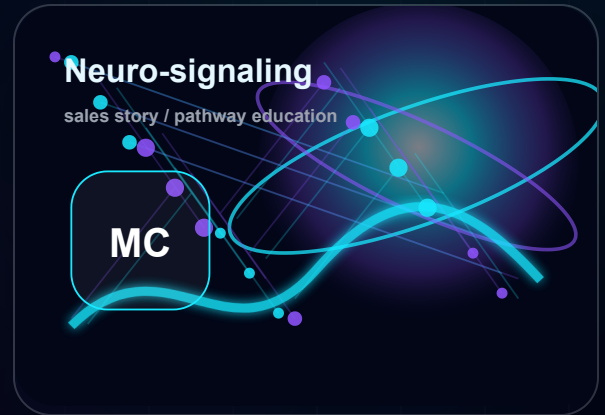


DESIRE, MOTIVATION, MOOD + BEHAVIORAL SIGNALING

PT-141 Melanocortin Pathway Opportunity

PT-141 is the ORBABLES concept for customers who want an advanced neuro-signaling story rather than another stimulant, nootropic blend, or generic mood gummy. The commercial lane is desire, motivation, mood, and behavioral pathway interest, with the melanocortin system as the simple science anchor.



Product lane

premium neuro-wellness and motivation pathway

Best-fit customers

longevity clinics, wellness practitioners, executive performance programs, and retailers looking for a more differentiated mood and motivation conversation

Sales-team hook

Desire and motivation pathway interest

B2B OPPORTUNITY

Why a customer would want this in their product lineup.

Tell the customer: this is the peptide pathway SKU for brands that want to own a more sophisticated motivation and desire conversation. It gives your sales team a memorable product story, a clean science visual, and a format that feels more premium than another capsule or gummy.

The opportunity is to create a higher-end neuro-wellness conversation. Mood, stress, motivation, and performance products are crowded, but many are built around common adaptogens, caffeine, or basic neurotransmitter language. PT-141 lets ORBABLES move the discussion into receptor pathways and behavioral signaling, which feels more advanced to educated buyers.

Compared with ordinary mood or focus products, PT-141 gives the customer a sharper category identity. ORBABLES adds format differentiation with freeze-dried texture, portability, and the dual-protection story, so the product can be sold as a premium pathway concept instead of another generic wellness chew.

PT-141 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.

- Desire and motivation pathway interest
- Mood and behavioral signaling
- Melanocortin receptor education
- Premium neuro-wellness positioning

Marketing Angles

- 01 Desire and motivation pathway interest
- 02 Mood and behavioral signaling
- 03 Melanocortin receptor education
- 04 Premium neuro-wellness positioning

How The Sales Team Explains It

Tell the customer: this is the peptide pathway SKU for brands that want to own a more sophisticated motivation and desire conversation. It gives your sales team a memorable product story, a clean science visual, and a format that feels more premium than another capsule or gummy.

- Made In USA
premium production signal
- Lab Tested In USA
quality confidence signal



WHAT IS THIS PRODUCT?

A premium ORBABLES concept for premium neuro-wellness and motivation pathway.

PT-141 is the ORBABLES concept for customers who want an advanced neuro-signaling story rather than another stimulant, nootropic blend, or generic mood gummy. The commercial lane is desire, motivation, mood, and behavioral pathway interest, with the melanocortin system as the simple science anchor.

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 peptide pathway SKU for brands that want to own a more sophisticated motivation and desire conversation. It gives your sales team a memorable product story, a clean science visual, and a format that feels more premium than another capsule or gummy.

| | |
|---|---|
| <p>01</p> <p>Desire and motivation pathway interest</p> | <p>02</p> <p>Mood and behavioral signaling</p> |
| <p>03</p> <p>Melanocortin receptor education</p> | <p>04</p> <p>Premium neuro-wellness positioning</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 opportunity rather than a commodity supplement.</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 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 opportunity is to create a higher-end neuro-wellness conversation. Mood, stress, motivation, and performance products are crowded, but many are built around common adaptogens, caffeine, or basic neurotransmitter language. PT-141 lets ORBABLES move the discussion into receptor pathways and behavioral signaling, which feels more advanced to educated buyers.

Best-Fit Customers

longevity clinics, wellness practitioners, executive performance programs, and retailers looking for a more differentiated mood and motivation conversation

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 often hard to differentiate on shelf and difficult to sample in a sales meeting.

02

Powders can carry larger formulas, but they require mixing, dosing discipline, and more explanation at the point of sale.

03

Gummies are familiar, but many buyers associate them with sugar, heat exposure, generic wellness positioning, and crowded shelves.

04

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.

WHY ORBABLES IS DIFFERENT

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

Compared with ordinary mood or focus products, PT-141 gives the customer a sharper category identity. ORBABLES adds format differentiation with freeze-dried texture, portability, and the dual-protection story, so the product can be sold as a premium pathway concept instead of another generic wellness chew.

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.

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

PT-141 · Melanocortin Pathway Opportunity · marketing angles · delivery differentiation · market context

ORBABLES