

WHOLESALE & BRAND APPROVAL

Wholesale & Brand Approval Case Study: Securing an LOA in 19 Days

Client: Meridian Wellness* **Industry:** Health & Supplements **Engagement:** 19 days



Wholesale sourcing and brand approval illustration showing a verification shield and approval certificate representing Originem Ventures' LOA and ungating process

The Client: An Established Seller Entering a Gated Category

CLIENT SNAPSHOT

Meridian Wellness is an established Amazon seller looking to expand into a gated supplement category with strong existing demand, but no prior relationship with the brand or its authorized distributors.

The client had tried cold outreach to the brand directly with no response, and had been approached by several "LOA for sale" sellers online whose terms didn't hold up to scrutiny.

The Challenge: No Path to a Legitimate LOA

Amazon required a Letter of Authorization (LOA) and invoice documentation to sell the brand, and the client had no verified path to either. Several online offers to sell an LOA directly carried classic scam indicators — wire-transfer-only payment, no verifiable business registration, and cloned distributor website templates.

Red Flag Screened	Result
Wire-transfer-only payment demand	Flagged & avoided (2 sources)

Unsolicited LOA offer via email	Flagged & avoided (1 source)
Verifiable business registration	Confirmed on selected distributor
Traceable invoice history	Confirmed on selected distributor

Our Wholesale & Brand Approval Process

- Phase 1 — Legitimate Channel Mapping**

Identified the brand's actual authorized US distributor network rather than relying on the brand's own unresponsive wholesale inbox.
- Phase 2 — Documentation Package**

Prepared and submitted the client's business license, EIN, and resale certificate alongside the distributor's MOQ and account requirements.
- Phase 3 — LOA Issuance**

Negotiated MOQ terms and secured a signed Letter of Authorization directly from the verified distributor.
- Phase 4 — Ungating Submission**

Submitted the LOA and invoice documentation to Amazon, structured to meet category-gating requirements on the first submission.

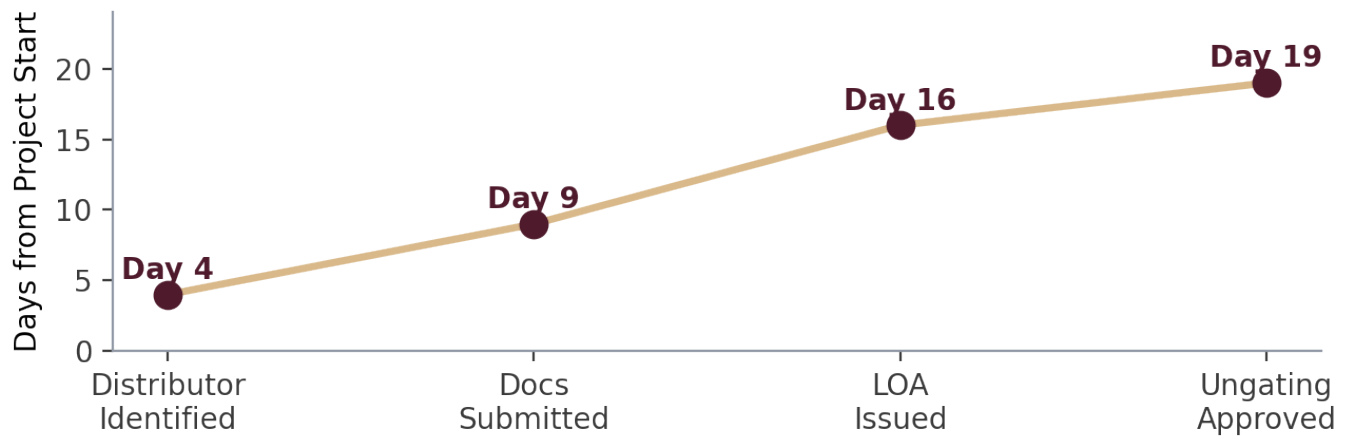
“We'd been stuck for two months getting nowhere with this brand on our own. Originem found the real distributor, handled the paperwork, and flagged two scam offers we almost fell for before we even got there.

— OPERATIONS LEAD, HEALTH & SUPPLEMENTS SELLER

The Results: Ungated, Approved, Scam-Free

19 DAYS DISTRIBUTOR CONTACT TO UNGATING	100% FIRST-SUBMISSION APPROVAL	3 FRAUDULENT OFFERS SCREENED OUT	0 RESUBMISSIONS REQUIRED
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Brand Approval & Ungating Timeline



From first distributor contact to full ungating approval took 19 days, with Amazon approving the category application on the first submission — no resubmissions or additional documentation requests. This is the same wholesale account sourcing and brand approval process we run for clients pursuing gated health, beauty, and grocery categories.

CONCLUSION

Meridian Wellness gained legitimate, invoice-backed access to a previously gated category — while avoiding the fraudulent "LOA for sale" offers that could have cost them both money and their Amazon account standing.

RELATED SERVICES & KEYWORDS

Amazon Brand Ungating

Letter of Authorization (LOA)

Wholesale Account Sourcing

Supplier & Scam Verification

Distributor Relationship Management

Amazon Category Approval

Resale Certificate & EIN Documentation

Ready to Get Ungated?

Originem Ventures handles distributor outreach, documentation, and LOA negotiation to get you into gated categories safely — without falling for scam offers.

[Start Your Brand Approval →](#)

Illustrative portfolio case study prepared by Originem Ventures LLC. Client identity anonymized/composited for confidentiality. Figures reflect representative engagement outcomes.