

COMPANY OVERVIEW / SEPTEMBER 2026

# U.S. Commercialization Capabilities

A practical U.S. commercial headquarters for health, wellness and consumer brands ready to turn market ambition into operating reality.



TruLife in the field: industry relationships and commercial execution.



PREPARE / ENTER / SELL / GROW

## 01 / WHO WE ARE

# One U.S. team. Commercial ownership.

TruLife Distribution helps brands navigate the work between a strong product and a sustainable U.S. business: readiness, market entry, retail development, e-commerce and ongoing execution.

## THE HEADQUARTERS MODEL

## Locally present. Globally useful.

Based in Boca Raton, Florida, TruLife acts as a U.S. commercial headquarters for brands that need more than introductions. The operating team brings commercial planning, coordination and market-facing follow-through together under one relationship.

## HOW WE WORK

## Built around the stage of the brand.

We assess what is ready, what needs work, which channels make sense and what resources the U.S. opportunity requires. Execution is sequenced rather than treated as a single launch event.

**Our focus:** health, wellness and adjacent consumer categories, including brands entering the United States from overseas. Regulatory and logistics activities are coordinated according to product and engagement requirements; they are not a promise of clearance or placement.

## 02 / OPERATING MODEL

# Prepare. Enter. Sell. Grow.

A sequence that ties commercial decisions to operational readiness—and keeps the team accountable after first market entry.

## 01 / PREPARE

**Make the brand market-ready**

Evaluate product fit, claims, packaging, pricing, margin structure and channel priorities. Identify the gaps that should be solved before inventory or buyer conversations scale.

## 02 / ENTER

**Establish the U.S. pathway**

Coordinate compliance requirements, importation, insurance and fulfillment planning as applicable. Build the materials and operational foundation needed for a credible U.S. launch.

## 03 / SELL

**Develop the right accounts**

Translate the proposition into buyer-ready materials, select channels, pursue qualified conversations and support retail and e-commerce activation.

## 04 / GROW

**Manage what follows**

Support account needs, marketing and marketplace performance, replenishment planning and measured expansion as the brand earns traction.

Execution scope is defined by the brand's category, readiness and agreed engagement—not every service applies to every brand.

## 03 / CAPABILITIES

# An integrated commercial toolkit.

The pieces of a U.S. launch are interdependent. TruLife aligns the work so positioning, supply, sales and account support tell the same story.

**MARKET STRATEGY****Opportunity & readiness**

Category and channel assessment; competitive context; price and margin analysis; commercial sequencing and go-to-market planning.

**MARKET ACCESS****Entry coordination**

Product-specific compliance support and specialist coordination; import and insurance planning; inventory and fulfillment workflow alignment.

**DEMAND CREATION****Retail development**

Buyer-facing positioning, presentation preparation, outreach, scheduled meetings, follow-up and account development.

**ONGOING OPERATIONS****E-commerce & growth**

Amazon and other marketplace strategy, creative and marketing coordination, account servicing, sales monitoring and expansion planning.

General commercial information only. Regulatory requirements vary by product classification, formulation, claims and intended use; specialist review may be required.

## 04 / ROUTE TO MARKET

# Channel strategy before channel volume.

The right first channel is the one a brand can serve, fund and learn from—not simply the largest logo on a target list.

## Where we work

**Specialty & natural:** category-focused retailers and regional operators.

**Drug & grocery:** relevant buyers where pricing, supply and evidence support the proposition.

**Independent & regional:** focused market development and repeatable account learning.

**Digital commerce:** Amazon and other marketplaces as launch, proof or growth channels.

## What buyers evaluate

Consumer need and category differentiation.

Packaging, claims and substantiation.

Retail pricing, margin and promotional support.

Inventory, fulfillment and replenishment reliability.

Evidence of demand and a credible growth plan.

Channel selection and buyer development are shaped by the brand's readiness and economics. A meeting does not imply an endorsement, purchase commitment or guaranteed placement.

## 05 / BUYER DEVELOPMENT

# Real conversations. Measured claims.

TruLife represented emerging and international health and wellness brands in **37 scheduled buyer meetings** at the September 2026 ECRM Vitamin, Weight Management & Sports Nutrition Program in Palm Beach Gardens, Florida.



September 2026 ECRM scheduled meeting photograph.



September 2026 ECRM scheduled meeting photograph.



September 2026 ECRM scheduled meeting photograph.

Photographs document participation in scheduled meetings. They do not indicate a retail partnership, buyer endorsement, purchase commitment or guaranteed placement. No individual buyers or represented brands are identified here.

The commercial work is preparation before the meeting and disciplined follow-up after it: fit, evidence, terms, samples and a practical account plan.

## 06 / DOCUMENTED WORK

# Outcomes with names attached.

Selected published case studies illustrate different commercial problems—and distinct routes to traction.

## SPORTS NUTRITION / RETAIL + DIGITAL

**RARI Nutrition**

Two SKUs grew to eight. Buyer development supported a documented launch of 700+ retail doors, including CVS and Vitamin Shoppe, alongside regional distribution. An approved before/after snapshot reports Amazon sales rising 64% (\$733,007 to \$1,205,775). Source dates not stated.

## CALIFORNIA / RETAIL

**Ultra Life Sport**

A focused California beachhead developed placement across 50+ retail locations before broader expansion. Source dates not stated.

## IRELAND / U.S. ENTRY

**All Real Nutrition**

An established Irish sports-nutrition brand built a U.S. pathway involving compliance support, importation setup, insurance coordination and launch operations, then launched on Amazon and additional online retailers.

## THE EVIDENCE STANDARD

**Specific, not universal**

These are client-specific outcomes from published case studies—not aggregate performance metrics or a forecast for another brand. Commercial results vary by category, investment and execution. See [trulifedist.com/case-studies.html](https://trulifedist.com/case-studies.html).

## 07 / INTERNATIONAL ENTRY

# Your U.S. presence, built deliberately.

For an international business, the first U.S. decision is not simply which retailer to pitch. It is how the product, operating structure and economics will hold together once orders begin.

## Before launch

Assess product classification, claims and market fit.

Map importer, insurance, compliance and fulfillment requirements.

Set U.S. pricing, landed economics and first-channel priorities.

## After entry

Prepare buyer-facing evidence and sales materials.

Develop relevant retail and online accounts.

Coordinate inventory flow, account needs and ongoing brand management.

**Published example:** All Real Nutrition's U.S. entry connected compliance and operating work to an e-commerce launch. It is an example of a specific engagement, not a promise of identical requirements or results.

Explore the published international case: [trulifedist.com/case-study.html](https://trulifedist.com/case-study.html)

## 08 / THE PEOPLE

# An operating team, not a handoff.

Commercialization calls for judgment across strategy, sales, operations, finance, content and account development. These are the people publicly listed on TruLife's team page.



**Brian Gould**  
Founder & CEO



**Jimmie Carmeci**  
Director of Operations



**Matthew Boyce**  
Director of Sales



**Ray Pappalardo**  
West Coast Sales  
Manager



**Danielle Krause**  
Marketing Director



**Kyle Bennett**  
Chief Financial Officer



**Rodica Lesan, RN,  
BSN**  
HR Director & Assistant to  
the CEO



**Jaron Pak**  
Content Creator



**Leah Fernandez**  
Business Development  
Specialist



**Pinky Gomez**  
Business Development  
Specialist

Team biographies: [trulifedist.com/team.html](https://trulifedist.com/team.html)

## 09 / START THE CONVERSATION

# Find the right first step.

A sound U.S. plan begins with an honest assessment of the brand's stage—not an assumption that every product is ready for a full commercialization program.

**FINISHED PRODUCT / MARKET DECISION****U.S. Market Assessment · \$3,500**

A paid, structured commercial decision document for a brand evaluating U.S. market opportunity and launch requirements. Review readiness, channel logic, economics and priority next steps before committing major resources.

**PRODUCT STILL IN DEVELOPMENT****Brand Launch Advisory**

Operator guidance for brands still finalizing formulation, packaging, positioning or launch fundamentals. Advisory is a distinct path, not the paid Market Assessment or a promise of retail distribution.

## Ready to explore your U.S. pathway?

Share your brand's category, stage, current markets and intended U.S. goals. TruLife can help determine which conversation should come first.

[Request a U.S. Market Assessment →](#)

[Explore Brand Launch Advisory →](#)