

WEIGHT MANAGEMENT, BODY COMPOSITION + METABOLIC HEALTH

# TIRZEPATIDE

## Metabolic Demand Opportunity

Tirzepatide gives ORBABLES a direct way to participate in the biggest consumer education wave in metabolic wellness. Buyers already recognize GLP-1 language, appetite signaling, glucose response, and body composition. The B2B value is turning that awareness into a polished product conversation with a unique format.



**Product lane**

metabolic health, body composition, and GLP-1 awareness

**Best-fit customers**

metabolic wellness clinics, weight-management programs, retailers, fitness professionals, and distributors serving the body-composition category

**Sales-team hook**

GLP-1 and GIP pathway awareness

**B2B OPPORTUNITY**

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

Tell the customer: this is the metabolic awareness SKU. Consumers already know the category language, and ORBABLES gives your team a more premium way to discuss it than another shake, capsule, or gummy. Lead with metabolic education, body-composition interest, and the format advantage.

The market opportunity is unusually strong because GLP-1 awareness has changed how consumers talk about weight and metabolism. Even customers who do not understand receptor biology now understand the idea of appetite signaling and metabolic support. That creates demand for products that feel modern, science-forward, and connected to body-composition routines.

Most metabolic products compete with familiar formats: capsules, powders, meal replacements, and gummies. ORBABLES differentiates by combining a peptide-forward story with cyclodextrin encapsulation, freeze-drying, portability, and a premium snack experience. It gives the customer a product they can present, sample, and explain.

**TIRZEPATIDE 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.**

- GLP-1 and GIP pathway awareness
- Weight-management category interest
- Body composition programs
- Metabolic wellness merchandising

### Marketing Angles

- 01 GLP-1 and GIP pathway awareness
- 02 Weight-management category interest
- 03 Body composition programs
- 04 Metabolic wellness merchandising

### How The Sales Team Explains It

Tell the customer: this is the metabolic awareness SKU. Consumers already know the category language, and ORBABLES gives your team a more premium way to discuss it than another shake, capsule, or gummy. Lead with metabolic education, body-composition interest, and the format advantage.

**Made In USA**  
premium production signal

**Lab Tested In USA**  
quality confidence signal

## WHAT IS THIS PRODUCT?

### A premium ORBABLES concept for metabolic health, body composition, and GLP-1 awareness.

Tirzepatide gives ORBABLES a direct way to participate in the biggest consumer education wave in metabolic wellness. Buyers already recognize GLP-1 language, appetite signaling, glucose response, and body composition. The B2B value is turning that awareness into a polished product conversation with a unique format.

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 metabolic awareness SKU. Consumers already know the category language, and ORBABLES gives your team a more premium way to discuss it than another shake, capsule, or gummy. Lead with metabolic education, body-composition interest, and the format advantage.

01

GLP-1 and GIP pathway awareness

02

Weight-management category interest

03

Body composition programs

04

Metabolic wellness merchandising

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.

Most metabolic products compete with familiar formats: capsules, powders, meal replacements, and gummies. ORBABLES differentiates by combining a peptide-forward story with cyclodextrin encapsulation, freeze-drying, portability, and a premium snack experience. It gives the customer a product they can present, sample, and explain.

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

**metabolic wellness clinics, weight-management programs, retailers, fitness professionals, and distributors serving the body-composition category**

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.