



PRESS KIT · 2026

TAGLINE

Peptide therapy for cellular renewal.

Physician-led. US sourced, US manufactured, batch tested.

MISSION

Mino exists to move peptide therapy out of the gray market and into medicine. Every protocol is written by a licensed physician, every vial and pen is made in the United States and batch tested for identity, purity and potency, and every fill is dispensed through a licensed pharmacy partner. Members join Mino Passport, which pairs physician visits with honest pricing, so the care behind a peptide is as accountable as the molecule itself.

THE COMPANY AT A GLANCE

MODEL

Physician-led peptide program: consult, protocol, prescription, pharmacy fill.

MEMBERSHIP

Mino Passport at \$149, \$299 or \$399 per month, including physician visits and member pricing on every fill.

CATALOG

NAD+, GLP2-T, blends and single peptides in pens and vials.

SOURCING

US sourced, US manufactured, third-party batch tested.

RECOGNITION

Best Peptide, Best of L.A. Beauty 2026 (Los Angeles Magazine). Star Product Hall of Fame 2026 (People en Español).

COVERAGE

88M+ audience reached across 64 placements in 2026, including The Wall Street Journal, Daily Mail, Business of Fashion, NewBeauty, ABC, FOX and WGN.

PRESS CONTACT

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SPOKESPEOPLE

Who we put forward

Dr. Amy B. Lewis, board-certified dermatologist, speaks on peptide safety, sourcing, GLP therapy and what regulation means for patients. Mino's clinical and operations leads speak on pharmacy infrastructure, batch testing and pricing.

STORY ANGLES

- What separates a prescribed peptide from a gray-market vial.
 - Why US manufacturing and batch testing change the risk picture.
 - GLP therapy under physician supervision, including postpartum and menopause care.
 - NAD+ and cellular renewal: what the evidence supports and what it does not.
 - Membership pricing as an alternative to cash-pay wellness markups.
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LOGO & USAGE

The wordmark is set as (mino) in lowercase with the parentheses closed tight, in deep sage on bone or bone on deep sage. Do not stretch, recolor, outline or add effects. Leave clear space equal to the height of the wordmark on all sides. Award seals refer to Mino NAD+ specifically, not the full catalog.

BOILERPLATE

Mino is a physician-led peptide program. Members consult a licensed physician, receive a protocol written for them, and have their prescription filled by a US pharmacy partner. Every peptide Mino dispenses is US sourced, US manufactured and batch tested. Mino NAD+ was named Best Peptide in Los Angeles Magazine's Best of L.A. Beauty 2026.

Mino · press@minopeptides.com · Full coverage list: passport-mino-magic.lovable.app/press