



Peptides in Practice

How Pharmacies Can Expand into Longevity Care





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Meet our presenters

INTRODUCTION

What we'll cover

- ✓ The current peptide landscape (and what's coming next)
- ✓ Sourcing strategies and vendor vetting best practices
- ✓ Category 1 vs. Category 2 peptides
- ✓ Marketing your pharmacy as a longevity destination to prescribers & patients

Peptides being reviewed in July PCAC meeting



| Peptide | Proposed Use Being Evaluated |
|--------------------------|---|
| BPC-157 | Ulcerative colitis |
| KPV | Wound healing and inflammatory conditions |
| TB-500 | Wound healing |
| MOTs-C | Obesity and osteoporosis |
| Emideltide (DSIP) | Opioid withdrawal, chronic insomnia, narcolepsy |
| Semax | Cerebral ischemia, migraine, trigeminal neuralgia |
| Epitalon | Insomnia |

Established & emerging peptide therapies

→ FDA-Approved Peptide Drugs

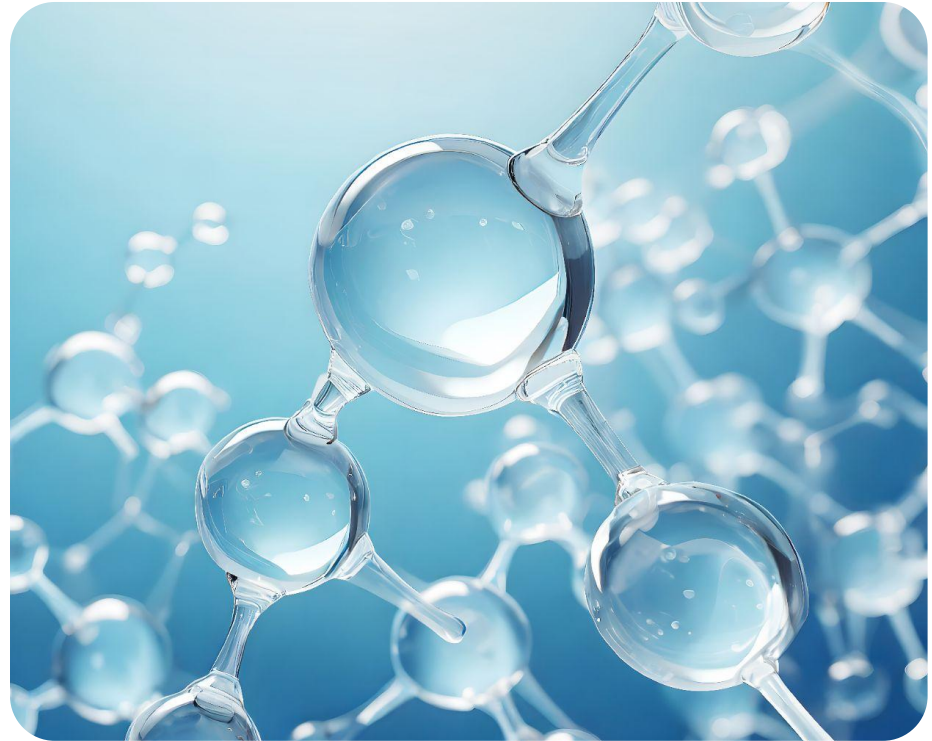
- Semaglutide
- Tirzepatide


→ Traditional Compounded Peptides

- Sermorelin
- Gonadorelin
- Oxytocin
- PT-141
- VIP

→ Emerging/Investigational Peptides

- GHK-Cu
- BPC-157
- TB-500
- MOTS-c
- KPV
- Epitalon





We are evaluating peptide education and certification partners for Atrium24 members.

Complete this form to help us understand your interest level, ideal training format, and approximate number of seats needed for your pharmacy team.

First Name* Last Name*

Email*

Pharmacy name*

Phone Number* City* State/Region*

NPI

50%



Peptide training interest form

Fill out the **Atrium24 Peptide Training Interest Form** to receive updates on formal education opportunities, vetted partners, and Atrium24 member discounts.

If you wait:

👉 You'll be behind

If you prepare:

👉 You'll be ready to lead

Create a wellness-focused online presence

To support both patient demand and prescriber awareness, pharmacies need a digital footprint for their longevity pillar.

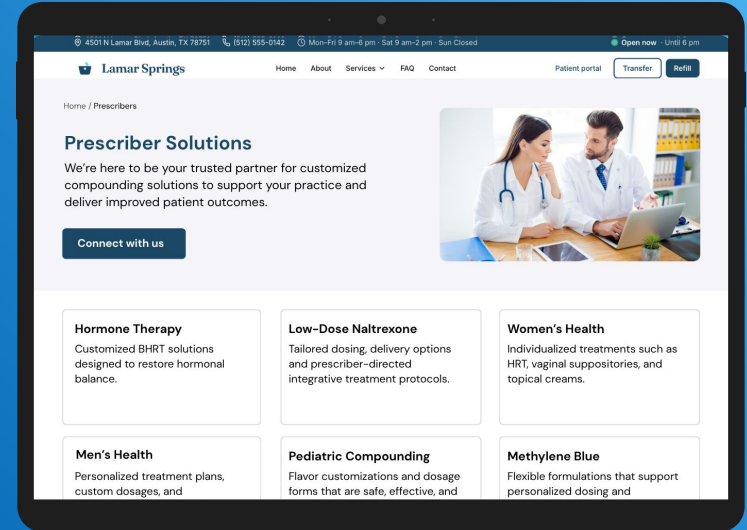
Patient-Facing Service Pages

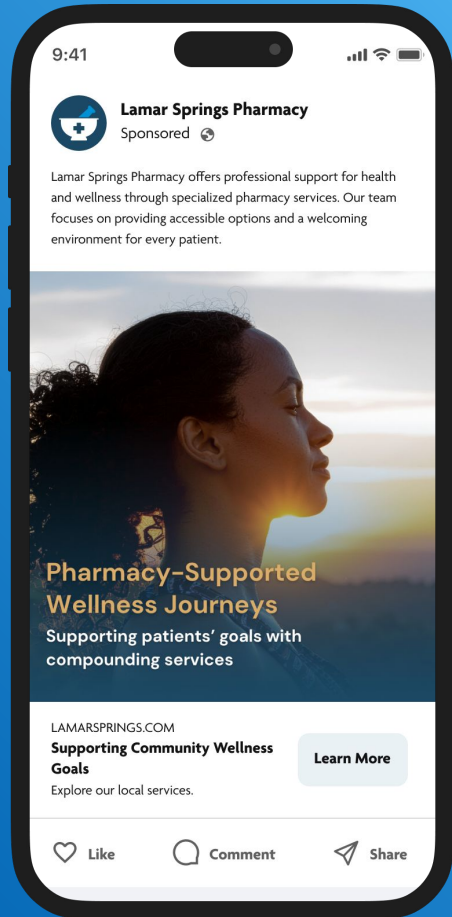
- FAQs about each service or offering
- Clear, simple, patient-friendly language
- Links to online scheduling or a clear CTA

Prescriber Resource Page

- Clinical overview of services, therapies, and a CTA to connect with your team.

Quick Tip: Add your wellness services to your **Google Business Profile** to help boost your visibility for patients and providers seeking resources online.





Promote the expertise that sets you apart.

Organic content: Build trust through education

- Focus on education and awareness rather than promoting specific therapies or products.
- Position your pharmacy as a trusted, clinical resource to build credibility with patients (and prescribers!)

Paid ads & geofencing: Grow awareness in your community

- **Paid Ads:** Reach local audiences to build awareness and attract new patients with messaging that promotes your longevity and wellness services.
- **Geofencing:** Deliver ads to high-intent locations (ex: near a, gyms, clinics, or health events.)

Quick Tip: Use a strong CTA

(i.e. Schedule a consultation, Talk with our pharmacist today)



Questions?

Contact us



lumistry.com/webinar-demo



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THANK YOU