

New & Improved Hip Action® Formula

At current our Hip Action Beef 1lb. is the only flavor and size to receive our new and improved formula. In the coming weeks all flavors and sizes of Hip Action will receive the new and improved formula.

At Zuke's we are committed to continually improving our products utilizing the latest research and advancements in natural pet nutrition. Our Hip Action treats have benefited from the following:

Overall Healthier Formulation - A clean, simple, made-and-sourced in the USA ingredients list including more fresh whole foods like apples, carrots, flax seed, ground oats, ground rice and pure USDA Beef.

Key Vitamins & Mineral Fortification – Rather than heavily fortify with lower levels of multiple vitamins and minerals we focus only on optimal amounts of the key co-factors that help glucosamine and chondroitin metabolize in the body. Those include - Manganese, Zinc, and Selenium. The effectiveness of each as a useful co-factor is fully supported by the latest research. All other vitamins and minerals are naturally occurring in our new fresh whole food ingredients.

Optimal Chondroitin & Glucosamine Levels - The latest in Glucosamine and Chondroitin research shows that Glucosamine HCL is the key agent in effectively supporting hip and joint function. Found less absorbable and less effective than once thought is the Chondroitin. When combined together the latest research demonstrates that Glucosamine alone is as effective as the combination of both. Utilizing these new findings we've reduced Chondroitin from 250mg per treat to 50mg. per treat. *Hip Action will remain 100% effective even with the lower levels of Chondroitin – GUARANTEED OR YOUR MONEY BACK!*

Natural Preservation – A moist treat requires both sugar and salt sources to maintain freshness and shelf stability. We utilize Maple Syrup & Malted Barley as our sources and include both at minimal levels. Maple Syrup is costly but is a cleaner, less refined source and is loaded with natural B vitamins.

Better Taste – More fresh, clean, whole food ingredients including our Beef which is real USA sourced meat, not a meal or tallow, makes Hip Action even more tasty and tantalizing to your dog than ever before.