

Peptyde: telehealth concept summary

Premium peptide telehealth: online intake → licensed US provider prescribes if appropriate → licensed US 503A compounding pharmacy dispenses and ships.
Concept v2 · Oct 29, 2026.

What's built

- **Site concept** (6 pages): Home (cinematic navy hero), Treatments (15 cards, "Starting at \$X/mo — example price"), Treatment detail (Glow, with ISI), How it works / Our pharmacy, Consultation (mock intake, no data collected), Checkout.
- **Digital renders** (no real photos): 15 vials, 15 cartons, 15 carton + vial pairs, 15-vial case (+ transparent version), 10-pack, shipper, bag.
- **Brand guide PDF** (13 pp): logo, clear space, don'ts, Onest/Inter type, palette, color code, packaging, imagery, voice, compliance.

UX references (structure only, no copy or images)

- **aminoclub.com/us**: announcement bar, slim icon nav, trust row, product-card grid with badge + price + CTA, tabbed quality section, FAQ accordion, four-column footer with disclaimer.
- **getpepd.com**: goal shortcut tiles under the hero ("Not sure? Start here"), monthly price that drops on longer plans, "talk to a provider" two-path block (intake vs. book a consult), licensed-in-your-state coverage strip, "charged only after approval", 18+ / call 911 notes.

CRM mapping (same stack as BionovaClub)

Storefront	Next.js on Vercel (as bionovaclub.com)
CMS / admin	Payload CMS (admin.bionovaclub.com pattern, Render). Collections: products → <i>treatments</i> (area, color, dose, monthly price), coupons, orders → <i>prescription orders/subscriptions</i> , faqs, pages, media, redirects. Globals: site-settings, header, footer, transactional-emails, customer-messages.
New for telehealth	HIPAA-compliant intake + EMR + provider network vendor (Payload is not HIPAA-ready, so keep PHI out of it); e-Rx to the 503A pharmacy; subscription billing; BAAs with every PHI vendor.
Email / affiliates	Amino Engine for marketing email (non-PHI only) · FirstPromoter (affiliate rules for Rx need counsel review)
Payments	Telehealth-friendly card processor; LegitScript certification likely needed. Drop Zelle/Cash App/USDT for Rx.
Analytics	GTM/GA4, Clarity, Meta: no tracking pixels on intake or condition pages (HIPAA/FTC).

Open questions / risks

Catalog legality is the #1 blocker. Many of these 15 cannot currently be compounded by a 503A pharmacy for human use: BPC-157, TB-500, KPV, MOTS-c, Semax, Selank, AOD-9604 and injectable GHK-Cu sit on FDA's 503A "Category 2" list (significant safety risks). Retatrutide is an unapproved investigational drug. Tirzepatide compounding is restricted now that the shortage is over. Tesamorelin, Ipamorelin, CJC-1295, PT-141 (bremelanotide = Vyleesi) and NAD+ each need review. The Glow, Klow and Wolverine blends inherit those problems. Healthcare counsel, the medical director and the 503A partner must approve the catalog before launch, and some formulas will likely need to be swapped.

- Provider network partner and 503A pharmacy partner: TBD.
- Launch states and provider licensing coverage.
- Real pricing, plan lengths and what the membership includes.
- PT-141 strength (10 mg assumed; label partly unreadable).
- Domain buypeptyde.com: confirm ownership.
- Payment processor and LegitScript.
- Medical director to write the final ISI and treatment copy.

Launch to-do

1. Counsel review of the business model, catalog, state law, and the rules on corporate practice of medicine.
2. Sign the provider-network and 503A pharmacy agreements, including BAAs.
3. Pick a HIPAA intake/EMR vendor; build intake per treatment.
4. Finalize the catalog, pricing and plans; medical director writes ISI and FAQs.
5. Fork the BionovaClub Next.js + Payload stack and add the treatment/subscription schema.
6. Apply for a payment processor and LegitScript.
7. Finalize packaging artwork from the brand guide; pharmacy labels.
8. Legal pages: Terms, Privacy, NPP, Telehealth consent, refunds.
9. Analytics without PHI; QA; soft launch in 1–3 states.