

NOVEMBER 2023

## What a Year! Get Ready for Black Friday and Cyber Monday

What an exciting year 2023 has been for animal health and for ThorneVet! In 2023 we launched the new and improved Vet Express®, introduced multiple new products, and changed the names of several products. The new Mushroom Medley, Probiotic Support Formula, and ThorneVet Hemp have all been well received by veterinarians and pet parents alike. And in the next few weeks, three new, cutting-edge products – Longevity Complex, Peaceful Pet, and CollagenVET – will be introduced. [See below for the description of these products and the code to take advantage of Black Friday and Cyber Monday.](#)

Our goal at ThorneVet is to continue finding innovative and productive ways to heal and make every day in the lives of our companions better and more fulfilling. At the same time, we want to help make your business grow and prosper month in and month out. To that end, we have renamed six of our best-selling and trusted products to make it simpler for you and your clients to know the benefits of each ThorneVet animal health supplement.



Arthroplex is now  
**Joint Support Formula**

Bacillus CoagulansVET is now  
**Probiotic Support Formula**

Bio-Cardio is now  
**Heart Health Formula**

Gastriplex is now  
**Gut Health Formula**

Hepagen is now  
**Liver Support Formula**

Immugen is now  
**Immune Support Formula**



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## Let's Review What's New

**Canine Cognitive Support:** A multi-vitamin/multi-botanical supplement for the dog to help maintain cognitive health, and therefore their quality of life, during their later years. Can be used preventatively with the earliest onset of symptoms, as well as therapeutically when the disease process is more advanced.

**Mushroom Medley:** The ultimate in immune support with five organic medicinal mushrooms, with proven results that enable a companion animal to live a healthier life longer. Our mushrooms are hot-water extracted from the fruiting bodies, providing a high beta glucan content for optimal therapeutic effect.

**ThorneVet Hemp:** To moderate the animal's response to stress and tension, pain and discomfort, GI distress, and skin conditions. Our hemp extract is organic and full spectrum – providing a full array of phytocannabinoids.

**Probiotic Support Formula:** We took one of the cornerstones of ThorneVet's product line (Bacillus CoagulansVET) and made it even better – by adding two more probiotic strains, a prebiotic (inulin), and L-Glutamine, an essential amino acid vital to gut health.

## And Coming Soon

**Longevity Complex:** This will not just replace Small Animal Antioxidant, it will be a cutting-edge formula not seen before on the animal health market. Not just a standalone product, it will be part of a new cancer protocol for veterinarians looking to support and sustain alternative and complementary ways of healing beloved animals without the cost of Western medicine protocols.

**Peaceful Pet:** Six botanical extracts – plus a well-known amino acid and two forms of vitamin B6 – to provide synergistic support for reducing nervous tension, alleviating stress, and providing balanced responses throughout the animal's nervous system.

**CollagenVET:** Collagen peptides for supporting the joints and connective tissues to keep pets moving and feeling their best, in addition to providing substantial support for a pet's skin barrier and promoting a healthy hair and coat.

And to top it off we just introduced an updated **Vet Express®** portal for the veterinarian who wants to take advantage of earning commissions without maintaining an in-office inventory.

Sign up here: <https://thornevet.com/vet-portal/#patient-online-ordering>

Here is the COUPON CODE for your practice for both Black Friday and Cyber Monday, which will be good from Wednesday, November 22, through Wednesday, November 29:

## CYBER10

Take advantage and let's finish 2023 on a strong note!

And as always, ThorneVet is here to help in whatever way we can to grow your business, with innovative and cutting-edge products, but most importantly helping to bring healing, quality of life, and longevity to those we love – our pets.

Kim R. Pearson, CEO

ThorneVet Companion Animal Health Products, LLC