



**Supple LLC**  
785 County Road CB  
Suite 100  
Neenah, Wisconsin 54956  
[www.supplesquad.com](http://www.supplesquad.com)

**PR Contact:**  
Laura Burgess Marketing  
P: 603-438-9052  
[ashley@lauraburgess.com](mailto:ashley@lauraburgess.com)

**FOR IMMEDIATE RELEASE**

## **Supple Launches Supple Squad GOVX Program to Deliver Exclusive Discounts to Military, First Responders, and Healthcare Workers**

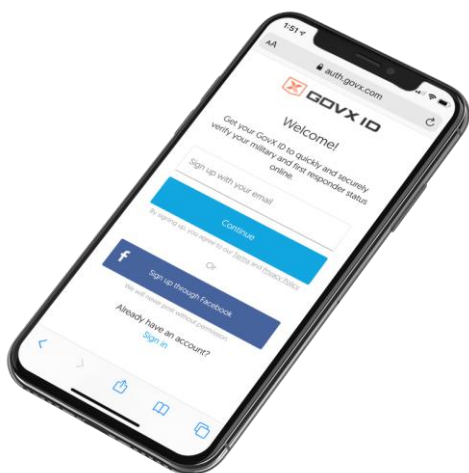
*New partnership with GOVX unlocks secure, trusted savings on Supple's premium joint health products for those who serve and protect.*

**Neenah, Wis. (August 2025)** – [Supple](http://www.supple.com), a 7-day fast-acting, premium joint health dietary supplement trusted by

customers since 2006, is proud to announce the launch of [the Supple Squad GOVX Program](http://www.supple.com), a new initiative designed to provide exclusive, secure discounts to verified military members, first responders, law enforcement officers, healthcare professionals, and their families. Built in partnership with GOVX, a trusted platform used by more than 11 million members, the Supple Squad GOVX Program allows verified customers to receive an additional 20 percent discount on every order placed on <https://supplesquad.com/>. The program supports Supple's mission to honor those who serve with products that support strength, resilience, and joint health for active lifestyles.



"Our goal has always been to support the health of those who give their best every day, on the frontlines, in the field, and at home," said Peter Apatow, Founder and CEO of Supple. "With the launch of the Supple Squad GOVX Program, we're proud to make our premium joint health solutions more accessible to the communities we respect the most."



The program offers verified members access to exclusive savings on [Supple Drink](#), [Supple Drink Instant](#), [Supple TurboFlex® Joint Health Supplement](#), and [Supple Pets® Hip & Joint Health Chews](#). You can find products with premium glucosamine and chondroitin and Boswellia serrata AKBA at clinically effective dosages, trusted for decades, and backed by strong clinical research. The entire checkout process is secured by GOVX, allowing customers to shop confidently without uploading sensitive documents.

With a GOVX ID, members can instantly verify their status as military, first responder, law enforcement,

or healthcare professionals and automatically unlock an additional 20 percent discount on every Supple order. Members can also receive free shipping on orders of \$100 or more after discount and access savings on trusted joint health solutions.

This launch builds on the momentum of the Supple Squad Initiative, Supple's ongoing effort to support military and first responder wellness through product innovation, charitable partnerships, and exclusive benefits.

For more information on Supple, visit its website at <https://supplesquad.com/> or follow along on [Instagram](#), [Facebook](#), [X \(formerly Twitter\)](#), or [YouTube](#).

### **About Supple**

Supple offers 7-day fast-acting, premium joint health dietary supplements designed to improve comfort, mobility, and flexibility in just a week, while preserving cartilage and optimizing orthopedic performance. With clinically effective doses of premium glucosamine & chondroitin supplements and a special Boswellia extract, Supple helps people live healthier, more active lives. Learn more at <https://supplesquad.com/>.

### **Discover the Difference**

Experience the power of premium, clinically backed ingredients for yourself. Visit <https://supplesquad.com/> to learn more and try SUPPLE Drink Instant today.

### **About GOVX**

GOVX is dedicated to serving those who serve our country and communities – military service members, first responders, law enforcement officers, emergency medical professionals, educators, and other government service personnel. With a customizable suite of solutions, GOVX provides leading brands who share in our mission with a unique opportunity to support this deserving audience. Through our flagship e-commerce site, GOVX.com, brands can authentically reach a growing community of 11M+ members with their own storefront. More than 1K trusted brands currently have a storefront on GOVX.com, offering unbeatable deals to those who serve. With our verification app, GOVX ID, brands can easily enable service member discounts within the checkout flow of their own sites. More than 3K brands currently utilize our GOVX ID technology to honor service members. By leveraging GOVX marketing services solutions, brands can effectively amplify their products or services within our engaged and exclusive community and reinforce their support for Americans who make a difference. In addition to providing unmatched value to those who serve, GOVX also donates a portion of every order to non-profits who serve the military and first responder community. To date we have donated more than \$2M through our GOVX Gives Back initiative. For more information, visit <https://www.govx.com>.