

THE GLUTATHIONE SOCIAL CLUB

Redefining Wellness Marketing Through Immersive Brand Experiences



Feb 6–7 2026	Woodlands TEXAS, USA	~500 ATTENDEES	73 INFLUENCERS	15M IMPRESSIONS
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THE APPROACH

We set out to amplify our position in the direct-selling space by bridging the gap between network marketing and the wellness culture shaping today's consumers. Rather than advertise glutathione, we built a place where people could experience it, a two-day, invitation-led "social club" that translated complex science into a beautiful, shareable world. Every touchpoint was engineered for discovery and content, carrying the story far beyond the room.

TWO AUDIENCES, ONE EXPERIENCE

Wellness Consumers

Discover glutathione through an aspirational, science-backed brand world worth sharing.

Community & Creators

Influencers and consultants amplify credibility and seed long-term recruiting reach.

01

Immerse

Bring the science of glutathione to life through an unforgettable, social-led experience.



02

Amplify

Equip influencers and partners to broadcast the story across social, search, and earned media.



03

Convert

Turn discovery into measurable demand — new customers, consultants, and reusable content.

01

An Experience Engineered for Discovery

Four interlocking pillars turned a two-day event into a brand world, one that educated, delighted, and generated ~800 pieces of organic content across Instagram, TikTok, and Facebook.



PILLAR 01

An Immersive Brand World

We transformed a hotel into the Glutathione Social Club: a branded check-in, the "Glow Immunobar" serving functional tonics, a Glow Aura discovery station, an ice-cream parlor, and playful retail moments. Every corner was built to be photographed, turning attendees into storytellers.

~800

CONTENT PIECES

9

BRAND PARTNERS

\$20K

IN-KIND VALUE

PILLAR 02

Science as Aspiration

Credibility was the product. A program of fireside chats and lightning talks featuring Immunotec's Chief Science Officer alongside independent wellness experts reframed glutathione as a premium, science-driven category rather than a commodity supplement, positioning the brand beside aspirational wellness leaders.

10+

EXPERT SESSIONS

5M

SOCIAL REACH (+40%)

+73%

ADVERTISING VALUE



PILLAR 03

An Influencer-Led Reach Engine

Seventy-three creators were curated as the campaign's distribution network. Their content drove discovery well beyond the room. 68.8% of views came from non-followers and sparked dialogue with major wellness brands and industry leaders, embedding Immunotec in a broader science-led conversation.

73

INFLUENCERS

68.8%

VIEWS, NON-FOLLOWERS

10.1K

NEW FOLLOWERS

PILLAR 04

Living the Wellness Lifestyle

Programming let guests practice the brand promise through yoga and mat Pilates with Obsidian Flow and The Core Lab, a sound bath, and a wellness partner fair. Active participation deepened emotional connection and gave creators authentic, lifestyle-rich moments to capture and share.

~500

GUESTS ENGAGED

1.26mil

CONTENT VIEWS

150%

SOCIAL PROFILE ACTIVITY



Financial Return & Lasting Brand Equity

\$1M+

GLOW returned an estimated **~\$1M+ in advertising and customer value** against its investment, and that figure counts only what we can measure today, before the value of new consultants and captured leads is added.

WHAT BUILDS LONG TERM VAUE

● Community Growth

Expanded reach in the Texas wellness ecosystem — 410 new leads plus 5K+ web visitors now in retargeting.

● A Reusable Content Bank

800+ owned content assets ready to fuel social and marketing campaigns long after the event.

● Brand Credibility

Positioned Immunotec among aspirational wellness brands through science-driven dialogue.

● A Scalable Blueprint

A refined event model ready to replicate in new markets at significantly lower cost — and higher ROI.

Key takeaway: Beyond financial return, GLOW delivered durable brand equity, a reusable content library, and a proven, repeatable event model. Results shown are preliminary; the campaign's long-tail value continues to compound.

INSPIRING THE FUTURE, EMPOWERING THE PRESENT

This is only the beginning.

GLOW proved that a wellness brand can earn its place in culture — not by advertising louder, but by building an experience worth sharing. By translating science into an aspirational world, Immunotec shifted how glutathione is perceived, deepened loyalty within its community, and created a blueprint engineered for scaling into new markets.

Our vision is for GLOW to become as iconic as the science it celebrates.

