THE DIALED HEALTH
MMA CAGE

 VALID FIT EXPO
TICKET NEEDED
FOR ENTRY

RSVP ON
DIALED HEALTH APP



we're bringing that philosophy to life across the floor with an experience that brings the entire Dialed ecosystem together," said Ali Garawi, Co-Founder and CEO of Dialed Health.

At the main booth, attendees can explore the platform alongside a lineup of Dialed Moods beverages and wellness products, available for sampling throughout the weekend. Additional sampling will take place in The X-Lounge and at the MMA cage.

The main booth will also feature wellness screening demonstrations, giving attendees a look at how Dialed Health's at-home testing options and telehealth resources work within the app.

Dialed Health is the presenting sponsor of The X-Lounge, an established FitExpo VIP destination bringing together athletes, creators, personalities and fitness community members, with FitExpo VIP meet-and-greets and talent experiences alongside Dialed programming, product tastings, recovery experiences and interactive content — plus the Dialed & Defend First Responder Experience, highlighting Dialed's initiative to provide recovery equipment to Southern California fire stations.

Combat Sports Takes Center Stage at the Dialed Health MMA Cage

Dialed's combat sports community takes center stage at its dedicated MMA cage, owned by Dialed and typically stationed at its Thunder Studios facility in Long Beach. The cage has hosted training, including Paulo Costa's camp ahead of his UFC 327 victory.

On Saturday, August 29, fans can meet Jo "The Machine" Palacios, IFBB Pro and Mr. USA 2023, from 10:30–11:30 a.m., followed by a meet-and-greet with UFC star Merab Dvalishvili from 12:45–1:30 p.m. Multiple-time Muay Thai World Champion Salah "Salah Beast" Khalifa, founder of Eight Combat, will lead Strike & Flow classes at the cage all weekend.

On Sunday, UFC star Paulo Costa joins Khalifa for an open workout before a meet-and-greet from 1:30–3:00 p.m., followed by UFC Women's Strawweight Champion Mackenzie Dern from 3:10–4:10 p.m. Surprise guests will also be announced.

The MMA cage will also feature a gym activation from partner MadHouse Gains Asylum, beverage sampling and a giveaway for a sauna, building on Dialed's existing relationships across combat sports, including work with UFC athletes Paulo Costa, Stipe Miocic, Daniel Cormier and Mackenzie Dern. Dialed Labs is an Official Partner of UFC and the Official Sauna and Cold Plunge of UFC.

Show Up and Get Rewarded

Throughout The FitExpo, attendees can engage with Dialed Health through its app, including event programming, class RSVPs and a QR code scavenger hunt across participating activations. Scanning QR codes and capturing selfies at bonus locations can earn up to \$20 in in-app points

toward products and events, and scanning Dialed Hydration Pack samples earns additional points and bonus entries for a chance to win a Dialed Labs sauna.

Dialed's largest FitExpo presence to date brings together its growing portfolio of wellness products, recovery technology, health resources, athletes and community experiences, giving attendees multiple ways to engage with the broader Dialed platform throughout the weekend.

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