

# Objection Handling Guide

Short, compliant answers reps and pharmacy teams can use during early conversations.

Use this page when the conversation starts throwing little compliance marbles on the floor.

## Common Objections

Objection	Short Answer
Is this just another supplement?	Not exactly. Traditional supplements are usually nutrient-based. Bioactive peptides are positioned around specific signaling functions and targeted wellness goals.
Is this compounded?	No. These are oral wellness products, not compounded injectable peptides.
Is this injectable?	No. The positioning is oral Bioactive Precision Peptides, not injectable or research-use peptides.
Do we need inventory?	There are flexible launch options. Some pharmacies use a Launch Box or pilot setup for education and first conversations, with ongoing direct-order options.
How much time does staff need?	The goal is lightweight training: what to say, when to bring in the pharmacist, and how to point patients to the next step.
How do patients reorder?	Patients can reorder through online/direct ordering options, supporting subscription-based continuity.
Is this compliant?	The pharmacy should use wellness education language and avoid disease claims. Medical questions should go to licensed professionals.
What makes this different?	The difference is category positioning plus a launch system: education, talk tracks, QR assets, staff support, and a subscription model instead of one-and-done retail.

## Safe Language Bank

- "Supports wellness goals"
- "Designed for targeted wellness functions"
- "Oral peptide-based wellness products"
- "Not compounded and not injectable"
- "Use as part of a wellness routine"
- "Ask the pharmacist for personalized guidance"

## Language to Avoid

- Cure, treat, diagnose, prevent disease
- Replace medication
- Guaranteed weight loss
- Works like a GLP-1
- Clinical claims not supported by approved materials

**Key links:** Book a strategy call: <https://lighthousebrief.com/discovery>  
 Professional overview: <https://online.flippingbook.com/view/907834673>  
 Product site: <https://makewellness.com/lighthousewellness/>