



FOR IMMEDIATE RELEASE

Sombra Wellness Products Returns as Proud Sponsor of the New Mexico Chiropractic Association 2026 Annual Convention

Albuquerque, NM – March 30, 2026 - Sombra Wellness Products is proud to announce its return as a sponsor of the 2026 New Mexico Chiropractic Association (NMCA) Annual Convention, taking place May 1–3, 2026 at the Marriott Albuquerque Pyramid North, located at 5151 San Francisco Rd NE in Albuquerque, New Mexico.

For decades, Sombra Wellness Products has been committed to supporting chiropractic professionals nationwide with high-quality topical pain relief solutions. As a company proudly headquartered and manufactured in Albuquerque, New Mexico, Sombra shares a deep-rooted connection with the local healthcare community and is honored to continue supporting chiropractors right here at home.

The NMCA Annual Convention serves as a cornerstone event for chiropractic professionals across the state, offering continuing education, networking opportunities, and access to the latest innovations in patient care. Sombra Wellness Products looks forward to engaging with attendees, strengthening relationships, and continuing its long-standing partnership with the chiropractic community.

This year’s convention will be especially exciting as Sombra prepares to introduce its newest innovation, **Sombra Max**, a highly anticipated addition to its trusted line of pain relief products. New Mexico chiropractors attending the convention will have an exclusive opportunity to be among the first to experience the product and learn how it can enhance patient care within their practices.

In addition to the product launch, Sombra will be offering on-site opportunities for New Mexico chiropractors to connect directly with the team and learn more about factory-direct purchasing options available through their dedicated program:

<https://www.sombrausa.com/nmca/>

“We are incredibly proud to return as a sponsor of the NMCA Annual Convention and to support the chiropractors who do so much for their communities,” said Lisa Mascareñas, Marketing Director at Sombra Wellness Products. “Being based in New Mexico makes this partnership even more meaningful. We’re especially excited to introduce **Sombra Max** to our home state providers and give them the first look at what’s next in professional pain relief.”

Sombra Wellness Products invites all NMCA attendees to visit their booth during the convention to explore new offerings, receive product education, and discover how Sombra continues to support chiropractic practices with reliable, effective solutions.

Event Details:

2026 NMCA Annual Convention

Dates: **May 1–3, 2026**

Location: **Marriott Albuquerque Pyramid North**

5151 San Francisco Rd NE

Albuquerque, NM

For more information about Sombra Wellness Products and their New Mexico chiropractor program, visit: <https://www.sombrausa.com/nmca/>

Media Contact

Lisa Mascareñas

Sombra Wellness Products

(505) 888-0288

www.sombrausa.com