

Peptides vs Injectables

A clear comparison for reps explaining the Peptide Partners category lane.

Purpose

Use this guide to separate the Peptide Partners conversation from compounded, injectable, and research-use peptide conversations.

Question	Oral Bioactive Precision Peptides	Compounded / Injectable / RUO Peptides
Format	Oral wellness products.	Often injectable or research-oriented depending on source.
Pharmacy conversation	Front-end wellness education and product stack guidance.	Clinical, compounding, protocol, or provider-directed conversation.
Patient experience	No injections, no refrigeration conversation as a core selling point.	May involve injections, handling, protocols, and variable requirements.
Sales positioning	Wellness category with staff training, QR assets, and reorder/subscription pathways.	Often more complex, protocol-heavy, or provider-specific.
Compliance lane	Wellness education language. Avoid disease claims.	Requires careful medical, compounding, and regulatory considerations.

Simple Clarifier

"This is not the research-use or injectable peptide conversation. Peptide Partners is focused on oral wellness products that a pharmacy team can explain through simple, compliant education."

Rep Reminder

If the pharmacist starts asking clinical or regulatory questions beyond your scope, book a follow-up with the appropriate science or leadership resource instead of winging it. Winging it is where compliance goblins move in.

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