

VELA by BIO-ESTER Care

Chewy Buyer Submission Proposal

Pet Barrier Sustainer System for Dogs | Buyer-risk-managed Phase 1 launch



Executive position

VELA by BIO-ESTER Care is not another moisturizer and not a clinically framed treatment product. It is a Direct-to-Skin, step-based Pet Barrier Sustainer System designed for daily barrier-care support for dogs with dense coats. The Chewy opportunity is to name and lead a clear middle category while entering through a controlled, lower-risk launch structure.

- Category job: a clear middle role between ordinary moisturizers and clinically framed treatment products.
- System logic: Material Placement Engineering combines formula, dose, applicator tip, application motion, and step sequence.
- Phase 1 path: VELA Core Barrier Duo for Dogs + VELA Step 1 Single for Dogs; VELA Step 3 Finisher reserved for Phase 2.

2. Category Definition

A middle role Chewy can name: **Pet Barrier Sustainer**

Retail Position: The Middle Role Chewy Can Name



Final buyer view: VELA gives retail a named daily barrier-care role that ordinary hydration language cannot carry on its own.

“Moisturizer” is too weak because it describes surface benefit. “Treatment” is too clinical for routine maintenance. “Pet Barrier Sustainer” gives the line a clear retail job: daily barrier-care support for the skin under the coat.

Dimension	Ordinary Moisturizer	Clinically Framed Treatment Product	VELA Standard
Retail role	Softness, hydration, conditioning	Problem-oriented support	Daily barrier-care support
Consumer frame	Surface comfort	More intensive care	Routine care for the skin under the coat
Delivery logic	Broad topical application	Clinical-style application	Direct-to-Skin Placement
Assortment logic	Single item or formula claim	Treatment-adjacent solution	Step-based Pet Barrier Sustainer routine

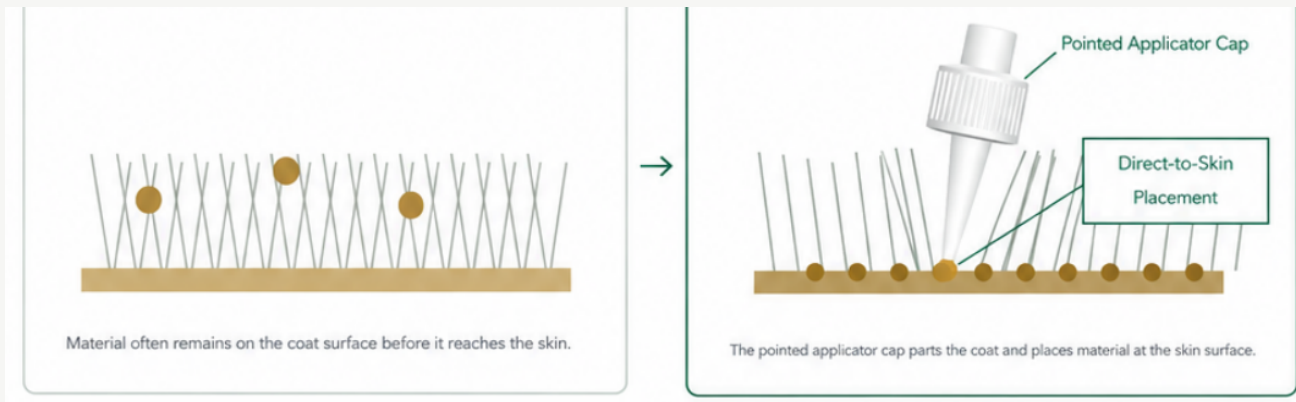
Buyer takeaway
 VELA gives retail a new noun for a real use case: routine daily barrier-care support for dogs, positioned between basic moisturization and clinical treatment language.

3. Material Placement Engineering

The application problem is the coat; the VELA answer is placement.

MPE: Coat Barrier vs Direct-to-Skin Placement

The issue is not only what goes into the formula. It is where the material is placed.

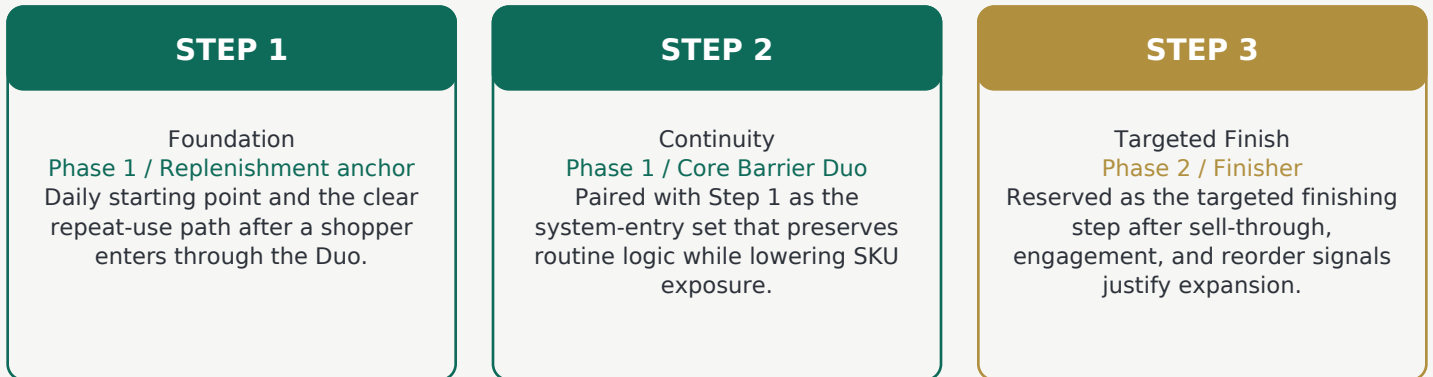


MPE Component	Buyer-Relevant Meaning
Coat-bypassing delivery	Addresses the physical barrier that makes ordinary broad application inefficient.
Pointed applicator	Parts the coat and supports Direct-to-Skin Placement rather than hair-surface waste.
Controlled dose and sequence	Makes barrier care easier to repeat as a normal daily routine.

Core technical sentence
VELA converts barrier-lipid science into a Direct-to-Skin Placement system, not an ingredient-claim story.

4. Three-Step System Logic

The line remains one system; Phase 1 opens through two sellable paths.



Step	System Role	Retail Message
STEP 1	Foundation	Daily starting point and replenishment anchor.
STEP 2	Continuity	Paired with Step 1 as the Core Barrier Duo.
STEP 3	Targeted finish	Reserved as Phase 2 Finisher after demand is proven.

The recommended launch is not a full three-SKU opening. The initial structure protects Chewy’s inventory exposure while preserving the VELA system logic: two sellable paths for Phase 1, with Step 3 held for a data-supported Phase 2 expansion.

Phase-launch requirement
 VELA remains a three-step Pet Barrier Sustainer System, but Phase 1 opens through VELA Core Barrier Duo for Dogs for system entry and VELA Step 1 Single for Dogs for replenishment. VELA Step 3 Finisher remains visible in education and reserved for Phase 2 once sell-through, product-page engagement, and reorder signals support expansion.

5. Product Line-up & Package Concept

Premium routine care with clear launch roles and a lower-risk assortment structure



SKU / Sellable Path	Format	Launch Role	Package / Use Logic
VELA Core Barrier Duo for Dogs	Step 1 + Step 2 set	Initial system-entry SKU	Reduces first-purchase friction while preserving the core barrier-sustaining routine.
VELA Step 1 Single for Dogs	60 mL liquid	Replenishment / repeat-use SKU	Keeps a clear repurchase path after the shopper enters through the Duo.
VELA Step 3 Finisher	Targeted cream	Phase 2 reserved SKU	Visible in education; supplied when sell-through, product-page engagement, and reorder signals justify expansion.

The package family is designed to help pet parents understand VELA as one system with two initial purchase paths: VELA Core Barrier Duo for Dogs for first-time adoption and VELA Step 1 Single for Dogs for replenishment. VELA Step 3 Finisher remains visible in education as the Phase 2 finisher.

Merchandising view
 The launch should be presented as one Pet Barrier Sustainer System with two initial purchase paths: the VELA Core Barrier Duo for Dogs for first-time system adoption and VELA Step 1 Single for Dogs for replenishment. VELA Step 3 Finisher should remain visible in education as the Phase 2 finisher.

6. Commercial Terms

Initial phase launch proposal

Item	Phase 1 Offer
SKU openings	2 initial SKU openings
Total retail selling units	3,000 units
Total physical bottles	5,000 bottles, 60 mL each
VELA Core Barrier Duo for Dogs	2,000 sets; Step 1 + Step 2
Duo wholesale	USD 32.00 per set
Duo suggested retail	USD 78.00 per set, subject to Chewy pricing strategy
VELA Step 1 Single for Dogs	1,000 units
Step 1 wholesale	USD 16.00 per 60 mL unit
Step 1 suggested retail	USD 39.00 per 60 mL unit
VELA Step 3 Finisher	Phase 2 expansion after 4-8 week sell-through review
Case pack / lead time	12 units per case for single items; Duo case pack to be aligned with Chewy routing. Lead time approximately 8-12 weeks following vendor approval.
Origin / terms	Made in Canada. Standard Net 30 payment terms for the agreed initial launch quantity.

Commercial details are structured to protect Chewy initial inventory exposure while preserving the core VELA system logic. The proposal opens with two sellable paths: VELA Core Barrier Duo for Dogs for first-time system adoption and VELA Step 1 Single for Dogs for replenishment. VELA Step 3 Finisher remains reserved for Phase 2 based on sell-through, product-page engagement, and reorder signals.

Buyer decision frame

The review question is not whether Chewy should take on more SKU risk. The review question is how to introduce VELA as a system while protecting initial inventory exposure. The proposed Phase 1 structure opens with VELA Core Barrier Duo for Dogs plus VELA Step 1 Single for Dogs, then expands VELA Step 3 Finisher only when sell-through, product-page engagement, and reorder signals support the move.

Inventory strategy

Designed to reduce Chewy initial SKU exposure while preserving the Pet Barrier Sustainer system logic and a clear education path for Phase 2.

7. Closing Position

A product proposal, a category proposal, and a phased launch proposal in one

Pet Barrier Sustainer System Mechanism



Technical dossier available upon request

VELA is built from validated barrier-lipid logic, but its commercial advantage is not an ingredient list. Its advantage is system design: Direct-to-Skin Placement under the coat, a step-based Pet Barrier Sustainer role, and a phased launch structure that allows Chewy to test demand without overextending initial SKU exposure.

- It is not another coat-surface moisturizer.
- It is not a clinically framed treatment product.
- It is a Direct-to-Skin, step-based Pet Barrier Sustainer System designed for the skin under the coat.
- It enters through a buyer-risk-managed Phase 1 structure: VELA Core Barrier Duo for Dogs plus VELA Step 1 Single for Dogs, with VELA Step 3 Finisher reserved for Phase 2.
- Chewy can help define, educate, and lead this emerging middle category.

Final buyer view

VELA by BIO-ESTER Care gives Chewy an opportunity to own a named, routine-based daily barrier-care category for dogs. It combines product proposal, category proposal, and phased launch proposal in one: Direct-to-Skin Placement under the coat, a step-based Pet Barrier Sustainer role, and a buyer-risk-managed entry structure.

Recommended next step

Review VELA as a Pet Barrier Sustainer System with Phase 1 launch: VELA Core Barrier Duo for Dogs, VELA Step 1 Single for Dogs, and VELA Step 3 Finisher reserved for data-supported Phase 2 expansion.