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A Founder-Led Wellness Experiment: Documenting 28 Days of Real-Life Routines

Our Friends · Saturday, November 21st, 2026

Instead of promising an overnight transformation, RalivON founder Lacey Li is taking a more personal approach to wellness storytelling: documenting how one daily routine fits into the realities of everyday life.

Wellness routines often look effortless in advertisements and on social media. Carefully arranged products, perfectly planned mornings, and idealized lifestyles can make self-care appear simple. But for people balancing work, personal responsibilities, and changing schedules, maintaining healthy habits is rarely so predictable.

The real challenge is not necessarily discovering a new wellness product. It is finding a routine that feels practical enough to maintain.

This idea inspired RalivON founder Lacey Li to document her own experience over 28 days, incorporating the brand's hero product, Longevity Glow, into her daily routine. The resulting short documentary became a central feature of Glow Made Simple: 28 Days, One Routine, an event hosted by RalivON in collaboration with Fulfill Clinics in New York on Nov. 8.

Rather than presenting a dramatic before-and-after story, the project offers a personal look at how wellness habits can fit into an ordinary schedule.

A Different Kind of Wellness Story

The wellness industry frequently communicates through aspirational messaging. Consumers see polished routines and product demonstrations, often without knowing how those habits translate into everyday life.

For Li, documenting a personal routine offered another way to introduce RalivON's philosophy. Instead of focusing exclusively on product features, the documentary follows her through different parts of her day, including time at home, at work, and at the clinic.

The idea is straightforward: wellness should be something people can incorporate into their existing lifestyles, not another demanding responsibility.

The 28-day format provides a defined period to document the experience of building consistency. It is not presented as a clinical study or a guarantee of specific beauty or health results. Its purpose

is to show how one routine can become part of everyday life.

This approach also makes the founder an important part of the brand story. Audiences get to see the person behind the product and understand how her personal experience connects with the company's broader philosophy.

The Thinking Behind RalivON

RalivON is a wellness brand founded by Li and influenced by more than 30 years of her family's experience in the nutrition and health industry.

The brand was developed around the idea of connecting nutritional wellness, beauty, and everyday lifestyle. Its approach centers on three themes: skin hydration, antioxidant defense, and cellular energy.

Its hero product, Longevity Glow, is a liquid nutritional supplement designed for convenient daily use. By creating a product that can fit into an existing routine, RalivON aims to make nutritional wellness feel more approachable.

The brand's philosophy does not suggest that one supplement can replace balanced nutrition, adequate rest, or other important lifestyle habits. Instead, Longevity Glow represents one possible component of a broader approach to personal care.

For Li, the emphasis is on making wellness easier to understand and maintain. A routine does not need to be complicated to become meaningful. Small, consistent choices can be a more realistic starting point than attempting to change everything at once.

Bringing the Documentary Into a Shared Experience



Photo: RalivON

The 28-day project was brought to audiences through Glow Made Simple, an intimate salon hosted by RalivON and Fulfill Clinics.

The Nov. 8 gathering welcomed beauty and lifestyle creators, skincare experts, and members of the brand community for an afternoon exploring everyday wellness and skin health.

Guests experienced AI-powered 3D skin analysis, received expert insights, and sampled Longevity Glow at a dedicated RalivON Routine Bar. The event brought together technology, professional perspectives, and product discovery in a setting designed to encourage conversation.

The documentary premiere gave attendees an opportunity to see Li's personal routine in context. Rather than simply hearing about the brand's philosophy, guests could observe how the product fit into different parts of her daily schedule.

The experience also highlighted the value of founder-led storytelling. In a crowded wellness market, consumers are often looking for more than product descriptions. They want to understand the people, ideas, and values behind the brands they choose.

Sharing a real-life routine can make that relationship more personal while giving audiences a clearer sense of a brand's identity.

Why Realistic Routines Matter

One of the biggest challenges in modern wellness is the pressure to do everything correctly. New products, ingredients, and recommendations appear constantly, making it easy to feel that an existing routine is never enough.

A more realistic approach begins with individual needs and circumstances. Some people prefer a detailed skincare regimen, while others want a few simple steps they can maintain consistently. Neither approach needs to define what wellness should look like for everyone.

The important question is whether a routine fits the person's life.

This is particularly relevant for women balancing professional ambitions and personal responsibilities. Self-care can easily become something postponed until there is more time. Simple habits offer an opportunity to make personal well-being part of everyday life rather than an occasional priority.

Through the 28-day documentary, Li's experience reflects this more practical perspective. It is not about presenting a perfect routine, but about showing how a small commitment can fit into a busy schedule.

Beyond the 28 Days

For RalivON, the documentary represents more than a product introduction. It demonstrates how a brand can communicate its philosophy through personal storytelling and shared experiences.

By combining the film with skin analysis, expert insights, and product sampling, the collaboration with Fulfill Clinics created a broader conversation about beauty and wellness. It also gave attendees an opportunity to consider their own routines and what feels realistic for them.

As consumers become more selective about the products and wellness messages they follow, authenticity and practicality remain important. A routine does not need to promise dramatic results to be worth maintaining.

Ultimately, 28 Days, One Routine reflects a simple idea: wellness is not defined by how elaborate a routine looks, but by whether it can become a meaningful part of everyday life. Through Li's personal experience, RalivON is encouraging a more approachable conversation about consistency, self-care, and the small habits that make up a wellness journey.

Photo: RalivON

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