

Peptides vs Supplements

A simple comparison chart for pharmacy staff and medical reps.

Why This Comparison Matters

Pharmacy teams need a simple way to explain why this is not just another bottle on a shelf. Keep it educational, not combative. The point is category clarity.

Category	Traditional Supplements	Oral Bioactive Precision Peptides
Primary idea	Often nutrient, herb, vitamin, mineral, or botanical based.	Peptide-based wellness products designed around targeted signaling functions.
Patient conversation	"Do you need more of this nutrient?"	"What wellness function or goal are you trying to support?"
Positioning	General nutrition support.	Targeted wellness support such as metabolism, hydration, recovery, energy, sleep, or healthy aging.
Pharmacy role	Product recommendation and education.	Category education, stack guidance, and continuity through reorder/subscription options.
Commercial model	Often one-time retail purchase.	Can support ongoing subscription-based patient routines.

Staff-Friendly Explanation

"Most supplements are designed to add nutrients. Bioactive peptides are different because they are designed to support specific signaling functions related to wellness goals. That is why we match the conversation to what the patient is trying to support."

Compliance Note

Do not claim peptides treat diseases or replace medications. Keep the discussion centered on wellness support and pharmacist-guided education.

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