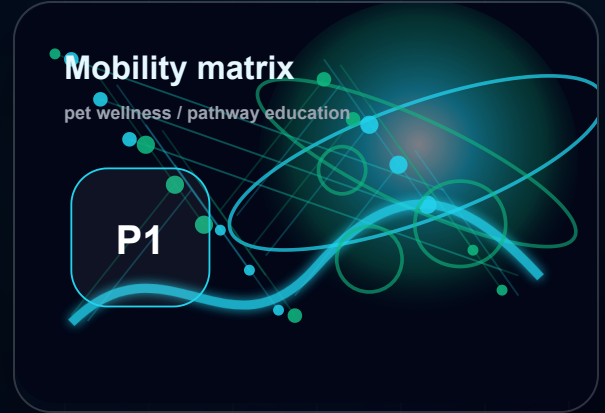


PET MOBILITY, ACTIVE AGING + JOINT WELLNESS

ORBABLES PET MOBILITY PEPTIDE BPC-157 + Joint Support Opportunity

ORBABLES Pet Mobility Peptide is the broadest pet mobility product in this set. It gives a customer a complete B2B sales conversation around BPC-157 peptide interest, familiar joint-support nutrients, active aging, and a premium freeze-dried orb format.



Product lane

pet mobility, active aging, joint wellness, and daily movement support

Best-fit customers

pet wellness retailers, distributors, veterinary-adjacent retail channels, groomers with wellness programs, boutique pet stores, and active-dog brands

Sales-team hook

BPC-157 peptide interest

B2B OPPORTUNITY

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

Tell the customer: this is the advanced pet mobility SKU. Lead with the category they already know, then explain why ORBABLES is different: peptide-forward education, joint-support nutrient familiarity, freeze-dried orb format, and a premium sales sheet their team can understand.

The market opportunity is strong because pet owners are spending more on wellness routines that keep dogs active, mobile, and comfortable in daily life. Mobility is one of the clearest pet supplement categories, but most products look and sound similar. ORBABLES PETS creates a more advanced product conversation inside a category buyers already understand.

This SKU differentiates by combining recognized pet mobility ingredients with a sharper peptide story and ORBABLES delivery technology. Instead of asking a customer to sell another generic joint chew, it gives them a premium format, a sales-team-ready science explanation, and an ownable ORBABLES PETS product lane.

ORBABLES PET MOBILITY PEPTIDE 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.

BPC-157 peptide interest

Pet mobility and joint wellness

Active-aging dog positioning

Advanced alternative to commodity chews

Formula Snapshot

| INGREDIENT | POSITIONING / AMOUNT |
|------------------------------|----------------------|
| BPC-157 | 200 mcg |
| Glucosamine HCl | 250 mg |
| MSM | 250 mg |
| Chondroitin Sulfate | 100 mg |
| Green-Lipped Mussel Powder | 100 mg |
| Boswellia Extract | 25 mg |
| Hyaluronic Acid | 10 mg |
| Undenatured Type II Collagen | 10 mg |

Marketing Angles

01 BPC-157 peptide interest

02 Pet mobility and joint wellness

03 Active-aging dog positioning

04 Advanced alternative to commodity chews

Made In USA
premium production signal

Lab Tested In USA
quality confidence signal

ORBABLES PET MOBILITY PEPTIDE gives customers a clear pet mobility, active aging, joint wellness, and daily movement support conversation.

Pet Mobility, Active Aging + Joint Wellness · freeze-dried pet wellness format · dual delivery technology

ORBABLES PETS

WHAT IS THIS PRODUCT?

A premium ORBABLES PETS concept for pet mobility, active aging, joint wellness, and daily movement support.

ORBABLES Pet Mobility Peptide is the broadest pet mobility product in this set. It gives a customer a complete B2B sales conversation around BPC-157 peptide interest, familiar joint-support nutrients, active aging, and a premium freeze-dried orb format.

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 advanced pet mobility SKU. Lead with the category they already know, then explain why ORBABLES is different: peptide-forward education, joint-support nutrient familiarity, freeze-dried orb format, and a premium sales sheet their team can understand.

| | |
|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <p>01</p> <p>BPC-157 peptide interest</p> | <p>02</p> <p>Pet mobility and joint wellness</p> |
| <p>03</p> <p>Active-aging dog positioning</p> | <p>04</p> <p>Advanced alternative to commodity chews</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 strong because pet owners are spending more on wellness routines that keep dogs active, mobile, and comfortable in daily life. Mobility is one of the clearest pet supplement categories, but most products look and sound similar. ORBABLES PETS creates a more advanced product conversation inside a category buyers already understand.

Best-Fit Customers

pet wellness retailers, distributors, veterinary-adjacent retail channels, groomers with wellness programs, boutique pet stores, and active-dog brands

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.

This SKU differentiates by combining recognized pet mobility ingredients with a sharper peptide story and ORBABLES delivery technology. Instead of asking a customer to sell another generic joint chew, it gives them a premium format, a sales-team-ready science explanation, and an ownable ORBABLES PETS product lane.

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 MOBILITY PEPTIDE · BPC-157 + Joint Support Opportunity · marketing angles · delivery differentiation · market context

ORBABLES