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FOR IMMEDIATE RELEASE

Supple Announces Black Friday and Small Business Saturday Deals

Exclusive savings on premium joint health formulas trusted by America's military, veterans, first responders, and K9 teams.

Neenah, Wis. (November 2025) – [Supple](http://www.supple.com), a 7-day fast-acting, premium joint health dietary supplement trusted by customers since 2006, announced its largest savings event of the year for Black Friday and Small Business Saturday. From Nov. 26 – 28, 2025, use code BLACKFRIDAY2025 to save 35 percent off your first subscription, 20 percent off one-time orders of \$100+, and free shipping on all orders over \$100. On Small Business Saturday, Nov. 29, 2025, customers will receive \$30 off any order with no minimum when code SMALLBIZ2025 is used at checkout.

This year's promotions highlight Supple's continued commitment to the men and women who serve and protect through its [Supple Squad Initiative](#), offering easier access to clinically supported joint health products designed to help individuals maintain mobility, flexibility, and comfort at any age.



"Black Friday and Small Business Saturday give us a chance to say thank you to the people whose dedication strengthens our communities and our country," said Peter Apatow, Founder and CEO of Supple. "Our goal has always been to provide premium, trusted joint health supplements made with the highest-quality ingredients. With these seasonal savings, we want to make it even easier for our military members, veterans, first responders, and their families to support their joint health and stay mission-ready."

[Supple Drink Instant](#) is a joint health drink mix designed to support joint comfort, mobility, and flexibility in as fast as 7 days. Made with European pharmaceutical-grade chondroitin sulfate, shellfish-free glucosamine, Boswellia serrata AKBA, vitamin C, and vitamin D3, the formula helps preserve cartilage, protect joints, and support immune health. Supple Instant delivers the same ingredients, dosages, and benefits as Supple Drink.



With over a decade of trusted use and more than 100 million cans sold, [Supple Drink](#) features the same high-purity ingredients: European pharmaceutical-grade chondroitin sulfate, shellfish-free glucosamine, Boswellia serrata AKBA, high-purity vitamin C, and vitamin D3. Designed for those who push their bodies to the limit, Supple Drink supports joint comfort, mobility, flexibility, and overall wellness in a convenient, ready-to-drink format.

[Supple TurboFlex® Joint Health Supplement](#) delivers an effective dosage of Boswellia serrata AKBA, backed by strong clinical research and medical expert review. It is formulated to support comfort, flexibility, and mobility—especially important for tactical athletes, active-duty personnel, and first responders who rely

on strong, responsive joints in high-performance environments.

Designed for working dogs and service animals, [Supple Pets® Hip & Joint Health Chews](#) are made with the same premium glucosamine and chondroitin trusted in Supple's human formulas. These chews support mobility and comfort for K9 partners who serve alongside handlers in law enforcement, military, and search-and-rescue roles.

Supple products support the physical demands placed on military members, veterans, law enforcement officers, firefighters, EMTs, and their families. Supple uses only premium, clinically supported ingredients, independently verified for purity and manufactured under FDA Good Manufacturing Practices (GMP).

This year's holiday savings continue the company's commitment to making high-quality joint support more accessible to those who protect and serve. Verified military members, first responders, law enforcement officers, and healthcare professionals can stack the discounts and receive an additional 20 percent off on every order placed through the [Supple Squad GOVX Program](#). 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.

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.