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FOR IMMEDIATE RELEASE

SUPPLE Launches SUPPLE PETS®

The world's first Supple Hip & Joint Care Chews for dogs with premium human-grade chondroitin and glucosamine at clinically effective dosages.

Neenah, Wis. (September 2025) – Supple Pets LLC, the sister company to [Supple LLC](#), the makers of [Supple® Drink](#), with more than 100 million human servings sold, today announced the launch of [SUPPLE PETS® Hip & Joint Care Chews](#), a breakthrough in canine joint support. Built on Supple's legacy of evidence-based, human joint health supplements, Supple Pets delivers clinically effective dosages of premium, human-grade glucosamine and European pharmaceutical-grade chondroitin - trusted and prescribed by physicians in Europe and used by more than 55 million people over 50 years.



"Pet parents are overwhelmed by cheap joint support supplements that make bold promises but are often filled with low-quality ingredients or token amounts just to make a label claim," said Peter Apatow, founder of Supple Pets. "With Supple Pets, we set out to change that. These chews use the same uncompromising standards Supple applied to its human supplements for nearly two decades: premium, human-grade ingredients at dosages backed by strong clinical research. Our dogs deserve the same science and care as we do."

Solving the Ingredient Problem in Pet Supplements

Many pet joint supplements cut corners and use unproven proprietary formulas, unproven ingredients, unproven dosages, and fake and/or low-quality ingredients that fail to deliver real results. Independent testing, international medical experts, and even the United States National Institutes of Health have long confirmed that all glucosamine and chondroitin is not the same.

Lower-purity ingredient forms and unproven dosages are ever-present in the market, but most pet owners likely do not even know that these problems exist.

Supple Pets is different. Each chew is formulated with:

- **European pharmaceutical-grade chondroitin sulfate** – prescribed by European doctors, used by over 55 million people, and clinically studied for more than 50 years.
- **High-purity, shellfish-free glucosamine** – with Supple chondroitin, supports comfort, flexibility, and mobility.
- **Clinically effective dosages** – weight-based dosing derived directly from canine clinical research, ensuring small and large dogs alike receive the levels shown to support joint health and function.

This commitment to ingredient quality and effective dosing is the Supple difference: no fads, no unproven ingredients or dosages, no fake ingredients, no false claims — only what is shown to work based on strong clinical research and decades of real experiences of millions of people.

Comprehensive Joint Support Dogs Can Feel

Supple Pets Hip & Joint Care Chews are designed to:

- Support canine mobility, comfort, and flexibility.
- Help maintain healthy cartilage and connective tissue.
- Promote joint protection throughout all stages of life.

The chews are tasty, easy to give, and manufactured with the same attention to quality that has defined Supple’s premium human supplements.

“For many families, pets are true members of the household. They deserve the same clinically supported science that people do,” Apatow added. “Supple Pets bridges that gap by delivering premium, human-grade joint care that pets can truly benefit from — and pet parents can finally trust.”

Solving a Pet Wellness Industry Challenge

Household pets are living longer, healthier lives thanks to advances in nutrition and veterinary care. Yet joint health remains one of the most pressing issues for dogs, with studies estimating that nearly 80 percent will experience joint issues or bone loss as they age.

With the U.S. pet industry spending now exceeding \$69 billion annually and owners



Loki of K9 Heroes for Heroes with his Supple Pets Hips & Joint Care Chews.

increasingly “humanizing” pet care, demand for evidence-based supplements is accelerating. Pet parents want products that are more than marketing hype — they want clinically supported solutions that reflect the same standards as human wellness.

Supple Pets enters this space as a category-defining brand, built on evidence-based science in both humans and canines, and backed by a global premium ingredient track record in joint health — now formulated specifically for dogs.

The Supple Legacy, Now for Pets

Supple has built its reputation on transparency, research, and clinically effective formulations with premium ingredients and dosages. Unlike brands that rely on proprietary blends, unproven ingredients, low-quality ingredients, or unproven dosages, Supple discloses its ingredients clearly, doses them at levels clinically shown to be effective, and sources only premium quality, independently verified raw materials.

Supple Pets is an extension of this philosophy:

- Premium human-grade ingredients only.
- Clinically supported dosing – grounded in veterinary research.
- Independent testing – third-party verified for quality and purity.
- Made in the USA with select global ingredients, consistent with FDA CVM guidelines.

This is the same science that has earned Supple ingredients the trust of millions of people worldwide — now formulated specifically for canine needs.

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 Pets LLC

Supple Pets LLC offers premium joint health dietary supplements for dogs designed to improve comfort, mobility, and flexibility, while preserving cartilage and optimizing orthopedic performance. Supple LLC’s flagship human supplement, Supple Drink, has sold over 100 million servings worldwide. With the launch of Supple Pets, the Supple family of brands expands its mission: to help every member of the family — including dogs — move better and live healthier, more active lives.

Learn more at www.supplebodies.com.

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.