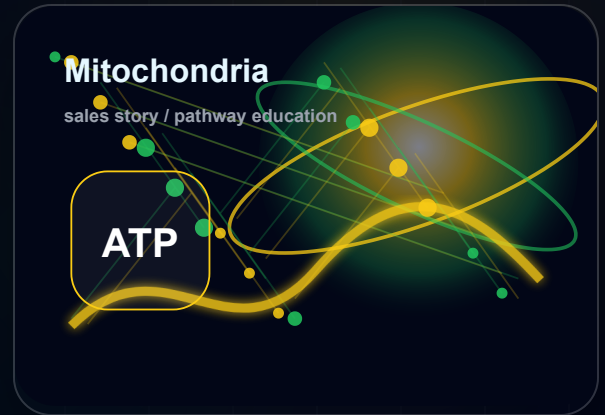


CELLULAR ENERGY, EXERCISE + METABOLIC ADAPTATION

MOTS-c Mitochondrial Energy Opportunity

MOTS-c gives ORBABLES a sophisticated cellular-energy opportunity. It is not a caffeine product and should not be sold like a stimulant. The sales lane is mitochondrial signaling, energy metabolism, exercise performance interest, and metabolic adaptation.



Product lane

mitochondrial health, cellular energy, and performance

Best-fit customers

performance clinics, fitness professionals, longevity practices, functional wellness retailers, and distributors serving cellular energy products

Sales-team hook

Mitochondrial health education

B2B OPPORTUNITY

Why a customer would want this in their product lineup.

Tell the customer: this is the cellular-energy SKU for buyers who want energy without sounding like an energy drink. It belongs beside longevity, mitochondrial health, metabolic wellness, and performance products.

The market opportunity comes from consumers learning that energy is more than stimulation. Wearables, zone training, glucose monitors, longevity content, and mitochondrial health education have all made cellular energy easier to discuss. MOTS-c gives ORBABLES a premium way into that conversation.

Most energy products compete on caffeine, B vitamins, sugar, or broad adaptogen blends. MOTS-c ORBABLES differentiates with a mitochondrial peptide story, ATP-style visuals, dual delivery technology, and a freeze-dried snack format that feels more refined than a shot, powder, or gummy.

MOTS-c should be presented as a sellable product lane: clear peptide education, clear customer fit, clear marketing angles, and a format that helps the buyer explain the opportunity quickly.

- Mitochondrial health education
- Cellular energy positioning
- Exercise performance interest
- Metabolic adaptation story

Marketing Angles

01 Mitochondrial health education

02 Cellular energy positioning

03 Exercise performance interest

04 Metabolic adaptation story

How The Sales Team Explains It

Tell the customer: this is the cellular-energy SKU for buyers who want energy without sounding like an energy drink. It belongs beside longevity, mitochondrial health, metabolic wellness, and performance products.

Made In USA
premium production signal

Lab Tested In USA
quality confidence signal

MOTS-c gives customers a clear mitochondrial health, cellular energy, and performance conversation.

Cellular Energy, Exercise + Metabolic Adaptation · freeze-dried functional snack format · dual delivery technology

MOTS-C

WHAT IS THIS PRODUCT?

A premium ORBABLES concept for mitochondrial health, cellular energy, and performance.

MOTS-c gives ORBABLES a sophisticated cellular-energy opportunity. It is not a caffeine product and should not be sold like a stimulant. The sales lane is mitochondrial signaling, energy metabolism, exercise performance interest, and metabolic adaptation.

The customer should see this as a product they can teach to their team, not just as an ingredient. The flyer gives them a simple category lane, a pathway 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 cellular-energy SKU for buyers who want energy without sounding like an energy drink. It belongs beside longevity, mitochondrial health, metabolic wellness, and performance products.

01

Mitochondrial health education

02

Cellular energy positioning

03

Exercise performance interest

04

Metabolic adaptation story

05

Use ORBABLES delivery technology as the format reason to believe.

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 better explanation than simply listing an ingredient on a label.

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 discussed in a way that ordinary capsules and powders cannot match.

Made in the USA and Lab Tested in the USA are important commercial signals. They help the buyer present the line with confidence and give distributors, retailers, practitioners, and clinics a simple quality story to repeat.

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 customer something they can actually explain: a recognizable peptide or peptide-inspired wellness lane, a premium freeze-dried functional snack format, and a delivery-technology story that feels different from ordinary capsules, powders, and gummies. The customer does not need another commodity SKU. They need a product concept their sales team can understand, present, sample, and merchandise.

The market timing supports that conversation. Functional nutrition is now a mainstream wellness category, with industry reports placing global functional foods in the hundreds of billions of dollars and projecting continued growth. Longevity, metabolic wellness, beauty-from-within, active aging, cognitive performance, and recovery are all categories where educated consumers are looking for more advanced products than basic vitamins or sugary gummies.

The peptide conversation is also becoming more familiar. GLP-1 awareness has pulled peptide language into the mainstream, longevity clinics have trained consumers to ask about cellular health, and fitness/recovery buyers already understand body composition, sleep, mobility, and performance routines. ORBABLES uses that awareness without making the flyer feel like a consumer ad. The sales angle is premium, educational, and channel-ready.

The market opportunity comes from consumers learning that energy is more than stimulation. Wearables, zone training, glucose monitors, longevity content, and mitochondrial health education have all made cellular energy easier to discuss. MOTS-c gives ORBABLES a premium way into that conversation.

WHY ORBABLES IS DIFFERENT

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

Most energy products compete on caffeine, B vitamins, sugar, or broad adaptogen blends. MOTS-c ORBABLES differentiates with a mitochondrial peptide story, ATP-style visuals, dual delivery technology, and a freeze-dried snack format that feels more refined than a shot, powder, or gummy.

For a distributor, retailer, practitioner, or clinic, the value is the complete sales architecture: a premium visual identity, a clear peptide 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 sample, easier to merchandise, and easier to separate from crowded supplement shelves.

Market signals referenced from current functional food, longevity, GLP-1 awareness, and peptide-category reporting. Language is written for professional B2B education and sales-team explanation.

Best-Fit Customers

performance clinics, fitness professionals, longevity practices, functional wellness retailers, and distributors serving cellular energy products

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

Format Differentiation

- | | |
|--|---|
| <p>01</p> <p>Capsules are familiar, but they are often hard to differentiate on shelf and difficult to sample in a sales meeting.</p> | <p>02</p> <p>Powders can carry larger formulas, but they require mixing, dosing discipline, and more explanation at the point of sale.</p> |
| <p>03</p> <p>Gummies are familiar, but many buyers associate them with sugar, heat exposure, generic wellness positioning, and crowded shelves.</p> | <p>04</p> <p>ORBABLES gives the customer a more ownable lane: a premium freeze-dried orb format with a peptide-focused technology story and a strong B2B presentation.</p> |