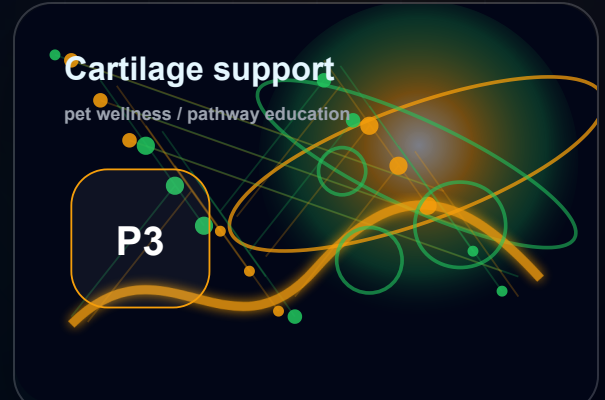


CARTILAGE, MOVEMENT QUALITY + PREMIUM PET CARE

ORBABLES ADVANCED JOINT MOBILITY

Clinical Pet Wellness Opportunity

ORBABLES Advanced Joint Mobility is the most direct, clinical-leaning pet concept in the set. It is for buyers who want less playful pet language and more category clarity: joint support, cartilage positioning, movement quality, active aging, and a premium ORBABLES PETS


Product lane

clinical pet mobility, cartilage-support positioning, and premium active-aging pet care

Best-fit customers

premium pet supplement retailers, professional pet wellness channels, distributors, active-dog programs, and customers seeking a more serious mobility SKU

Sales-team hook

Clinical pet mobility positioning

B2B OPPORTUNITY

Why a customer would want this in their pet wellness lineup.

Tell the customer: this is the professional mobility SKU. Use it when the buyer wants a serious product name, a sharper joint-support story, and an ORBABLES PETS format that looks more premium than ordinary pet chews.

The market opportunity is premiumization. Pet owners are treating companion wellness more seriously, and retailers are looking for products that feel credible, specific, and differentiated. ORBABLES Advanced Joint Mobility gives a buyer a more polished mobility presentation with less personality and more function.

This SKU differentiates through clarity. It does not rely on a novelty name or playful pet cues. It gives the customer a clean category promise, a peptide-plus-joint-support formula architecture, a premium ORBABLES visual system, and a sales narrative that fits serious pet wellness channels.

ORBABLES ADVANCED JOINT MOBILITY should be presented as a sellable pet product lane: clear pet wellness category, clear formula logic, clear customer fit, and a format that helps the buyer explain the opportunity quickly.

Clinical pet mobility positioning

Cartilage and connective tissue story

Premium active-aging category fit

Serious alternative to playful pet chews

Formula Snapshot

INGREDIENT	POSITIONING / AMOUNT
BPC-157	Peptide concept
Glucosamine	Joint support
Chondroitin	Cartilage support
MSM	Movement support
Type II Collagen	Connective tissue story

Marketing Angles

01 Clinical pet mobility positioning

02 Cartilage and connective tissue story

03 Premium active-aging category fit

04 Serious alternative to playful pet chews

Made In USA
 premium production signal

Lab Tested In USA
 quality confidence signal

ORBABLES ADVANCED JOINT MOBILITY gives customers a clear clinical pet mobility, cartilage-support positioning, and premium active-aging pet care conversation.

Cartilage, Movement Quality + Premium Pet Care · freeze-dried pet wellness format · dual delivery technology

ORBABLES PETS

WHAT IS THIS PRODUCT?

A premium ORBABLES PETS concept for clinical pet mobility, cartilage-support positioning, and premium active-aging pet care.

ORBABLES Advanced Joint Mobility is the most direct, clinical-leaning pet concept in the set. It is for buyers who want less playful pet language and more category clarity: joint support, cartilage positioning, movement quality, active aging, and a premium ORBABLES PETS science story.

The customer should see this as a product their sales team can learn, present, and merchandise. The flyer gives them a pet wellness category lane, an ingredient-role explanation, marketing angles, and a reason the ORBABLES format is different from standard pet supplement formats.

SALES TEAM TALK TRACK

Simple explanation a customer can repeat.

Tell the customer: this is the professional mobility SKU. Use it when the buyer wants a serious product name, a sharper joint-support story, and an ORBABLES PETS format that looks more premium than ordinary pet chews.

01

Clinical pet mobility positioning

02

Cartilage and connective tissue story

03

Premium active-aging category fit

04

Serious alternative to playful pet chews

05

Use ORBABLES delivery technology as the format reason to believe.

06

Position the product as a premium, educational, B2B-ready pet wellness opportunity rather than a commodity chew.

WHY ORBABLES DELIVERY TECHNOLOGY MATTERS

Dual Protection Delivery Technology™

Dual Protection Delivery Technology™ is the core ORBABLES difference. The first layer is Cyclodextrin Encapsulation Technology. It helps protect sensitive peptide structures, is designed to improve ingredient integrity, and supports enhanced absorption potential and bioavailability. For a pet wellness buyer, that creates a better explanation than another generic soft chew or powder.

The second layer is Freeze-Dried Orbable Technology. Freeze-drying helps preserve ingredient quality, supports long shelf life and ingredient stability, and creates a lightweight, portable, easy-to-demonstrate format. It gives the sales team something tangible to show while keeping the product story premium and science-forward.

Made in the USA and Lab Tested in the USA are important commercial signals. They help retailers, distributors, pet wellness practitioners, and professional channels present the ORBABLES PETS line with confidence and a simple quality story.

Dual delivery gives the customer a better pet wellness product story.

Cyclodextrin Encapsulation Technology · Freeze-Dried Orbable Technology · Made in USA · Lab Tested in USA

DELIVERY

MARKET OPPORTUNITY

Why this matters to potential customers now.

ORBABLES PETS is a B2B opportunity because it combines a familiar pet wellness category with a more advanced peptide-forward product story. Buyers already understand joint, mobility, active dog, senior pet, and daily wellness positioning. ORBABLES adds a premium freeze-dried orb format and a delivery technology story that can be taught to a retail, clinic, or distributor sales team.

The pet wellness market continues to move toward higher-quality products, more specific functional positioning, and formats that feel easier for pet owners to use consistently. Joint support, mobility, active aging, skin and coat, digestion, and daily vitality are all categories where customers are looking for more than commodity chews.

For a potential customer, the value is not only the ingredient panel. The value is the complete sales system: a clear product lane, a premium ORBABLES identity, a freeze-dried pet-friendly format, a simple role-in-the-body explanation, and a reason the product stands apart from ordinary pet supplements.

The market opportunity is premiumization. Pet owners are treating companion wellness more seriously, and retailers are looking for products that feel credible, specific, and differentiated. ORBABLES Advanced Joint Mobility gives a buyer a more polished mobility presentation with less personality and more function.

WHY ORBABLES PETS IS DIFFERENT

The customer is not just buying another pet supplement. They are buying a sellable format.

This SKU differentiates through clarity. It does not rely on a novelty name or playful pet cues. It gives the customer a clean category promise, a peptide-plus-joint-support formula architecture, a premium ORBABLES visual system, and a sales narrative that fits serious pet wellness channels.

For a distributor, retailer, practitioner, or pet wellness channel, the value is the complete sales architecture: premium visual identity, clear ingredient-function story, practical marketing angles, pet wellness market context, delivery technology, USA quality signals, and a format the sales team can present with confidence.

That is the main commercial difference. ORBABLES PETS makes the pet peptide conversation easier to teach, easier to sample, easier to merchandise, and easier to separate from crowded pet supplement shelves.

Market language is written for professional B2B education and sales-team explanation across pet wellness, mobility, active aging, and premium functional pet nutrition channels.

Best-Fit Customers

premium pet supplement retailers, professional pet wellness channels, distributors, active-dog programs, and customers seeking a more serious mobility SKU

These customers need pet wellness products that can be explained clearly to sales teams, buyers, practitioners, and educated pet owners.

Format Differentiation

<p>01</p> <p>Traditional pet chews are familiar, but the category is crowded and often difficult to differentiate beyond flavor and price.</p>	<p>02</p> <p>Powders can carry functional ingredients, but they add friction for pet owners and are harder to demonstrate in a sales meeting.</p>
<p>03</p> <p>Standard capsules are not very pet-friendly and often feel more clinical than premium retail-ready.</p>	<p>04</p> <p>ORBABLES PETS creates a more ownable lane: a freeze-dried orb format with peptide-forward positioning, clear category education, and a premium B2B sales story.</p>