

VELA by BIO-ESTER Care

Executive Summary for Chewy Buyer Submission

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



Core Barrier Duo shown as Phase 1 system-entry set.

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 and technical position

"Moisturizer" is too weak because it describes surface benefit. "Treatment" is too clinical for routine maintenance. Pet Barrier Sustainer System gives the line a clear retail job: daily barrier-care support for the skin under the coat. VELA is organized around Material Placement Engineering (MPE): formula, dose, applicator tip, grip, application motion, and step sequence are designed together so material can be placed where barrier-care support is needed - on the skin surface under the coat.

This makes the proposal more than a single SKU opening: it is a category proposal, a product system, and a buyer-risk-managed Phase 1 launch opportunity in one.

Buyer-relevant system logic

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	Step 3 finisher SKU	Phase 2 reserved SKU	Remains visible in education and may be introduced after sell-through, product-page engagement, and reorder signals justify expansion.

Phase 1 launch proposal

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.

Commercial Summary

Item	Proposed Term
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.

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 System 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.