

Industry : Medicine and pharmaceuticals
Product: HGH and Peptides

A little background:

Hello! I will try to describe our task in an easy and understandable way.
We need a regular site, I'm sure some standard template will suit us. And also we need a logo design for our domain: hgh.top

It is planned that this will be a redesign of our old logo :



For me, in our industry, the reference site is <https://worldhgh.com>
They are also our main partners, since 99% of their products – are our products and we want to place them on our website as well.
Our main product – it is the only one – is growth hormone (somatotropin)
Scrolling a little lower on the above site, you will see other products – peptides, but this is 1% of sales. We place our main bet on growth hormone, and to be even more precise, on several of its manufacturers.

We have been working in this industry for more than 15 years, at first it was the Russian market. Subsequently, when cheap synthetic analogues filled the market, they began to force real recombinant growth hormone out of the market. We, in turn, have always fought for the quality of products supplied to the market and selected real proven manufacturers of growth hormone, which are presented on this, to some extent, our website. If you go directly into the card of each product, you will see, in addition to a beautiful description of the examination of drugs, the analyzes of athletes, they did everything themselves. Yes, and you can read reviews about the site by yourself:
<https://www.trustpilot.com/review/worldhgh.com>

In Russia, unfortunately, there are not enough customers left who appreciate quality, those who are trying to appreciate and buy high-quality growth hormone, the market does not allow this, or the trainer – is anyone, absolutely the entire market is loaded with synthetics.

We decided to enter the American market and found such clients there, because you can't slip this rubbish for 50\$ there. At the very beginning of the our journey, it was a big surprise for me, that clients understand this as well, and sometimes even better at some points than us. Not at all in brands, but in the mechanism of action of growth hormone and in the effect that it should give to them.

Main part :

Our market is the – USA, and all the emphasis will be placed on it. Europe has its own difficulties – we will not go into details – we are not interested in it. We cooperate with them in a slightly different format, not through websites.

Our main client is a man or woman, usually not a professional athlete, and certainly not a bodybuilder, perhaps better so, a brief description of our target audience:

<http://www.futurescience.com/hgh.html>

Our guru: Ronald Clatz and I have two books to mention:

https://www.amazon.com/Grow-Young-HGH-Amazing-Medically/dp/0060984341/ref=sr_1_1?crid=ZVWIVHVJRJRI&keywords=Ronald+Klatz&qid=1688890190&srefix=ronald+klatz%2Caps%2C373&sr=8-1

https://www.amazon.com/Official-Anti-Aging-Revolution-Younger-Stronger/dp/1591202000/ref=sr_1_3?crid=ZVWIVHVJRJRI&keywords=Ronald+Klatz&qid=1688890190&srefix=ronald+klatz%2Caps%2C373&sr=8-3

Therefore, the dumbbells in the logo should be replaced by something else. The entire site should be permeated not with sports, but with anti-aging topics, including the tasks of geriatric centers :

<https://www.a4m.com>

But of course, we do not forget that our main task – is the sale of growth hormone. There is an idea to make a beautiful product description with reviews and pictures – without a buy button.

We had a lot of sites that were banned, somewhere they themselves are to blame, somewhere simply due to inattention. The FDA makes sure there are no such sites.

One of the questions that I have is what is the secret of worldhgh.com.

Why it has not been banned all the time we have known each other, and this is more than 10 years. Or the site <https://steroidify.com> they have been selling everything in a huge assortment for even longer on the market and accepting an offer for cooperation and displaying almost any product – this is something similar to a market place in our industry.

I would like our site to be somewhat similar to worldhgh.com, but partially and only in its simplicity and presentation of the material, and outwardly these would be two completely different sites.

Our advantages over competitors:

- high quality product, only real growth hormone and absolutely no synthetics.
- we work directly from manufacturers.
- one of the biggest advantages – we have two warehouses in the USA, and it is possible to offer the client delivery almost the next day after placing the order, he also does not have to worry about delivery times, the order going through customs or any other frightening his imagination of nuances and details to order.
- We are located in Kazakhstan, because here we have direct proximity to manufacturers and we have direct contact with them.

I also have another idea, can you help me how to implement it.

Is it possible to make a registration for ordinary customers and a separate one for online-stores. When registering, the client will have the opportunity to see a google table with availability and prices in the USA and Kazakhstan, and online-stores will have the same opportunity, only they will have different prices, but the purchase will also be from one piece. With online-stores, it will be easier for us to agree on payment through electronic currency, they most often support it themselves.

The problem remains with ordinary customers, we want no payments through Wise systems, and even more so PayPal, are suitable for us (we went through all this, we are banned everywhere and this is a temporary measure anyway).

In our case, it is only cryptocurrency, bitcoins. But this introduces customers into confusion, and they take the position - we want to pay by card and that's it, we don't want to understand anything.

As I think it is necessary to convey to the client that it is better to pay with cryptocurrency, I liked the description here the most : <https://steroidify.com/bitcoin>

And we can also offer a 10% discount when paying with cryptocurrency.

We will discuss further details in the process of our cooperation.

Thank you!