

The NFL Stars Entry into Fitness Nutrition Markets

Sports stars may seek stakes in the fitness and health industry while riding on the crest of their popularity.



Idols Body  **Vigor**TM

Vigor
Proteins

Idols Body  **Vigor**TM

**COLLAGEN
PROTEIN BOOSTER**

**Grass-Fed
Collagen Powder
CHOCOLATE**

Supports skin, hair, muscle and
bone health*

DIETARY SUPPLEMENT Net Wt. 13.33 oz (378 g)

Dover, Delaware Jul 15, 2023 ([IssueWire.com](https://www.issuewire.com)) - Jerry McLeod, the spokesman for Vigor LLC, Delaware, announces support for fitness communities regionally and across the US while interlinking them on social media. The network, featuring the participation of sports celebrities, will gather new groups of fans. The company, trading as Vigor™, is a health and fitness nutrition brand with recognition for engaging in sports events and community integration activities.

The Vigor™ brand came into existence to meet fitness enthusiasts' energy and body performance needs. It creates niche products prominent sportspeople increasingly want to use and promote. According to Jerry McLeod, teaming up with sports idols will further motivate customers, taking their fitness goals to the next level.

Vigor™ focuses on replenishing micronutrients lost during workouts but also addresses deficiencies caused by other factors. The firm recognizes that today's fast-paced lifestyles often lead to nutrition gaps, which is the reason to address audiences beyond sports. As a result, the brand has created a [custom product line](#) that bridges these gaps for most people.

"We are an utterly modern company with specialty nutrients to support health activities. The growing demand for fitness dietary products is a perfect time to intensify our star-sponsored nutrition marketing. At Vigor™, we cooperate with celebrities to further these efforts and positively impact the growth of vibrant fitness communities," says Mr. McLeod.

"Sports personalities," he adds, "are often happy to engage and empower fans for training. Our company embodies this partnering idea to inspire fans to follow their idols and raise fitness awareness among the undecided."

Vigor aims to build a more nutrient-conscious and expansive community. From a partner's perspective, the brand offers attractive products to help customers gain new energy, self-assurance, and enduring fitness. There are brand values and ideals for partners to share while raising the community bond simultaneously.

The Vigor™ Values and Goals Include:

- **Health and Well-being:** Vigor™ supports active individuals' healthy lifestyles and promotes overall well-being. The brand prioritizes maintaining a balanced diet and incorporating essential nutrients into daily routines.
- **Bridging Nutrition Gaps:** Recognizing that fast-paced lifestyles often lead to nutrition gaps, Vigor™ has created a product line that bridges these gaps. The Vigor™ brand products are carefully curated to meet the well-being and energy needs of athletes, gym enthusiasts, and keen-on-health sedentary people while boosting their drive for workouts.
- **Empowering Customers:** Vigor™ runs several nutrition guidance initiatives, including a Blog, News, and product tips. These resources help customers lead healthier lifestyles, build self-assurance, and achieve enduring fitness.
- **Effective and Natural Ingredients:** Vigor™ products, such as multivitamins, collagen, L-Glutamine, and other in-demand nutritional products, are formulated with natural ingredients known for their effectiveness. The brand prioritizes providing products that help boost energy, reduce body fat, and combat fatigue and pain effectively.

- **Premium Quality Assurance:** At Vigor™, quality is paramount. The brand sources ingredients from trusted suppliers, subjecting their products to rigorous testing to meet the highest industry standards. When customers choose Vigor™ products, they can have confidence in the exceptional quality.
- **Expert Formulations:** The Vigor™ brand team of experienced nutritionists and fitness experts collaborates to develop scientifically backed formulations. They understand the specific nutritional needs of athletes and fitness enthusiasts and tailor their products to support energy and physical function requirements.

According to Jerry McLeod, the brand's products, team, and company values are crucial to its success. By embodying the company's values and generating positive media coverage with partners, Vigor™ strives to be a leading fitness nutrition brand for the 18 to 80 demographics.

For more information, please get in touch with Jerry at support@vigor.com.co.

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