



PATHWAY[™]

The Future of Personalized Health

POWERED BY  TruLab Dx

A precision health optimization platform

For peptide suppliers, distributors, clinics, telehealth platforms, and channel partners.

Transform peptide inventory into a scalable personalized health ecosystem.



IMPROVE
DIFFERENTIATION



INCREASE
DOWNSTREAM
SELL-THROUGH



SUPPORT
PREMIUM
POSITIONING



EXPAND LIFETIME
CUSTOMER
VALUE



CREATE STRONGER
RECURRING REVENUE
OPPORTUNITIES



Why This Matters Now

As competition accelerates across peptides, longevity, telehealth, and optimization medicine, suppliers and distributors face increasing pressure to stand apart in a crowded market.

MOST COMPETITORS STILL RELY ON:

- ✗ Generic category marketing
- ✗ Product-first selling
- ✗ Limited personalization
- ✗ Single-purchase customer behavior
- ✗ Weak retention and continuity
- ✗ Minimal protocol structure



PATHWAY changes that dynamic by giving partners a clinically positioned personalization framework that helps connect testing, peptides, supplements, protocols, and long-term optimization planning into **one scalable ecosystem**.



The Market Is Evolving

The market is evolving beyond commodity peptide sales. Product access alone is no longer enough to create meaningful retention, differentiation, or downstream revenue growth.



PATHWAY by TruLab Dx adds the intelligence and personalization layer that enables partners to move from transaction peptide selling to structured, data-driven optimization programs designed around individualized health pathways.



Every report generates 5-8 specific follow-up lab recommendations, creating an additional upsell path for blood panels, hormone testing, and metabolic workups

PATHWAY™

The Future of Personalized Health

THE LIVE PLATFORM CURRENTLY INCLUDES:



34

live compounds



6

clinical optimization
domains



16

active subcategories



fully mapped live
compounds
integrated into
active report
pathways



27

additional
compounds currently in
active development across
endocrine optimization,
sexual wellness, metabolic
health, and hair restoration
expansion panels



The platform is designed to support provider-guided wellness optimization and personalized health planning at scale.

HOW THIS HELPS YOUR BUSINESS



Differentiate your brand in an increasingly crowded peptide and optimization market



Increase average order value through structured stack recommendations and pathway-based planning



Improve downstream partner sell-through through stronger personalization frameworks



Strengthen clinic, telehealth, and reseller positioning with premium patient-facing experiences



Increase end-customer confidence and reduce purchase hesitation



Create more repeat purchasing through broader optimization planning and continuity



Improve retention by offering partners a complete optimization ecosystem rather than isolated products

WHY PATHWAY™ IS A REVENUE MULTIPLIER

PATHWAY™ is not simply another diagnostic offering. It is a commercialization and monetization layer designed to create value across multiple levels of the peptide and personalized health ecosystem.



1. Supplier Differentiation

Position your company as a strategic leader in personalized health optimization, not simply a peptide supplier.



2. Partner Sell-Through

Equip clinics, telehealth providers, and downstream reseller networks with a more structured and personalized framework for peptide optimization programs.



3. End-Customer Expansion

Help convert more interest into:

- testing
- peptide protocols
- stacked optimization programs
- supplement recommendations
- follow-up labs
- longer-term wellness planning
- continuity-based care models

**Internal commercialization strategy supports
PATHWAY™ as a platform designed to improve:**



**AVERAGE ORDER
VALUE (AOV)**



**PROTOCOL STACKING
OPPORTUNITIES**



**CUSTOMER
CONTINUITY**



**LONG-TERM
RETENTION**

REPRESENTATIVE COMPOUNDS

**Currently reflected within live and
expansion materials include:**

- | | |
|--------------------|-----------------------|
| ● BPC-157 | ● Dihexa |
| ● TB-500 | ● Humanin |
| ● Thymosin Alpha-1 | ● GLP-1 / Semaglutide |
| ● GHK-Cu | ● Tesamorelin |
| ● Epithalon | ● CJC-1295 |
| ● MOTS-c | ● 5-Amino-1MQ |
| ● SS-31 | ● currently |
| ● NAD+ | |
| ● Semax | |
| ● Selank | |

and additional compounds
across current and
expanding panels

LIVE PLATFORM CATEGORIES

Current live platform positioning includes:

- recovery and inflammation support
- longevity and cellular optimization
- cognitive performance and focus
- stress, mood, and resilience
- metabolism and energy optimization
- micronutrient and B12-related support
- food sensitivity response
- bioregulator peptide support
- MTHFR methylation pathway analysis, the genetic variant affecting a significant portion of the population

EXPANSION ALREADY UNDERWAY

PATHWAY™ is designed as an
evolving precision health
platform, not a static product.
Additional development is
already in motion across:



endocrine
optimization



sexual
wellness



hair
restoration



expanded
metabolic
pathways



future PGx-
guided
support layers



advanced
personalization
frameworks



**This provides a platform to be implemented immediately
while continuing to scale capabilities over time.**

Commercialization Value

PATHWAY™ can be deployed as a strategic growth asset that supports downstream commercialization through:

- partner-facing sales collateral
- clinic-facing marketing assets
- patient education materials
- executive sales presentations
- onboarding and implementation support
- enhanced commercialization around existing peptide categories
- premium personalization positioning



**Do not simply
give accounts
products.**

**Give them a
personalized
health monetization
system.**

Ideal Partner Profiles

PATHWAY™ is especially relevant for:



**PEPTIDE
SUPPLIERS**



**MED SPA
SUPPLIERS**



**CLINIC
DISTRIBUTORS**



**TELEHEALTH
OPTIMIZATION
PLATFORMS**



**LONGEVITY AND
WELLNESS
BRANDS**



**PEPTIDE RESELLERS
WITH DOWNSTREAM
ACCOUNT NETWORKS**



Next Step

Review the live PATHWAY™ platform scope, deployment options, commercialization strategy, and downstream growth opportunities with the TruLab Dx team.



PATHWAY™ is designed for provider-guided wellness and optimization positioning. Not intended to diagnose, treat, cure, or prevent disease. Development roadmap items should remain clearly separated from currently live platform capabilities.