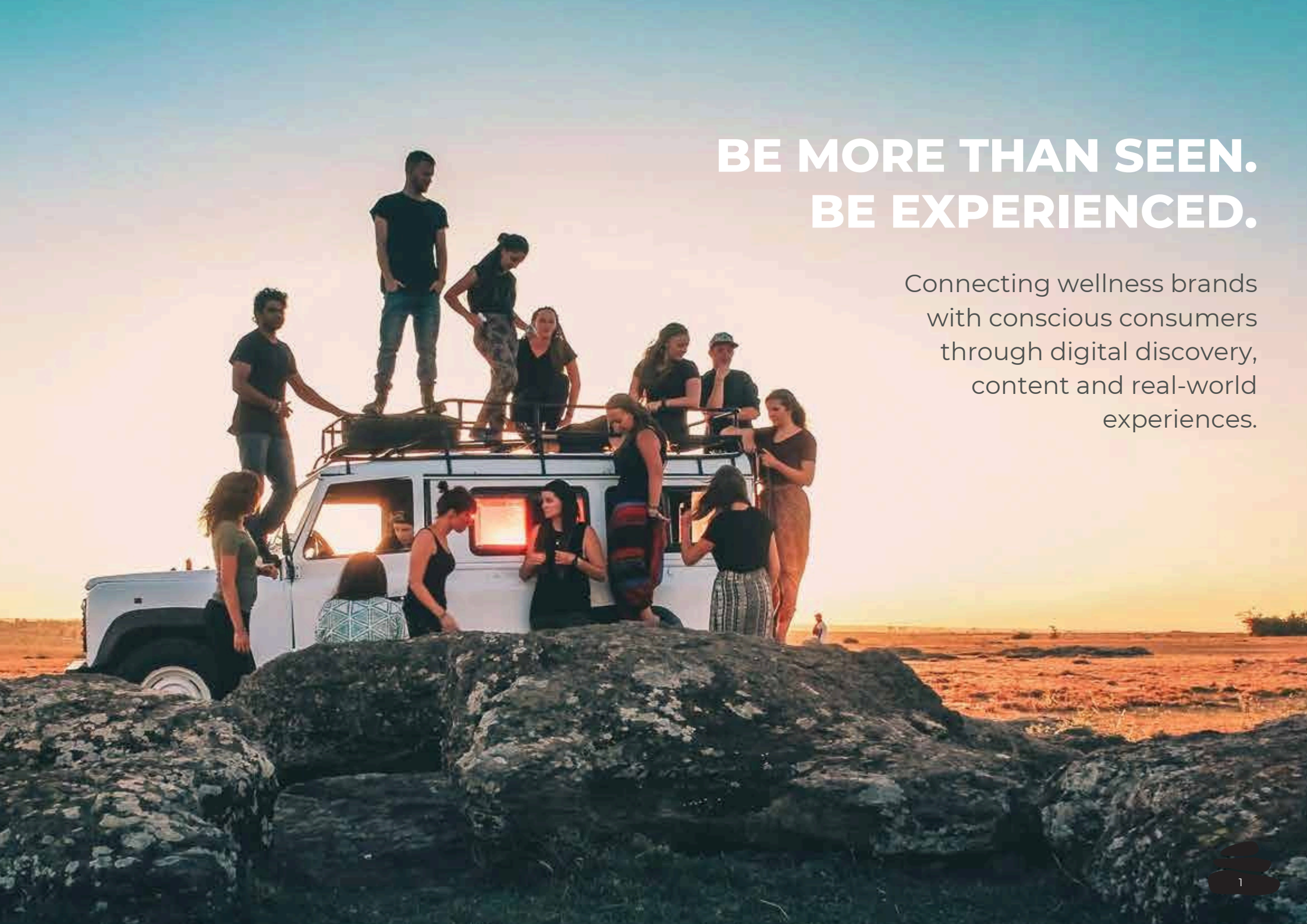




URBAN
WELLNESS LAB

A group of approximately 12 people are gathered around a white safari vehicle in a savanna landscape at sunset. Some people are standing on the roof of the vehicle, while others are on the ground. The scene is illuminated by the warm, golden light of the setting sun, creating a silhouette effect on the people and the vehicle. The background shows a vast, open landscape with scattered trees and a clear sky.

BE MORE THAN SEEN. BE EXPERIENCED.

Connecting wellness brands
with conscious consumers
through digital discovery,
content and real-world
experiences.



ATTENTION IS EASY TO BUY, TRUST IS HARDER TO EARN.

Consumers are surrounded by social content, advertising, influencers and increasingly AI-generated messaging. Digital visibility remains important, but visibility alone does not necessarily create trust.

Wellness is particularly personal. People increasingly want recommendations, products and brands that feel credible, relevant and connected to how they actually live.

Urban Wellness Lab brings digital visibility and physical product experience together.

**DISCOVER ONLINE.
EXPERIENCE IN REAL LIFE.**



URBAN WELLNESS LAB

Urban Wellness Lab is a curated wellness platform and community connecting conscious consumers with trusted wellness brands, experiences, practitioners and destinations. We create opportunities for wellness products to be discovered digitally and experienced in the environments where wellness is already happening.

We bring together a vibrant ecosystem:



Your product can reach this community through our website, social channels and newsletter, and meet them in person at retreats, events, activations and corporate wellness experiences.



HELLO, I'M ANNE

Urban Wellness Lab grew from my own journey from burnout to balance, and from a belief that wellness is something we experience in the way we move, travel, connect, recover and live, not simply something we consume online.

Through years of travel and my own experiences with movement, retreats, nature and community, I saw first-hand how powerful genuine wellness experiences can be. I also saw how naturally the right products become part of those moments, whether supporting how we move, helping us recover, enhancing a ritual or simply making everyday wellbeing feel a little easier.

Urban Wellness Lab was created to bring these worlds together: connecting people with trusted wellness experiences, products and brands in ways that feel relevant, considered and authentic.

Today, we work with wellness brands to move beyond traditional advertising and passive visibility, creating opportunities for products to be discovered digitally, experienced in real life and integrated naturally into the environments where wellness is already happening. From content and online discovery to retreats, events, sampling, gifting and corporate wellness, our aim is to help brands build familiarity, trust and meaningful connection with the people they want to reach.

**GREAT WELLNESS BRANDS SHOULDN'T JUST BE SEEN.
THEY SHOULD BE EXPERIENCED.**





MEET OUR COMMUNITY

Our community is made up of wellness-conscious consumers actively investing in how they feel, move, travel and live.

INTERESTS

- Health & wellness
- Self-care
- Movement & fitness
- Healthy food & nutrition
- Hydration
- Beauty & skincare
- Mindfulness
- Recovery
- Sleep
- Wellness travel
- Retreats
- Outdoor adventure
- Conscious living

PRIMARY MARKET

South Africa & Africa

GROWING INTERNATIONAL REACH

- United States
- United Kingdom
- Germany
- France
- UAE

COMMUNITY REACH

- Instagram community: 8K
- Monthly website visitors: 500 - 1,500
- Newsletter subscribers: 1,600
- Monthly social reach: 30K

AUDIENCE PROFILE

AGE: 25 – 55

GENDER





WHY URBAN WELLNESS LAB

DIGITAL MEETS REAL WORLD

DIGITAL + EXPERIENTIAL

Your product can be discovered through our platform, social media, editorial and newsletters, then experienced through events, retreats, gifting, sampling and activations.

CURATED PLACEMENT

We do not place products everywhere. We place them in wellness environments where they feel relevant, useful and naturally aligned.

HIGH-TOUCH EXPERIENCES

Our curated retreats, events and experiences create opportunities for people to actually see, touch, taste, try and use your product.

MULTIPLE TOUCHPOINTS

A brand relationship does not need to stop with one post. Your product can move across digital, social, editorial, experiential and corporate channels.

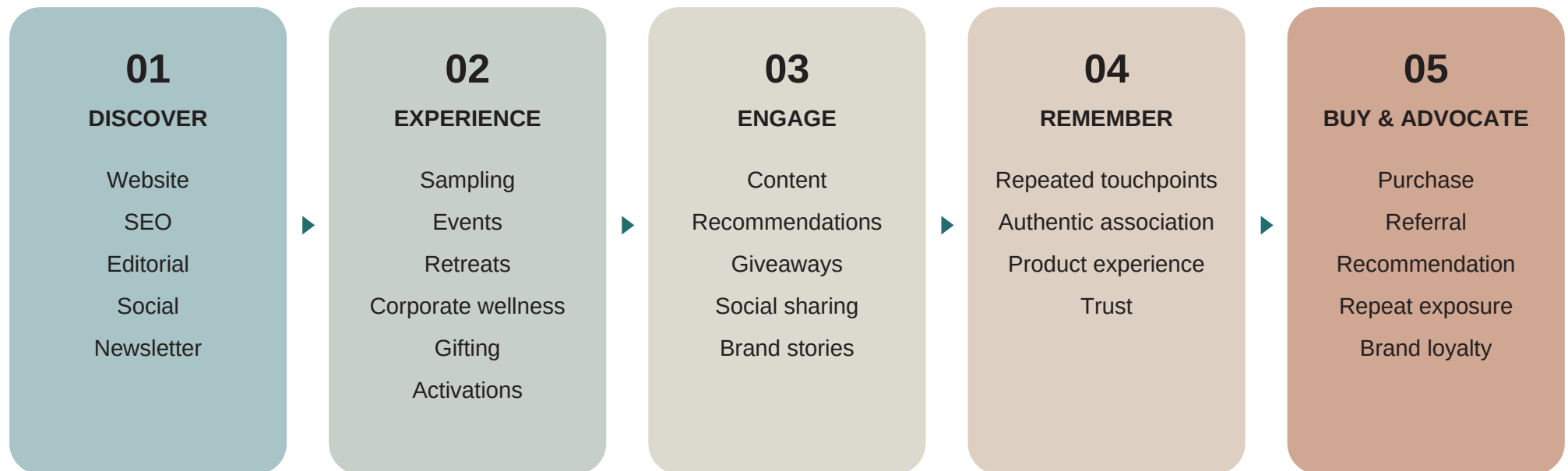
WELLNESS IS OUR WORLD

Our community is already actively interested in health, wellbeing, movement, travel, recovery and conscious living.



FROM DISCOVERY TO BRAND LOYALTY

CUSTOMER & BRAND JOURNEY



WE HELP BRANDS MOVE FROM PASSIVE VISIBILITY TO MEANINGFUL CONSUMER INTERACTION.

HOW WE WORK WITH YOUR BRAND

ONE BRAND. MULTIPLE TOUCHPOINTS.

DIGITAL

Product listings
Featured placements
SEO discovery
Blog & editorial
Website promotion

SOCIAL

Instagram posts
Stories
Reels
Collaborations
Campaign features

CONTENT

Lifestyle photography
Product photography
Video
Reels
Brand storytelling
Product demonstrations

EXPERIENCES

Product sampling
Product placement
Retreat integration
Event integration
Wellness activations
Guest gifting

CAMPAIGNS

Giveaways
Product launches
Seasonal campaigns
Sponsored collaborations

CORPORATE

Corporate wellness experiences
Employee product sampling
Wellness gifting
Wellness boxes
Brand-supported activations





PUT YOUR PRODUCT IN THEIR HANDS

Digital discovery introduces a consumer to your product. Experience allows them to build a relationship with it.

We create curated opportunities for people to encounter products naturally within wellness experiences.

SEE IT. TOUCH IT. TASTE IT.
TRY IT. REMEMBER IT.



WHERE YOUR PRODUCT SHOWS UP

Product sampling
Retreat product placement
Event product placement
Welcome gifts
Guest gifting
Facilitator integration
Wellness activations
Corporate product experiences
Product demonstrations
Lifestyle integration

CONTENT THAT FEELS LIKE WELLNESS



OUR APPROACH

Rather than simply photographing products in isolation, we create content within the environments where your customer can imagine using them.

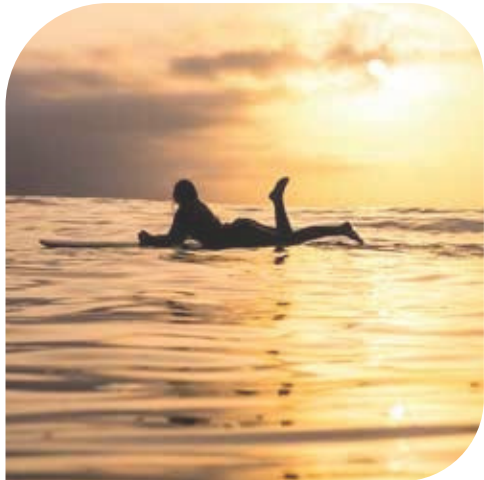
Content can be created for Urban Wellness Lab channels and/or your brand's own marketing channels.



WHAT WE CAPTURE

Lifestyle photography
Product photography
Retreat content
Event content
Travel content
Short-form video
Reels
Product demonstrations
Campaign storytelling





WHERE YOUR BRAND FITS

Wellness isn't one-size-fits-all, your product can find its place here.

WELLNESS

Supplements · Nutrition · Hydration · Sleep · Recovery · Functional wellness

BEAUTY & SELF-CARE

Skincare · Body care · Aromatherapy · Spa & restorative products

MOVEMENT

Fitness · Yoga · Performance · Movement accessories

LIFESTYLE

Healthy food · Mindfulness · Home wellness · Sustainable products · Everyday wellbeing

TRAVEL & ADVENTURE

Outdoor products · Surf & ocean · Travel essentials · Retreat essentials

CORPORATE WELLNESS

Employee wellbeing · Corporate gifting · Wellness boxes · Workplace wellness products

*Where meaningful
experiences create
lasting brand loyalty*





THE BRANDS WE WANT TO WORK WITH

Urban Wellness Lab is curated. We want the brands within our ecosystem to genuinely add value to how people feel, move, travel and live.

OUR CORE PILLARS INCLUDE:

WELLBEING

Products that genuinely support how people feel physically, mentally and emotionally.

BALANCE

Products that help people live at a more sustainable, intentional pace.

MOVEMENT

Products that support how people move, train, recover and play.

COMMUNITY

Brands that bring people together rather than simply selling to them.

ADVENTURE

Products built for travel, the outdoors and life beyond the everyday.

We are not trying to represent every product. We want aligned brands that make sense within the Urban Wellness Lab world.



WHY BRANDS PARTNER WITH US

THE URBAN WELLNESS LAB ADVANTAGE

ACCESS

Reach an existing wellness-focused audience.

RELEVANCE

Place your product in environments where wellness is already front of mind.

PRODUCT TRIAL

Allow consumers to genuinely experience your product.

CONTENT

Generate authentic lifestyle assets in real wellness settings.

MULTIPLE CHANNELS

Access website, editorial, social, events, retreats and corporate wellness through one relationship.

FLEXIBILITY

Choose ongoing visibility, individual campaigns or bespoke partnerships.

BUILD AN ONGOING PRESENCE

For brands wanting consistent visibility within the Urban Wellness Lab ecosystem, our ongoing partnerships create repeated opportunities for discovery and engagement.

PRODUCT LISTING

ALWAYS-ON DISCOVERABILITY

R350 / month

R3,500 / year (paid upfront)

Includes

- Wellness product directory listing
- Brand description
- Product imagery
- Link to brand website / purchase page
- SEO-friendly brand discovery
- Inclusion in relevant product categories

Ideal for brands wanting an affordable, always-on presence within the UWL ecosystem.

BRAND VISIBILITY

DIGITAL EXPOSURE + PROMOTION

R650 / month

R6,500 / year (paid upfront)

Includes:

- Everything in Product Listing
- Social media feature each quarter
- Newsletter product feature each quarter
- Priority editorial consideration
- Product recommendation opportunities
- Seasonal campaign opportunities

Ideal for brands wanting ongoing visibility across multiple UWL digital channels.

BRAND EXPERIENCE

DIGITAL + EXPERIENTIAL

R1,250 / month

R12,500 / year (paid upfront)

Includes:

- Everything in Brand Visibility, plus
- Priority experiential placement opportunities
- Selected retreat / event product integration
- Sampling opportunities
- Giveaway priority
- Relevant campaign inclusion
- Content captured at selected activations where appropriate

Products required for sampling, gifting and activations are supplied by the brand. Event participation remains subject to relevance, availability, suitability and event capacity.



CAMPAIGNS. EXPERIENCES. ACTIVATIONS.

Available on their own, or added to an existing partnership.

SOCIAL MEDIA FEATURE - From R1,500

NEWSLETTER FEATURE - From R1,000

EDITORIAL / BLOG FEATURE - From R1,500

GIVEAWAY COLLABORATION - From R1,500

RETREAT / EVENT PRODUCT PLACEMENT - From R1,500

CONTENT CREATION - From R2,500

CORPORATE WELLNESS PLACEMENT - From R2,500

BESPOKE BRAND PARTNERSHIP - From R7,500

Prices shown are starting points. Final pricing depends on scope, timing and production requirements.

Looking for something bigger? A bespoke partnership combines digital exposure, content, product placement, retreats, events and corporate wellness into a single campaign built around your objectives.

MORE THAN EXPOSURE

Metrics and reporting are agreed according to the partnership and available tracking capabilities.

WHAT WE CAN REPORT ON

DIGITAL

Website views · Product page views · Website referrals · Link clicks

SOCIAL

Reach · Impressions · Engagement · Video views · Story views

NEWSLETTER

Open rates · Click-throughs · Product link engagement

EXPERIENCES

Event attendance · Samples distributed · Products gifted · Consumer interactions

CAMPAIGNS

Giveaway entries · Social engagement · Campaign reach

CONTENT

Photographs supplied · Video assets · Campaign assets delivered

CONVERSION (where tracking is available)

Promo code usage · Referrals · Enquiries · Sales / bookings

Measured honestly. Reported clearly.



YOUR BRAND. THEIR WELLNESS JOURNEY. LET'S CONNECT THE TWO.

Whether you're launching a new product, building awareness, creating content, looking for sampling opportunities or planning a broader wellness campaign, we'd love to explore what we could create together.

NEXT STEPS:

- GET IN TOUCH
- CHOOSE YOUR PACKAGE
- COMPLETE THE ONBOARDING FORM
- UPLOAD YOUR CONTENT OR SEND US PRODUCTS
- WE BRING YOUR BRAND TO LIFE



LET'S CONNECT



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