THE COMPLETE PEPTIDE BRAND PLAYBOOK

Everything we've learned building, launching, and scaling peptide brands — from first order to full operation.

PEPTIDE OWNERS

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PART ONE

THE BUSINESS

CHAPTER 01

WHY THIS BUSINESS WORKS

The peptide space works because three things are true at once: real consumer demand, thin retail supply, and a wholesale cost structure that leaves real margin for anyone willing to operate professionally.

Start with demand. GLP-1s and related peptides went from a niche research topic to mainstream household awareness in a few years. That awareness didn't stay inside doctors' offices — a huge number of people now actively look for ways to access these compounds outside the traditional prescription pipeline, whether because of cost, availability, or preference. That search traffic is real, it's growing, and it's not going away.

Now look at supply. Manufacturing peptides at research-grade purity is a real, capital-intensive process, but it isn't exotic anymore — there are established manufacturers who can produce consistent, lab-verifiable batches at scale. The bottleneck isn't production. It's everything around production: who can actually get paid for selling it, who can advertise it without getting banned, and who can build a brand people trust enough to buy from twice.

That's the actual business. You are not competing on chemistry. You are competing on trust, operations, and distribution. Whoever solves payment processing, advertising compliance, and fulfillment reliably wins the customer — regardless of whether their product is meaningfully different from the next supplier's.

That's why margin exists here. A kit that costs a supplier a fraction of its retail price isn't underpriced because the chemistry is cheap — it's priced that way because most people who could theoretically sell it can't actually get paid, can't keep an ad account alive, or can't get a customer to trust a brand-new storefront with their money. Solve those three problems and the margin is yours. Fail to solve them and you'll get an order or two before you're shut down, chargebacked, or ignored.

Bookmark this: nearly everything in this guide is really an answer to one of those three problems — get paid, stay advertised, get trusted.

CHAPTER 02

THE REAL TIMELINE

Nobody tells new operators what the first 90 days actually look like, so here's the honest version.

Weeks 1-2 are setup, not sales. You're picking a name, getting a basic site live, sourcing your first small inventory order, and — this is the part people skip — getting your payment processing sorted before you have a single customer. If you launch ads before processing is solid, you will take orders you can't actually collect payment for cleanly, and you'll spend your first week firefighting instead of building.

Weeks 3-6 are about proving the loop works at small scale, not scaling it. You want your first 20-50 orders to go through cleanly: right product, right shipping time, right customer experience, no processor flags, no ad account warnings. This is where most first-time operators either get impatient and scale spend too early, or get discouraged by slow initial sales and quit. Both are mistakes. Small, clean volume is the entire goal of this phase.

Weeks 7-12 is where you actually find out if you have a business. By now you should know your real cost per acquisition, your actual margin after refunds and chargebacks, and whether your repeat-purchase rate is healthy. If your numbers work at $2,000/month in ad spend, they'll keep working — often better — at $10,000/month. If they don't work at $2,000/month, more spend won't fix that; it'll just lose money faster.

Past month three, growth is mostly about removing your own bottlenecks: your ad creative goes stale before your funnel does, your fulfillment slows down before your demand does, your payment processor caps you before your customers stop buying. Nearly every brand that plateaus does so because of an operational ceiling, not a demand ceiling.

CHAPTER 03

STARTUP CAPITAL & BUDGETING

There's no single right number here — it depends entirely on which piece of this you're building yourself versus paying someone else to solve. But here's a realistic breakdown by starting point.

If you're doing everything yourself (sourcing, site, processing applications, ads) and just need product and a bit of ad spend to test: budget $2,000-$4,000. That covers a first wholesale order at minimum quantities, a basic website, and enough ad spend to get real signal on whether your angle converts. This path is slow and you will make mistakes a professional wouldn't, but it's the cheapest way in if capital is tight.

If you want the operational pieces (site, payment processing, initial supplier relationships) built correctly the first time rather than learning by breaking things: budget $5,000-$10,000 total, including setup fees and your first months of ad spend. This is the range where a done-for-you launch service earns its fee — the cost of a processor rejection, a banned ad account, or a bad first batch of customer experience is usually more expensive than paying to avoid it.

If you're already running a brand and the issue isn't setup but scale: your budget conversation changes entirely. At that point you're not asking "how much to start," you're asking "what's my proven cost per customer, and how much can I responsibly increase spend before it stops being efficient." That's a completely different, much better problem to have.

One number to know cold, regardless of budget: your break-even cost per acquisition. If a customer's first order nets you $40 in margin and typically reorders twice more at $30 net each, your real customer value is closer to $100, not $40 — which means you can often afford to lose money on the first sale in order to acquire the customer, as long as your reorder rate holds. Brands that only look at first-order profitability chronically underspend on acquisition and grow slower than they should.

PART TWO

BUILDING THE BRAND

CHAPTER 04

NAMING, BRANDING & POSITIONING

Your name and brand matter less than most first-time operators think, and more than most give them credit for.

They matter less because customers in this space are shopping for product availability, price, and trust signals — not brand emotion the way they might for a fashion label. You don't need a agency-grade brand identity to make your first sale.

They matter more because a generic, forgettable name makes every other trust-building step harder. "Research Peptides LLC" or "BestPeptidesUSA" reads exactly like every other fly-by-night storefront a skeptical buyer has already been burned by. A name and a look that feel like a real, specific business — not an anonymous drop-shipping front — does real work in converting a first-time visitor.

Positioning matters most of all, and it's the thing most brands skip entirely. Decide, explicitly, who you're for: are you the budget option, the highest-purity/most-documented option, the fastest-shipping option, the option with the most educational content? Trying to be all four to everyone reads as generic. Picking one and saying it clearly — in your headline, your product descriptions, your ad hooks — is what makes a stranger remember you after the tenth peptide storefront they've scrolled past that day.

Practical minimum bar: a real logo (even a simple one), consistent colors across your site and packaging, a domain that isn't obviously a template placeholder, and copy that reads like it was written by someone who understands the product — not copy-pasted supplement-store boilerplate.

CHAPTER 05

SOURCING & SUPPLIERS

This is the single highest-leverage relationship in your business, and the one new operators vet the least carefully.

Start with the non-negotiables. Every batch you sell should have an independent, verifiable certificate of analysis (COA) — not just a purity number the supplier tells you, but a third-party lab report you can actually show a skeptical customer. If a supplier can't produce this consistently, batch to batch, that's disqualifying, full stop. The entire compliance and trust structure of this business rests on being able to say, credibly, "here's the lab data" when someone asks.

Ask concrete questions before you commit to any supplier: Where is manufacturing actually happening? What's the real turnaround time from order to ship, not the marketing-page number? What happens when a batch fails testing — do they tell you, or do you find out from a customer complaint? Can you talk to another brand who's ordered from them for six-plus months, not just their newest customer?

Understand minimum order structures and why they exist. A "5 kits, mix and match" minimum isn't arbitrary gatekeeping — it reflects the real cost of running small, made-to-order batches instead of holding massive pre-made inventory. Suppliers who accept genuinely tiny orders with no minimum at all are usually either sitting on old inventory (a quality risk) or padding margin somewhere else to make the math work.

Never rely on a single supplier once you have real volume. The moment one manufacturer is your only source, their production delay, quality miss, or price change becomes an existential risk to your business instead of an inconvenience. Two verified sources, even if you favor one, is the point where sourcing stops being a fragile dependency.

CHAPTER 06

PRODUCT SELECTION

Not every peptide sells the same way, and chasing the newest trending compound isn't automatically the right strategy.

The highest-demand category right now is GLP-1 and related metabolic peptides — semaglutide, tirzepatide, retatrutide. These carry the most search volume and the most price sensitivity, since customers can comparison-shop easily and know roughly what they should cost. Margins here are thinner but volume potential is the highest in the category.

The second category is recovery and longevity peptides — BPC-157, TB-500, and similar. Less price-shopped, more loyalty-driven, and the customer base tends to research more before buying, which means your educational content and credibility signals matter more here than raw price.

A healthy catalog usually leads with two or three high-demand anchor products (to win the price-comparison shopper) and rounds out with recovery/longevity products (to build margin and repeat purchase). A catalog of 100+ SKUs sounds impressive, but a new brand is almost always better served launching with 8-12 well-documented, well-tested products than spreading trust and inventory thin across everything a supplier offers.

One more consideration: match your catalog to what you can actually explain. If you can't confidently answer a customer's question about dosage protocols, storage, or what the research says about a given peptide, don't sell it yet. Confident, accurate answers are a trust signal; vague ones are the fastest way to lose a sale you'd already won.

CHAPTER 07

THE WEBSITE & CHECKOUT

Your website has exactly one job in the first ten seconds: convince a skeptical stranger this isn't a scam. Everything else is secondary to that.

The trust signals that do the most work, in rough order of impact: a real, specific-sounding business name and clean design (not a template that looks identical to fifty other stores); visible lab testing / COA information, ideally linked per-batch, not just claimed in a paragraph; a clear, honest research-use disclosure that doesn't try to hide what you're selling behind vague language; real contact information and a response promise, not just a contact form into a void; and a return/refund policy that reads like it was written by someone who'll actually honor it.

Checkout flow matters almost as much as the homepage. Every extra field, every unclear shipping timeline, every moment of "wait, is this safe to enter my card here" costs you conversions. Keep the path from product page to completed order as short as it can be while still collecting what you actually need — and make sure whatever payment method you're using is clearly, calmly explained, especially if it isn't standard card checkout.

Mobile matters more than desktop. The overwhelming majority of this traffic — especially from TikTok and Meta ads — arrives on a phone. If your site isn't fast and clean on mobile, you are losing money on every dollar of ad spend regardless of how good the ad itself is.

Don't over-invest here before you've proven demand. A $350, fast, clean, compliant build that converts is worth more than a $6,000 custom build that took two months and delayed your launch. You can always upgrade design once you know the offer works — you can't recover the weeks you spent perfecting a site before you had a single customer.

CHAPTER 08

PAYMENT PROCESSING

This is where more peptide brands die than any other single cause, including bad products, bad ads, or bad luck. Understand it or the rest of this guide won't matter.

Peptides sit in a category processors and banks classify as high-risk — not because the product is illegal, but because the category has a documented history of chargebacks, regulatory attention, and brands that misrepresent what they're selling to get approved. That reputation means standard processors (Stripe, PayPal, a basic bank merchant account) will often approve you initially and then terminate you the moment volume or chargeback patterns look "off" — sometimes without warning, freezing funds in the process.

The fix isn't finding a workaround. It's applying correctly the first time, through a processor who explicitly works with this category, with an application that's honest about what you sell instead of disguised as something else. Processors that specialize in high-risk categories expect accurate business descriptions — misrepresenting your business to get approved by a standard processor is exactly the pattern that gets accounts frozen and funds held for months.

Structural things that keep a processing relationship healthy long after approval: keep your chargeback ratio low by making refunds easy and fast rather than fighting every dispute (a fought, lost dispute costs you the sale AND a chargeback mark; a proactive refund costs you only the sale); keep your website's description of your product consistent with what your processor was told you sell; and never suddenly spike volume 5-10x in a week without a heads up to your processor — sudden, unexplained volume changes are one of the most common automated fraud-detection triggers.

If you get flagged or terminated anyway — and eventually, most brands in this space do, at least once — have a backup processor relationship already in place before you need it. Scrambling to find a new processor while your existing one is holding your funds is a business emergency; having a second relationship ready to activate turns it into an inconvenience.

CHAPTER 09

HOW BUYERS VET BRANDS (AND WHY THAT'S GOOD FOR YOU)

Understanding how a skeptical buyer actually evaluates a peptide storefront before trusting it with their money is one of the most useful things you can know, because it tells you exactly what to build.

A buyer who's shopped this category before — and most of your customers have, even if it's their first purchase from you specifically — has usually already been burned once, or has heard enough stories to be cautious. They're not evaluating you against a baseline of trust. They're evaluating you against a baseline of suspicion, and looking for specific signals to overcome it.

The signals that move a skeptical buyer toward trusting you, roughly in the order they check them: does this look like a real, specific business, or a generic template? Is there actual lab testing data, or just a claim? Does the return/refund policy sound like it was written by someone who intends to honor it? Are there real, verifiable trust signals — a responsive presence somewhere, a track record, consistent branding — or does everything feel thrown together in a weekend?

Here's why this is good news for you: most of your competition is not doing this well. A huge share of storefronts in this category are exactly the generic, templated, unverifiable operations that trigger a buyer's suspicion. Every one of the trust signals above is something you can deliberately build — it's not luck, and it's not something only an established brand can have. A brand-new operation with genuinely verifiable COAs, honest policies, and professional presentation will out-convert a "bigger" competitor who's cutting corners on exactly these signals.

Treat every piece of this guide's advice on compliance, sourcing, and website design as, secondarily, a direct answer to how a buyer vets you. They're not separate concerns. Doing compliance and trust-building right is the same work.

PART THREE

COMPLIANCE

CHAPTER 10

RESEARCH-USE-ONLY FRAMING, DONE RIGHT

"Research use only" isn't a magic phrase you slap on a page to make anything legal. It's a description of an actual business practice, and the gap between brands that do it right and brands that just paste the disclaimer and move on is the gap between brands that survive and brands that get shut down.

Done right, RUO framing is consistent everywhere: your website copy, your ad creative, your customer service scripts, your packaging, and your actual sales conversations all say the same thing — this product is sold for research purposes, not for human consumption. Done wrong, the website says "research use only" in tiny footer text while every ad, every influencer post, and every DM response talks explicitly about dosing it for weight loss. That inconsistency is exactly what gets accounts flagged by platforms and what creates real legal exposure — the written disclaimer doesn't protect a business whose actual marketing and sales behavior contradicts it.

Practical rules that keep this consistent: never write ad copy, landing page copy, or DM responses that reference human dosing, injection sites, or personal results claims. Keep language in the third person and research-focused — describing what studies have examined, not what a customer should expect from using it themselves. Train anyone answering customer messages (including any AI chatbot on your site) on exactly the same rules — a compliant website with a non-compliant chatbot is still a non-compliant business.

This isn't just risk management. It's genuinely one of your best trust signals. A buyer who's been burned by sketchy storefronts before can tell the difference between a business that treats compliance as decoration and one that treats it as how they actually operate. The second kind earns repeat customers; the first kind earns chargebacks and platform bans.

CHAPTER 11

WHAT GETS AD ACCOUNTS (AND MERCHANT ACCOUNTS) BANNED

Every major ad platform (Meta, TikTok, Google) and every payment processor maintains policies against advertising or processing for compounds intended for human consumption outside approved regulatory pathways. Getting banned isn't usually one dramatic violation — it's an accumulation of smaller signals that add up to a policy team deciding your account is a liability.

The most common triggers, in rough order of how often they actually cause bans: personal results claims ("I lost 30 pounds," "this changed my life") in ad creative or comments you don't moderate; explicit dosing or administration instructions anywhere customer-facing; influencer or UGC content that shows the product being used on a person, rather than described in research terms; a spike in customer service complaints or refund requests that reaches the platform's own monitoring; and inconsistency between what your ads say and what your landing page says — platforms increasingly check this specifically.

Build for resilience, not just avoidance. Assume any given ad account will eventually get flagged or banned regardless of how careful you are — platform enforcement is inconsistent and sometimes wrong. That means: never run your entire business through a single ad account with no backup; keep creative assets and account setup documented so a new account can be stood up quickly; and separate your brand's public identity from any one specific ad account so a ban doesn't take down your whole online presence.

The comment section is a bigger risk than most operators realize. A perfectly compliant ad can get flagged because of what customers say in the comments — dosing questions, personal testimonials, off-label use discussion. Moderate comments actively; don't let user-generated risk undo compliant ad creative.

CHAPTER 12

THE REGULATORY LANDSCAPE, PLAINLY

This chapter is a general orientation, not legal advice — the actual regulatory situation depends on your specific products, states, and business structure, and a lawyer who works in this space should review your specific setup. With that said, here's the general shape of it.

In the United States, many peptides sold in this category exist in a regulatory gray zone: they're not FDA-approved for human use outside specific prescribed contexts, but they're also not scheduled controlled substances. That's precisely why "research use only" framing exists as a category — it's a real regulatory pathway for compounds sold for laboratory and research purposes, not a marketing trick invented by sellers. The framing only holds up, legally and practically, when the actual business behavior matches it: research-focused marketing, no dosing instructions for human use, no explicit claims about treating or curing conditions in humans.

Enforcement in this space has historically focused less on individual research-use sales and more on: explicit marketing for human consumption, health claims that cross into unapproved drug-claim territory, and large-scale operations that are clearly functioning as unlicensed pharmacies rather than research suppliers. That distinction — are you functioning like a research supplier or like an unlicensed pharmacy — is the one that matters most, and it's determined by your actual practices, not your disclaimer text.

State-level rules vary and change more often than federal guidance, and some states have specific restrictions on certain compounds that others don't. This is exactly the kind of detail that's worth a real conversation with a lawyer familiar with this space, rather than assuming what's true in one state holds everywhere.

The practical takeaway for this guide: everything here about RUO framing, compliant marketing, and consistent messaging isn't just a growth tactic — it's the actual substance of operating on the right side of a genuinely complicated regulatory line. Get a lawyer's eyes on your specific setup before you scale meaningfully. The cost of that conversation is trivial compared to the cost of finding out the hard way that something in your setup didn't hold up.

PART FOUR

GROWTH

CHAPTER 13

PAID ADVERTISING THAT SURVIVES PLATFORM REVIEW

The goal isn't finding a loophole that tricks the platform once — it's building a creative and targeting approach that holds up under repeated, ongoing review, because that's what actually compounds into a scalable ad account.

Effective, durable ad angles in this category tend to focus on the brand and the buying experience rather than the compound itself: fast, reliable shipping; visible lab testing and transparency; responsive customer service; a clean, trustworthy buying process. These angles convert well and rarely trigger policy review, because they're not making any claims about what the product does to a human body.

Less durable, higher-risk angles: anything framed around personal transformation, before/after implication, or urgency language that implies medical benefit ("don't wait, your health can't afford to"). These can perform well short-term and then get an account flagged within weeks, at which point you've lost the account and everything built on it.

Retargeting and lookalike audiences built from your own customer data outperform broad interest targeting in this category, because the buyer pool researching these products skews toward people who've already been exposed to the topic elsewhere — broad "peptide interest" targeting tends to be expensive and imprecise compared to building from your own first-party signal.

Budget pacing matters as much as creative. A new ad account that spends $50/day for two weeks before scaling tends to build a healthier trust signal with the platform than one that jumps to $500/day on day two. Slow, steady scaling isn't just safer for compliance — it also gives you cleaner data to actually optimize against.

CHAPTER 14

RETENTION: EMAIL, SMS & REPEAT PURCHASE

Acquiring a customer is the expensive part. Getting them to buy again is where the actual profit lives, and it's the part most new brands under-invest in because it's less exciting than a new ad campaign.

The highest-leverage retention flow is a simple post-purchase sequence: an order confirmation that sets accurate shipping expectations, a check-in message timed to when the customer would realistically be near reordering, and a specific, time-bound reorder incentive rather than a generic "come back" message. This single flow, done well, typically outperforms most other retention efforts combined for a new brand.

SMS converts at meaningfully higher rates than email in this category for one simple reason: open rates. A well-timed text gets read within minutes; a marketing email competes with a crowded inbox and often doesn't get opened at all. That doesn't mean abandon email — it means SMS should carry your highest-intent, time-sensitive messages (restock alerts, expiring discounts) while email carries your longer-form, educational content.

Segment by purchase behavior, not just time since last order. A customer who bought once and never engaged with any follow-up message needs a different approach (usually a stronger incentive, or a check for whether something went wrong with their first experience) than a customer who's ordered three times on a predictable cycle (who mostly just needs a well-timed reminder, not a hard sell).

Track your actual repeat-purchase rate as a core business number, not a vanity metric. A brand with mediocre initial conversion but a strong 40%+ repeat rate is a fundamentally healthier business than one with great initial conversion and almost no repeat purchase — the second brand is perpetually one bad month of ad performance away from collapse.

CHAPTER 15

FULFILLMENT & OPERATIONS

Fulfillment problems don't just cost you a sale — in this category, they generate exactly the kind of customer complaints that draw platform and processor scrutiny. Getting this right is a compliance issue as much as an operations one.

Shipping speed and accuracy matter more here than in most e-commerce categories, because customers researching these products are often price and time sensitive, and a slow or wrong shipment turns a satisfied buyer into a chargeback or a public complaint. Set shipping expectations conservatively and beat them, rather than promising fast shipping and routinely missing it.

Packaging deserves more thought than it usually gets. Discreet, professional packaging that doesn't advertise contents protects your customer's privacy and reduces the chance of shipping issues, while packaging that looks unprofessional or is inconsistent with what a "real" business would ship undermines every trust signal you built on your website.

Build a real customer service process before you need one at scale. A clear, fast process for handling "where's my order," "I need to change my address," and "this arrived damaged" prevents each of those from escalating into a public complaint or a chargeback. The businesses that struggle most in this category usually aren't the ones with bad products — they're the ones where a small fulfillment hiccup had no clear resolution path, so it became a bad review, a chargeback, or a platform complaint instead of a solved problem.

As volume grows, build in redundancy the same way you would for suppliers and processors: a backup fulfillment plan, a documented process that doesn't live only in one person's head, and inventory buffers for your top-selling products so a single supply delay doesn't stall your whole operation.

CHAPTER 16

SCALING FROM FIRST SALE TO $50K/MONTH

Scaling in this business is rarely about one big unlock — it's about sequentially removing whichever bottleneck is currently capping you, and recognizing when a new one has taken its place.

From $0 to roughly $10K/month, your bottleneck is almost always proving the offer works at all: clean checkout, reliable fulfillment, an ad account that isn't flagged, and early signal that customers reorder. Most of the effort here should go toward fixing whatever's broken in that loop, not toward spending more on ads.

From $10K to $30K/month, the bottleneck usually shifts to ad account health and creative supply. A single ad account and a handful of creative assets that worked at $10K/month will fatigue and eventually get flagged well before you reach $30K. This is the phase where redundant ad accounts and a steady creative production pipeline stop being nice-to-haves and become the actual constraint on growth.

From $30K to $50K+/month, the bottleneck is usually operational: fulfillment speed, payment processing capacity, and customer service response time all get stress-tested at this volume in ways they weren't before. This is also the point where retention math starts to matter more than acquisition math — at this scale, a few points of improvement in repeat-purchase rate often moves more revenue than an equivalent increase in ad spend.

Whatever stage you're at, the diagnostic question is the same: what's the one thing that, if it broke tomorrow, would stop your growth cold? That's your actual bottleneck, regardless of what you're spending the most time thinking about. Fix that first.

PART FIVE

APPENDIX

CHAPTER 17

COMMON MISTAKES THAT KILL BRANDS

Scaling ad spend before the fundamentals are proven. Ten times the ad spend on an unproven offer is ten times the speed toward the same failure, not a shortcut past it.

Relying on a single supplier, single ad account, or single payment processor with no backup relationship. Any one of these can disappear with little to no warning in this category — treat redundancy as a cost of doing business, not an optional upgrade.

Letting marketing language drift from the actual compliance framing. The gap between "what our website says" and "what our ads and DMs actually say" is where platform bans and legal exposure both live.

Fighting chargebacks instead of preventing them. A fast, generous refund policy is almost always cheaper than a high chargeback ratio, which threatens your entire processing relationship.

Under-investing in retention because acquisition feels more exciting. The math on this is not close — a healthy repeat-purchase rate is worth more to your long-term business than almost any single acquisition improvement.

Copying a competitor's ad angle without understanding why it works (or whether it's actually compliant). What looks like an aggressive, high-performing ad from a competitor is often a ban waiting to happen — don't assume something is safe just because someone else is currently running it.

Treating your first version of the business as final. Name, catalog, pricing, and positioning should all be expected to shift as you learn what's actually working — the businesses that struggle most are usually the ones that got attached to their first plan instead of their actual data.

CHAPTER 18

GLOSSARY & QUICK-REFERENCE

COA (Certificate of Analysis): An independent lab's report verifying the identity and purity of a specific batch. Should be available per-batch, not just as a general claim about the product line.

RUO (Research Use Only): A labeling and marketing framework indicating a product is sold for research purposes, not human consumption. Only meaningful when it's consistent across every customer touchpoint, not just printed on a label.

High-Risk Merchant Account: A payment processing arrangement for businesses in categories (like this one) that standard processors decline or terminate due to chargeback and regulatory risk profiles.

Chargeback Ratio: The percentage of transactions disputed by the customer's bank rather than resolved directly. Processors monitor this closely; consistently high ratios lead to account termination.

CAC (Customer Acquisition Cost): What it costs, in ad spend and related expenses, to acquire one paying customer. Should always be evaluated against total customer value, not just first-order margin.

LTV (Lifetime Value): The total net value a customer generates across all their purchases, not just their first order. The single most under-tracked number by new operators in this space.

Kit: A packaged unit of product (commonly containing multiple vials) sold as the base wholesale unit, rather than individual vials.

Quick-reference launch checklist: verified supplier with per-batch COAs -> compliant website with consistent RUO framing -> payment processor built for this category -> small first order shipped cleanly -> ad account launched at conservative spend -> retention flow live before first customer's reorder window -> backup supplier and processor relationships identified before you need them.