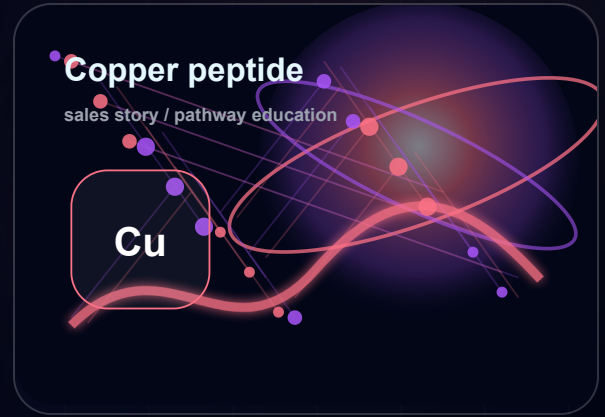


SKIN APPEARANCE, HAIR SUPPORT + HEALTHY AGING

# GHK-Cu Copper Peptide Beauty Opportunity

GHK-Cu transitions naturally into the ORBABLES template because it has one of the cleanest sales stories: consumers already understand peptides in skincare, and B2B customers can now discuss a copper peptide in a premium ingestible-style functional snack format. The flyer should position it as a beauty and healthy-aging opportunity, not as another generic glow product.



**Product lane**

beauty-from-within, skin appearance, hair-support interest, and healthy aging

**Best-fit customers**

medspas, beauty retailers, premium salons, longevity clinics, wellness practitioners, and distributors serving beauty-from-within products

**Formula snapshot**

GHK-Cu 1.5 mg

**B2B OPPORTUNITY**

## Why a customer would want this in their product lineup.

Tell the customer: this is the easiest ORBABLES SKU for beauty channels to understand. Consumers know peptides from premium skincare. ORBABLES gives the buyer a way to turn that familiarity into a product conversation around copper peptide science, skin appearance, hair-support interest, and a sophisticated freeze-dried format.

The market opportunity comes from the merger of beauty and wellness. Consumers no longer separate skincare from nutrition, sleep, hydration, collagen, stress routines, and healthy aging. Beauty operators and medspas need products that feel elevated enough for their environment and explainable enough for their teams.

Compared with topical creams or basic beauty gummies, GHK-Cu ORBABLES has a deeper technology story and a stronger sales architecture. The customer gets a recognizable beauty peptide, an elegant visual system, USA quality signals, formula clarity, and a format that looks more advanced than a common chew or capsule.

**GHK-Cu should be presented as a sellable product lane: clear formula logic, clear customer fit, clear marketing angles, and a format that helps the buyer explain the opportunity quickly.**

- Beauty-from-within positioning
- Copper peptide education
- Skin appearance and glow
- Hair-support category interest

Formula Snapshot	
INGREDIENT	AMOUNT PER ORB
GHK-Cu	1.5 mg

### Marketing Angles

- 01 Beauty-from-within positioning
- 02 Copper peptide education
- 03 Skin appearance and glow
- 04 Hair-support category interest

**Made In USA**  
premium production signal

**Lab Tested In USA**  
quality confidence signal

**GHK-Cu gives customers a clear beauty-from-within, skin appearance, hair-support interest, and healthy aging conversation.**  
Skin Appearance, Hair Support + Healthy Aging · freeze-dried functional snack format · dual delivery technology

**GHK-CU**

## WHAT IS THIS PRODUCT?

### A premium ORBABLES concept for beauty-from-within, skin appearance, hair-support interest, and healthy aging.

GHK-Cu transitions naturally into the ORBABLES template because it has one of the cleanest sales stories: consumers already understand peptides in skincare, and B2B customers can now discuss a copper peptide in a premium ingestible-style functional snack format. The flyer should position it as a beauty and healthy-aging opportunity, not as another generic glow product.

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

## SALES TEAM TALK TRACK

### Simple explanation a customer can repeat.

Tell the customer: this is the easiest ORBABLES SKU for beauty channels to understand. Consumers know peptides from premium skincare. ORBABLES gives the buyer a way to turn that familiarity into a product conversation around copper peptide science, skin appearance, hair-support interest, and a sophisticated freeze-dried format.

01  
Beauty-from-within positioning

03  
Skin appearance and glow

05  
Use ORBABLES delivery technology as the format reason to believe.

## ROLE IN THE HUMAN BODY

### Copper peptide education in plain English.

GHK-Cu is a naturally occurring copper-binding tripeptide found in the human body. Copper participates in many enzymatic processes, and GHK-Cu is discussed in research around collagen and elastin support pathways, skin remodeling, antioxidant signaling, tissue renewal, and hair-follicle interest. For a sales team, the plain-English explanation is direct: GHK-Cu is the copper peptide beauty SKU, connecting familiar skincare peptide language to beauty-from-within and healthy-aging routines.

The science section is written so a non-scientist sales rep can explain the product with confidence: what pathway or category it belongs to, what customer conversation it supports, and why it sits in this specific ORBABLES lane.

02  
Copper peptide education

04  
Hair-support category interest

06  
Position the product as a premium, educational, B2B-ready opportunity rather than a commodity supplement.

## 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 B2B buyer, that creates a stronger explanation than simply listing the active ingredients.

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, premium snack format. The result is a product that can be sampled, demonstrated, and explained in a way ordinary supplement formats cannot match.

Made in the USA and Lab Tested in the USA are important commercial signals. They help distributors, retailers, practitioners, wellness clinics, and sales teams present the product line with a simple quality story that feels premium and credible.

**Dual delivery gives the customer a better 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 is a B2B opportunity because it gives a buyer something more complete than an ingredient list: a recognizable peptide or peptide-plus-nutrient lane, a premium freeze-dried functional snack format, and a delivery-technology story that a sales team can repeat without needing a deep technical background.

The market timing supports that conversation. Functional nutrition has moved from basic vitamins into more specific categories such as longevity, active aging, recovery, beauty-from-within, metabolic wellness, gut wellness, and performance optimization. Buyers are looking for products with a sharper story than standard capsules, powders, and gummies.

Peptide awareness is also expanding. Clinics, practitioners, fitness professionals, beauty operators, and educated consumers are increasingly familiar with peptide language. ORBABLES uses that awareness in a professional sales format: clear product lane, clear role in the body, clear marketing angles, and clear delivery differentiation.

**The market opportunity comes from the merger of beauty and wellness. Consumers no longer separate skincare from nutrition, sleep, hydration, collagen, stress routines, and healthy aging. Beauty operators and medspas need products that feel elevated enough for their environment and explainable enough for their teams.**

### Best-Fit Customers

**medspas, beauty retailers, premium salons, longevity clinics, wellness practitioners, and distributors serving beauty-from-within products**

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

### Format Differentiation

01

Capsules are familiar, but they are difficult to sample and often look interchangeable in a sales meeting.

02

Powders can carry larger formulas, but they require mixing, compliance with a routine, and a more complicated usage conversation.

03

Gummies are familiar, but many buyers see the category as crowded, sugar-heavy, heat-sensitive, and increasingly generic.

04

ORBABLES creates a more ownable lane: a premium freeze-dried orb format with peptide-forward positioning, science visuals, and a delivery technology story.

## WHY ORBABLES IS DIFFERENT

## The customer is not just buying a peptide idea. They are buying a sellable format.

Compared with topical creams or basic beauty gummies, GHK-Cu ORBABLES has a deeper technology story and a stronger sales architecture. The customer gets a recognizable beauty peptide, an elegant visual system, USA quality signals, formula clarity, and a format that looks more advanced than a common chew or capsule.

For a distributor, retailer, practitioner, or clinic, the value is the complete sales architecture: a premium visual identity, a clear ingredient-function story, practical marketing angles, market context, delivery technology, USA quality signals, and a format that gives the sales team something tangible to present.

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

Market language is written for professional B2B education and sales-team explanation across functional nutrition, longevity, recovery, beauty, and wellness channels.

**ORBABLES turns peptide interest into a customer-ready product opportunity.**

GHK-Cu · Copper Peptide Beauty Opportunity · marketing angles · delivery differentiation · market context

ORBABLES