Plus Glutathione

A thoughtfully designed approach to glutathione delivery and the body’s own antioxidant system

The formulation concept

Avini’s Plus Glutathione combines liposomal glutathione with a secretagogue blend designed to support the liver’s own glutathione production. Rik J. Deitsch, MS Biochemistry, describes this as a dual approach: supplying glutathione while providing nutritional support for the body’s natural glutathione system.

Rik describes Plus Glutathione as a best-in-class formulation intended to support abundant levels of the body’s “master antioxidant.” The softgel format is designed to protect its ingredients during passage through the stomach and release them in the duodenum, the first portion of the small intestine, where he emphasizes efficient uptake of lipid-based nutrients.

Why glutathione matters

Glutathione is a tripeptide made from cysteine, glycine, and glutamate. It participates in antioxidant defense, cellular redox balance, and the liver’s transformation pathways. Rik’s July 2026 presentation explains how normal metabolism continually produces reactive oxygen species and how antioxidant systems help maintain healthy cellular function.

He also connects glutathione to immune function and protection against oxidative stress, including oxidative challenges affecting the eyes. These relationships illustrate why he views glutathione support as part of comprehensive cellular wellness.

Two complementary strategies

1. Supply glutathione: The liposomal preparation surrounds glutathione with lipid material to help protect it through digestion. Rik highlights sunflower lecithin as part of the liposomal delivery approach.

2. Support natural production and function: The secretagogue and liver-support ingredients supply building blocks and cofactors associated with the body’s own glutathione system. This is the central formulation distinction Rik emphasizes.

Ingredients and their intended roles

Liposomal glutathione	Direct glutathione supplementation in a lipid-based delivery format.
N-acetyl-L-cysteine (NAC)	Provides cysteine, an important building block for glutathione synthesis.
Milk thistle	Botanical support for liver health and function.
Globe artichoke	Botanical support for liver and digestive processes.
Selenium	A cofactor for glutathione peroxidase enzymes involved in antioxidant defense.
Detoxolite™	Avini’s micronized, activated clinoptilolite, included for its intended detoxification role.

Softgel delivery and the duodenum

Rik explains that stomach acidity can break down sensitive compounds. His delivery strategy combines liposomal protection with a softgel designed to carry the ingredients through the upper digestive tract and make them available for absorption in the duodenum. He describes the duodenum as approximately the first 15 centimeters of the intestinal tract and emphasizes its role in lipid digestion and absorption.

Formulation details

The product information previously reviewed lists a three-softgel serving with 250 mg liposomal glutathione, a 900 mg proprietary liver-support blend, and 55 mcg selenium (selenium glycinate complex). These amounts are from previously shared product-label information; the current package label remains the reference for serving and ingredient details.

How it fits a whole-body approach

Rik presents Plus Glutathione as complementary to Cell Defender and Plus Balance. In his July presentation, he describes Cell Defender's role in reducing toxic burden, Plus Balance's focus on liver glucuronidation and hormone metabolism, and Plus Glutathione's emphasis on liver support and the glutathione antioxidant system. Together, the formulations illustrate his interest in supporting multiple, connected pathways of wellness.

Source notes

Prepared from the Plus Glutathione formulation description supplied for this document; Rik J. Deitsch's July 15, 2026 product-introduction presentation (transcript dated July 16); the August 18, 2026 presentation question log; and previously shared product-label and educational infographic details. The August file contains audience questions rather than a complete presentation transcript. This is an educational synthesis, rather than an official Rik Deitsch white paper.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.