



ATHLETICA Brand Launched With The Ankle Brace As First Product

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Vickers Grant Holdings, LLC (VGH), a provider of top quality brands and products for more than a decade, has launched the ATHLETICA brand with the ankle brace as its first product. The principals of VGH together with their consultants have been bringing top shelf products to consumers for more than 50 years combined both locally and internationally. They have been consistently developing brands preferred by consumers because of the quality of the products. Now, the team is introducing their latest brand and product, the ATHLETICA ankle brace.

Alan Grant, co-founder and owner of VGH, says: "Research showed that we as consumers have become increasingly physically active in our everyday lives. With that increased physical activity came a growing need for products and services that cater to the maintenance and recovery of our bodies across all age groups. So whether the increased activity is work related or the result of a more health conscious lifestyle through sports and/or exercise our bodies and joints need support in order to recover and maintain."

The new ankle braces, the first product in the ATHLETICA line, offers a number of features that cannot be found in the common ankle sleeves typically offered on the market today. Grant explains: "Flexible side

stabilizers offer added ankle security while you are engaged in activities that require rigorous lateral movement. Meanwhile, laces and straps allow the user to customize their fit while adding an arch lifting feature in addition to ankle protection."

Athletes and weekend warriors that prefer the additional protection provided by more advanced ankle braces are often wary that the brace may somehow feel impeding while they are performing their sport or activity. But with the ATHLETICA Ankle Brace fitted over their sock and slipped easily into their shoe, they will soon realize that they don't even notice that it's there.

ATHLETICA Ankle Braces are now available on Amazon.com and Vickers Grant Holdings has plans to add innovative joint brace and ankle support products under the ATHLETICA brand in the very near future. Grant says: "Try the ATHLETICA Ankle Brace today, VGH promises that your ankles will love you for it."

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Vickers Grant Holdings, LLC

Vickers Grant Holdings, LLC (VGH) has been developing, sourcing, and distributing top quality brands and products for more than a decade. Now the team has introduced their newest brand, ATHLETICA braces, after a year of extensive research.

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