



**FOR IMMEDIATE RELEASE**

## **Sombra Wellness Products to Exhibit at American Massage Therapy Association 2026 National Convention in Denver**

**Albuquerque, NM – April 8, 2026** - Sombra Wellness Products, a trusted leader in professional pain relief solutions for over 50 years, is proud to announce its participation in the AMTA 2026 National Convention, taking place **August 27–29, 2026**, at the **Colorado Convention Center in Denver, Colorado**.

Hosted by the **American Massage Therapy Association**, this premier annual event brings together massage therapists, students, educators, and industry professionals from across the country for three days of hands-on education, networking, and innovation. Attendees can expect engaging educational sessions, inspiring keynote speakers, and a dynamic exhibit hall showcasing the latest products and tools in the profession.

Sombra Wellness Products will be exhibiting at **Booth #434**, where attendees can experience and learn more about its full line of professional-grade topical analgesics and wellness products, including:

- Sombra® **Hemp** Massage Crème
- Sombra® **Warm** Pain Relief
- Sombra® **Cool** Pain Relief
- Sombra® **PLUS CBD** Warm Pain Relief
- Sombra® **PLUS CBD** Cool Pain Relief
- **NEW** Sombra® Max

“Our team looks forward to connecting with massage therapists from across the country and supporting their work with products they trust,” said Lisa Mascareñas, Marketing Director at Sombra Wellness Products. “This is one of my favorite annual conventions to attend. I especially love that each year brings a new city, helping connect local massage therapists, students, and national chapter members all in one venue. It’s an incredible opportunity to learn, share, and grow together as a profession.”

The AMTA National Convention is widely recognized as a cornerstone event for the massage therapy community, offering continuing education opportunities, access to new techniques, and meaningful connections that help practitioners elevate their careers.

Attendees are encouraged to visit **Booth #434** to discover how Sombra's Warm and Cool therapies, along with its advanced CBD and new Sombra Max formulas, can support both clinical outcomes and patient satisfaction.

### **About Sombra Wellness Products**

Sombra Wellness Products is a family-owned company based in Albuquerque, New Mexico, celebrating over 50 years of manufacturing high-quality topical pain relief solutions. Made in the USA in an FDA-registered and cGMP-compliant facility, Sombra products are trusted by healthcare professionals nationwide for their effectiveness, consistency, and clean formulations.

### **Media Contact**

Lisa Mascareñas

Sombra Wellness Products

(505) 888-0288

[www.sombrausa.com](http://www.sombrausa.com)