Vital Red Light Showcases Advanced Red Light Therapy Technology at Be+Well Florida

DEERFIELD BEACH, FL, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- Vital Red Light brought its home and commercial red light therapy technology to Be+Well | Beauty and Wellness Show Florida, connecting with beauty, wellness, and spa professionals during the two-day event at the Broward County Convention Center.

Held August 30-31, Be+Well Florida brought together more than 160 exhibiting brands and thousands of professionals across the beauty, spa, wellness, and fitness industries. The newly rebranded event, formerly the International Esthetics, Cosmetics & Spa Conference (IECSC) Florida, focused on the growing intersection between these industries and the technologies businesses are incorporating into their services.

Vital Red Light used the event to give attendees a closer look at how red light therapy technology can differ from one system to another. Throughout the show, the company demonstrated its commercial red light therapy bed and displayed devices from its home lineup, giving professionals and interested consumers an opportunity to experience the technology and discuss how it could fit into their businesses.

A significant part of those conversations centered on wavelengths, irradiance, and treatment versatility. While awareness of red light therapy has grown, many attendees were less familiar with the specifications that can distinguish one device from another. The Vital Red Light team walked all attendees through those differences and demonstrated how its nine-wavelength technology and preset treatment options are designed to support multiple applications within a single system.

The event also gave Vital Red Light the opportunity to connect with businesses at different stages of growth. Conversations ranged from independent beauty professionals exploring red light therapy as a new service to established med spas evaluating larger commercial systems.

For smaller practices with limited treatment space, the company demonstrated how its home-device lineup can provide a more compact entry point into red light therapy. Larger businesses were able to experience Vital Red Light's commercial bed firsthand and discuss incorporating full-body red light therapy into an existing wellness or aesthetic service menu.

Ease of use became another major point of discussion. Several professionals had previous

experience with red light therapy equipment but wanted systems that required less manual programming. Vital Red Light demonstrated its built-in presets and app interface and discussed how its team can work with businesses to develop treatment presets and packages tailored to their individual needs.

That combination of technology and ongoing support helped generate new business leads during the show, including follow-up appointments and interest in Vital Red Light's commercial systems. The company also sold several home devices during Be+Well, including models from its Vital Pro 2.0 and Vital Elite 2.0 lines.

The response reinforced a shift Vital Red Light observed throughout the event: many wellness professionals are no longer simply asking what red light therapy is. They are asking what separates one system from another and how the technology can be practically incorporated into their businesses.

Vital Red Light looks forward to working with professionals who connected with the company at Be+Well Florida as they evaluate home and commercial red light therapy options.

About Vital Red Light
Vital Red Light is a South Florida-based red light therapy company developing advanced light therapy systems for individuals, wellness professionals, and businesses. Its lineup ranges from portable and at-home devices to full-body commercial systems, with technology designed to make professional-level red light therapy more accessible and straightforward to use. Vital Red Light devices incorporate multiple therapeutic wavelengths, high irradiance, low-EMF and zero-flicker technology, app-controlled capabilities, and preset treatment options across a range of wellness applications. The company also works directly with businesses to develop red light therapy solutions tailored to their practices and clients.

Taylor Berry
Vital Red Light
taylor@paradoxbrands.com
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