PRO PEPTIDES

HEALTH & WELLNESS · E-COMMERCE

PROpeptides

Clinician-guided peptides, PROPens, at-home lab panels and supplements — precision peptide management with clinical oversight.

Live

Investor & partner overview · 2026



OVERVIEW

At a glance

PROpeptides (propeptides.com) is a Shopify-based health brand tied to PRO Sports Medicine. It sells clinically formulated peptides and supplements focused on recovery, vitality, body composition and long-term health, backed by free consultations, at-home lab testing, published testing standards and a membership program. Prescription-only weight-management programs are unlocked only for approved patients.

~69
Products & services listed

6
At-home PRO Panel lab tests

15%
Savings with PROtocol Box subscriptions

$29/mo
PRO Foundations membership

PROBLEM

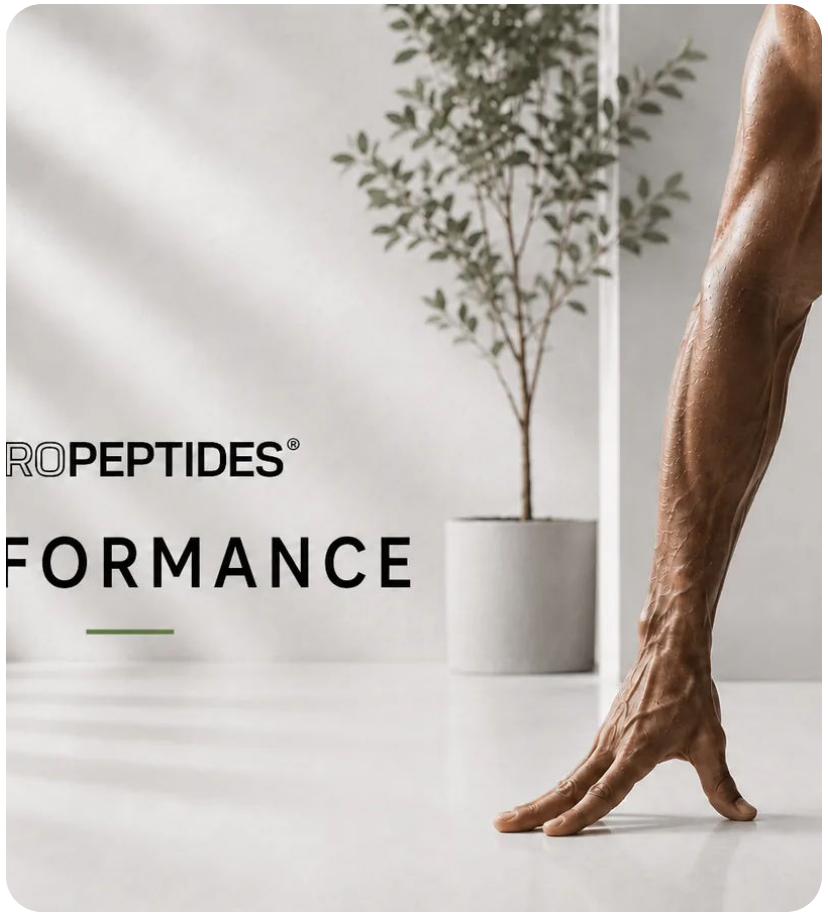
The problem

- The peptide market is crowded with sellers offering little clinical guidance or quality transparency.
- Customers on multi-month protocols lose track of dosing cycles, labs and reorders.
- Weight-management and hormone programs require clinical oversight most online stores can't provide.

SOLUTION

Our solution

- Clinician-guided catalog with free consultations and clinical oversight from PRO Sports Medicine.
- Published testing standards, quality assurance and certificates of analysis.
- Build-Your-PRO-Box subscriptions, lab panels and Wallet-pass refill reminders keep customers on protocol.
- Member-only products unlocked only for approved patients.



PRODUCT

Products & services

- Peptides & blends — e.g. PRO 4 (BPC/TB500/KPV/GHK), BPC-157, GHK-Cu, KPV, MOTS-c, Tesamorelin, NAD+.
- Oral options — oral BPC-157, oral KPV and metabolic capsules.
- PROPens — ready-to-use pens (PRO4, BPC/TB500, Tesamorelin).
- PRO Panels — at-home blood tests ($229–$349; combo panels $429–$579; member pricing).
- PRO Foundations — weight & metabolic health program with Hume body-composition scale and band.
- PRO Therapeutics supplements and registered-dietitian nutrition consults.

HIGHLIGHTS

Signature offerings



PRO 4

Signature recovery blend: BPC-157 / TB-500 / KPV / GHK-Cu.



PROPens

Ready-to-use pens for popular protocols.



PRO Panels

At-home blood testing with digital results and clinical review options.

HOW IT WORKS

The PRO approach

01

Consult

Free consultation and clinical evaluation.

02

Test

PRO Panel labs set a baseline.

03

Protocol

Clinician-guided peptides, pens and supplements.

04

Monitor

Subscriptions, Wallet-pass reminders and follow-up labs.

MARKET

Who it serves

Athletes, active adults and everyday wellness customers seeking recovery, performance, body-composition and healthy-aging support with clinical guidance; patients in weight-management and hormone programs.

MARKET SIZE

$480B

U.S. consumer wellness market, growing 5–10% a year (estimate). Source: McKinsey & Company, Future of Wellness research, 2024.

BUSINESS MODEL

How it makes money

- Product sales: individual peptides roughly $89–$450; PROPens from $349.
- Recurring revenue: PROtocol Box subscriptions; PRO Foundations $29/month or $299/year.
- At-home lab panels with member pricing; $79 clinical review for nonmembers.
- Hume device kits, nutrition consults and affiliate-driven sales.

TRACTION

Where we are today

- Live Shopify store with ~69 products across peptides, pens, labs, supplements and memberships.
- Subscriptions (PROtocol Boxes, 15% off) and the PRO Foundations membership.
- Wallet-pass refill reminders and shipping updates live through Reminder Pass (Nov 2026); existing customers invited to add the pass.
- Affiliate program, athlete team partner pages and seasonal campaigns (e.g. Black Friday / Cyber Monday).

COMPETITION

Why we win

- Research-chemical peptide sellers — PROpeptides adds clinical oversight, testing transparency and consultations.
- Telehealth weight-loss brands — PROpeptides adds labs, recovery and performance products, and an in-person clinic.
- Supplement brands — PROpeptides combines peptides, labs and supplements in one guided program.

GO-TO-MARKET

How we grow

- Clinic referrals and free consultations through PRO Sports Medicine.
- Education-led content: peptide guides, blog and the upcoming PROpeptides Playbook.
- Affiliates and athlete teams; Klaviyo email and SMS; Wallet-pass retention.
- Seasonal promotions and bundles.

FOUNDER

Who is building it

Phil Veatch, MS

FOUNDER, CEO & MANAGING MEMBER, PRO VENTURES

Healthcare entrepreneur building a portfolio of clinical, consumer-health and software companies, including PRO Sports Medicine, PROpeptides, PRO Therapeutics and Reminder Pass.

- Founded Optimize You (2020) and Arizona Sports Medicine (2022), now PRO Sports Medicine in Tempe
- Launched PROpeptides and the PRO Therapeutics supplement line, and built Reminder Pass, a Wallet-pass SaaS now live in production
- Led the medical side at BackFit Health + Spine; his redesigned therapy protocols were adopted across BackFit clinics
- Trains Phoenix-area providers in musculoskeletal ultrasound, PRP, A2M and ketamine-assisted physical therapy
- Primary medical provider for the Seattle Uprising professional paintball team
- Physician assistant by training: M.S., A.T. Still University (2015); B.S. Exercise Science, Eastern Washington University; post-graduate orthopedic and spine training at The CORE Institute

THE ASK

Partner with us

Seeking partners for inventory, product-line expansion, marketing and retention technology.

USE OF FUNDS

- Inventory and new SKUs (pens, oral options, blends)
- Content and performance marketing
- Lab-panel and membership growth

CONTACT

Let's talk.

PRO Ventures LLC · Tempe, Arizona

Reach us through the contact form at the PRO Ventures site.

Visit website ↗ propeptides.com

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