

Immunotec 3.0

In 2021 Immunotec launched a Branding Refresh Campaign, designed to reenergize current distributors after the pandemic, and attract the next generation of Customers and Consultants.

Immunotec 3.0 is the next generation of the company, based on the following key elements:

We developed a complete Prospect Pathway, based on diverse -easy-to-manage tools and actions for each step to take Consultants' business to the next level.



THE MAGALOG

A product catalog designed like a magazine where the prospects and customers get the best of both worlds:



- Helpful article explaining how to optimize their wellness
- Descriptive information showing which products will work best for them

https://cdn.immunotec.com/docs/EN/US/Magalog_US-EN.pdf

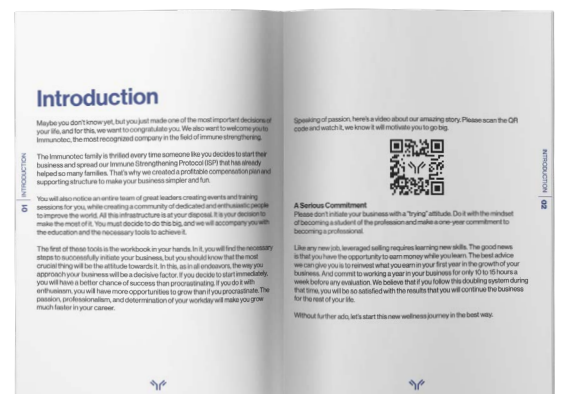
11 SECRETS BOOKLET

This powerful tool highlights the **benefits of becoming an Immunotec Consultant**. It shows potential candidates everything from biohacking their immunity naturally to unleashing the power of leverage.



NEW CONSULTANT ORIENTATION WORKBOOK

A workbook where **the new Consultant will find the necessary steps to successfully initiate their business.**

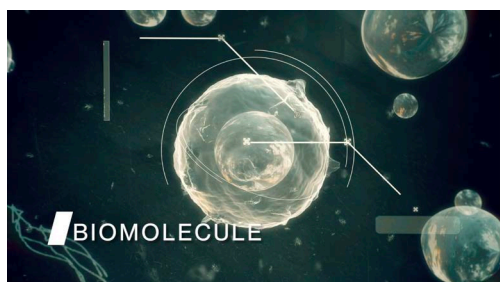


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As part of the new, step-by-step Immunotec system, we launched **three compelling new presentation videos** to boost Customer acquisition and Consultant recruiting efforts.

THE BIOMOLECULE BREAKTHROUGH

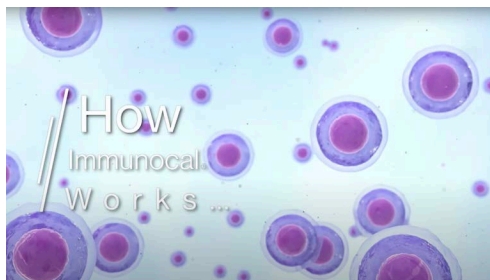
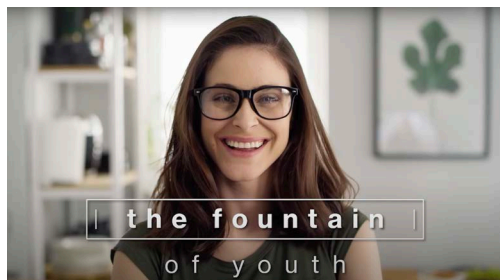
Tells the story of the discovery of glutathione, the role it plays in a strong, healthy, and effective immune system, and the lucrative opportunity that creates.



<https://player.vimeo.com/video/649218817>

NATURE'S FOUNTAIN OF YOUTH

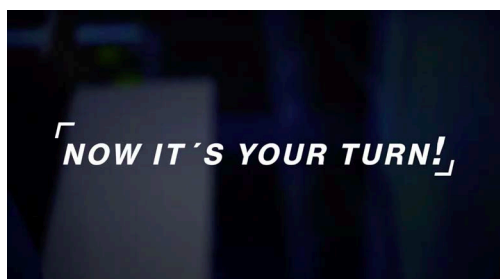
An overview of the product line and the *Immune Strengthening Protocol*, with an emphasis on our legendary Immunocal product suite.



<https://player.vimeo.com/video/652516105>

IT'S YOUR TURN

How it all began, the lifestyle benefits, what the products can do for them, and taking a wellness movement around the world.



<https://player.vimeo.com/video/653093616>



Immunotec 3.0

We launched:



The Immunokids Foundation is a **non-profit association between Immunotec and its independent Consultants**, with the purpose of providing help, support and dignity to children around the world who are immunocompromised

This are our charity partners that we currently work with to help kids around the world:



NIÑOS EN ALEGRÍA: LATAM

ImmunokIDS is supporting:

Clean Water Systems in Schools

Provide access to clean drinking water in several schools in the Guerrero region. Install rainwater collection systems with filters for disinfection to provide sufficient clean water quality suitable for human consumption. This will help prevent the kids in these schools from getting sick as a result of drinking infected water.



CHILDREN'S HEALTH: US

ImmunokIDS is supporting:

Charity Care Fund (for Cancer and Blood Disorder pediatric patients)

This fund provides financial support for qualified families to obtain essential items such as meals, medications and medical supplies, clothing, transportation, and lodging while their child receives hospital care. This support can be crucial for families experiencing the unthinkable.



REAL MADRID FUNDACIÓN: EU

ImmunokIDS is supporting:

Children's Basketball Program in Hospitals of the Real Madrid Foundation.

This program collaborates with pediatrics and child psychiatry, helping children and adolescents hospitalized with severe health problems such as anxiety, depression, suicidal thoughts, stress, eating disorders, cancer, or other diseases.

A playful activity such as basketball is added to their daily lives to improve their mental and physical health and the progress of healing processes with the collaboration of specialists. We emphasize self-esteem, companionship, motivation, self-improvement, and personal autonomy. We join the children on a journey to emotional recovery and provide a sense of belonging so that they can believe in themselves again.



Initiated Avengers Assembled and Dialogue of Duplication:

AVENGERS ASSEMBLE

Avengers Assembled is an exclusive monthly interactive livestream training for Consultant's Diamond or above.

dialogue duplication

Dialogue of Duplication is a monthly livestream training open for all Consultants.

Take the wellness movement around the world!

We launched the new Immunotec Blog, a new tool for Consultants to grow their business through social media.

<https://blog.immunotec.com>

ImmunoFest'22

 Immunotec.

IMMUNO FEST'22

Finally, we went back to live events with three separate ImmunoFests in Ciudad de México, Toledo and Dallas to launch the new Branding Refresh Campaigning!

