

FOCUS, STRESS MANAGEMENT, MOOD + COGNITIVE FUNCTION

# SEMEX + SELANK

## Cognitive Performance Opportunity

Semex + Selank gives ORBABLES a balanced cognitive-performance opportunity. The commercial lane is focus, stress management, mood support interest, neurotransmitter



**Product lane**

balanced cognition, focus, and calm performance

**Best-fit customers**

executive wellness programs, productivity-focused retailers, practitioners, longevity clinics, and distributors serving cognitive performance

**Sales-team hook**

Focus and productivity positioning

**B2B OPPORTUNITY**

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

Tell the customer: this is the calm-focus SKU. It gives your sales team a way to discuss cognition without sounding like another caffeine product, and stress support without sounding like a sleepy relaxation product.

The market opportunity comes from the way modern consumers work. People want focus, calm, emotional steadiness, and performance under pressure. Nootropics, adaptogens, magnesium, L-theanine, and focus beverages have trained the market, but many products still feel generic. Semex + Selank gives ORBABLES a more advanced lane.

Compared with common focus blends, Semex + Selank ORBABLES has a clearer peptide identity and a better sales story: two neuropeptide concepts, one balanced cognitive lane, a premium freeze-dried format, and delivery technology that makes the product feel elevated.

**SEMEX + SELANK 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.**

- Focus and productivity positioning
- Stress-management routines
- Mood support interest
- Neurotransmitter pathway education

### Marketing Angles

01 Focus and productivity positioning

02 Stress-management routines

03 Mood support interest

04 Neurotransmitter pathway education

### How The Sales Team Explains It

Tell the customer: this is the calm-focus SKU. It gives your sales team a way to discuss cognition without sounding like another caffeine product, and stress support without sounding like a sleepy relaxation product.

**Made In USA**  
premium production signal

**Lab Tested In USA**  
quality confidence signal

**SEMEX + SELANK gives customers a clear balanced cognition, focus, and calm performance conversation.**

Focus, Stress Management, Mood + Cognitive Function · freeze-dried functional snack format · dual delivery technology



## WHAT IS THIS PRODUCT?

### A premium ORBABLES concept for balanced cognition, focus, and calm performance.

Semax + Selank gives ORBABLES a balanced cognitive-performance opportunity. The commercial lane is focus, stress management, mood support interest, neurotransmitter modulation, and calm performance. It should feel sharper and more professional than a basic nootropic or relaxation gummy.

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 calm-focus SKU. It gives your sales team a way to discuss cognition without sounding like another caffeine product, and stress support without sounding like a sleepy relaxation product.

01

Focus and productivity positioning

02

Stress-management routines

03

Mood support interest

04

Neurotransmitter pathway education

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.

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WHY ORBABLES IS DIFFERENT

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

Compared with common focus blends, Semax + Selank ORBABLES has a clearer peptide identity and a better sales story: two neuropeptide concepts, one balanced cognitive lane, a premium freeze-dried format, and delivery technology that makes the product feel elevated.

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**

**executive wellness programs, productivity-focused retailers, practitioners, longevity clinics, and distributors serving cognitive performance**

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

**Format Differentiation**

- |  |   |
|--|---|
| <p><b>01</b></p> <p>Capsules are familiar, but they are often hard to differentiate on shelf and difficult to sample in a sales meeting.</p>               | <p><b>02</b></p> <p>Powders can carry larger formulas, but they require mixing, dosing discipline, and more explanation at the point of sale.</p>                                 |
| <p><b>03</b></p> <p>Gummies are familiar, but many buyers associate them with sugar, heat exposure, generic wellness positioning, and crowded shelves.</p> | <p><b>04</b></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> |

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

SEMAX + SELANK · Cognitive Performance Opportunity · marketing angles · delivery differentiation · market context

ORBABLES