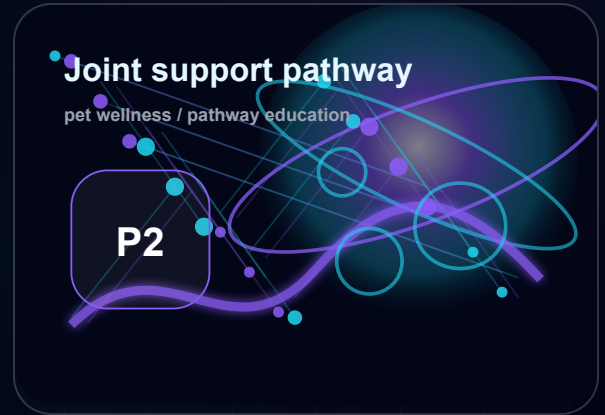


FRIENDLY PET WELLNESS + EVERYDAY MOBILITY

ORBABLES PET JOINT + MOBILITY Daily Chew-Style Wellness Opportunity

ORBABLES Pet Joint + Mobility is the most approachable pet concept in the converted set. It is designed for customers who want the ORBABLES delivery story, but need a product their sales team can explain quickly to mainstream pet wellness buyers


Product lane

daily pet wellness, mobility routines, and approachable joint support

Best-fit customers

broad pet retail accounts, online pet wellness sellers, groomers, boutique stores, subscription pet boxes, and distributors seeking an easy first ORBABLES PETS SKU

Sales-team hook

Approachable daily mobility SKU

B2B OPPORTUNITY

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

Tell the customer: this is the friendly entry point for ORBABLES PETS. It keeps the product lane simple, uses ingredients pet buyers recognize, and adds a premium peptide delivery story that makes the product feel more advanced than standard chews.

The market opportunity is simplicity. Many pet retailers want innovation, but they still need a product their staff can explain in one minute. ORBABLES Pet Joint + Mobility gives them a clear daily wellness angle, a premium look, and a technology story without making the product feel too technical.

The differentiation is accessibility. This SKU is built to be easy for buyers, sales reps, and retail staff to understand. ORBABLES adds format differentiation, peptide education, and USA quality signals while keeping the customer-facing story grounded in everyday pet mobility.

ORBABLES PET 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.

Approachable daily mobility SKU

Peptide-plus-joint support story

Best first conversation for pet retail

Easy sales-team training lane

Formula Snapshot

INGREDIENT	POSITIONING / AMOUNT
BPC-157	Peptide concept
Glucosamine HCl	Joint support
MSM	Mobility support
Green-Lipped Mussel	Pet mobility story
Boswellia Extract	Active-aging support

Marketing Angles

01 Approachable daily mobility SKU

02 Peptide-plus-joint support story

03 Best first conversation for pet retail

04 Easy sales-team training lane

Made In USA
premium production signal

Lab Tested In USA
quality confidence signal

ORBABLES PET JOINT + MOBILITY gives customers a clear daily pet wellness, mobility routines, and approachable joint support conversation.

Friendly Pet Wellness + Everyday Mobility · freeze-dried pet wellness format · dual delivery technology

ORBABLES PETS

WHAT IS THIS PRODUCT?

A premium ORBABLES PETS concept for daily pet wellness, mobility routines, and approachable joint support.

ORBABLES Pet Joint + Mobility is the most approachable pet concept in the converted set. It is designed for customers who want the ORBABLES delivery story, but need a product their sales team can explain quickly to mainstream pet wellness buyers.

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.

ROLE IN THE BODY

Joint support pathway education in plain English.

The formula story combines a BPC-157 peptide concept with familiar pet mobility ingredients. BPC-157 gives the product a more advanced peptide-forward identity, while glucosamine, MSM, green-lipped mussel, and boswellia give the sales team recognized pet wellness anchors. In simple terms, this SKU lets a customer talk about mobility from both directions: familiar joint-support language and a more modern ORBABLES peptide-delivery story.

The science section is written so a sales rep can explain the product with confidence: what category it belongs to, what pet wellness conversation it supports, and why the product sits in this specific ORBABLES PETS lane.

SALES TEAM TALK TRACK

Simple explanation a customer can repeat.

Tell the customer: this is the friendly entry point for ORBABLES PETS. It keeps the product lane simple, uses ingredients pet buyers recognize, and adds a premium peptide delivery story that makes the product feel more advanced than standard chews.

<p>01</p> <p>Approachable daily mobility SKU</p>	<p>02</p> <p>Peptide-plus-joint support story</p>
<p>03</p> <p>Best first conversation for pet retail</p>	<p>04</p> <p>Easy sales-team training lane</p>
<p>05</p> <p>Use ORBABLES delivery technology as the format reason to believe.</p>	<p>06</p> <p>Position the product as a premium, educational, B2B-ready pet wellness opportunity rather than a commodity chew.</p>

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 simplicity. Many pet retailers want innovation, but they still need a product their staff can explain in one minute. ORBABLES Pet Joint + Mobility gives them a clear daily wellness angle, a premium look, and a technology story without making the product feel too technical.

Best-Fit Customers

broad pet retail accounts, online pet wellness sellers, groomers, boutique stores, subscription pet boxes, and distributors seeking an easy first ORBABLES PETS SKU

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

Format Differentiation

01

Traditional pet chews are familiar, but the category is crowded and often difficult to differentiate beyond flavor and price.

02

Powders can carry functional ingredients, but they add friction for pet owners and are harder to demonstrate in a sales meeting.

03

Standard capsules are not very pet-friendly and often feel more clinical than premium retail-ready.

04

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.

WHY ORBABLES PETS IS DIFFERENT

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

The differentiation is accessibility. This SKU is built to be easy for buyers, sales reps, and retail staff to understand. ORBABLES adds format differentiation, peptide education, and USA quality signals while keeping the customer-facing story grounded in everyday pet mobility.

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.

ORBABLES PETS turns peptide interest into a customer-ready pet wellness opportunity.

ORBABLES PET JOINT + MOBILITY · Daily Chew-Style Wellness Opportunity · marketing angles · delivery differentiation · market context

ORBABLES