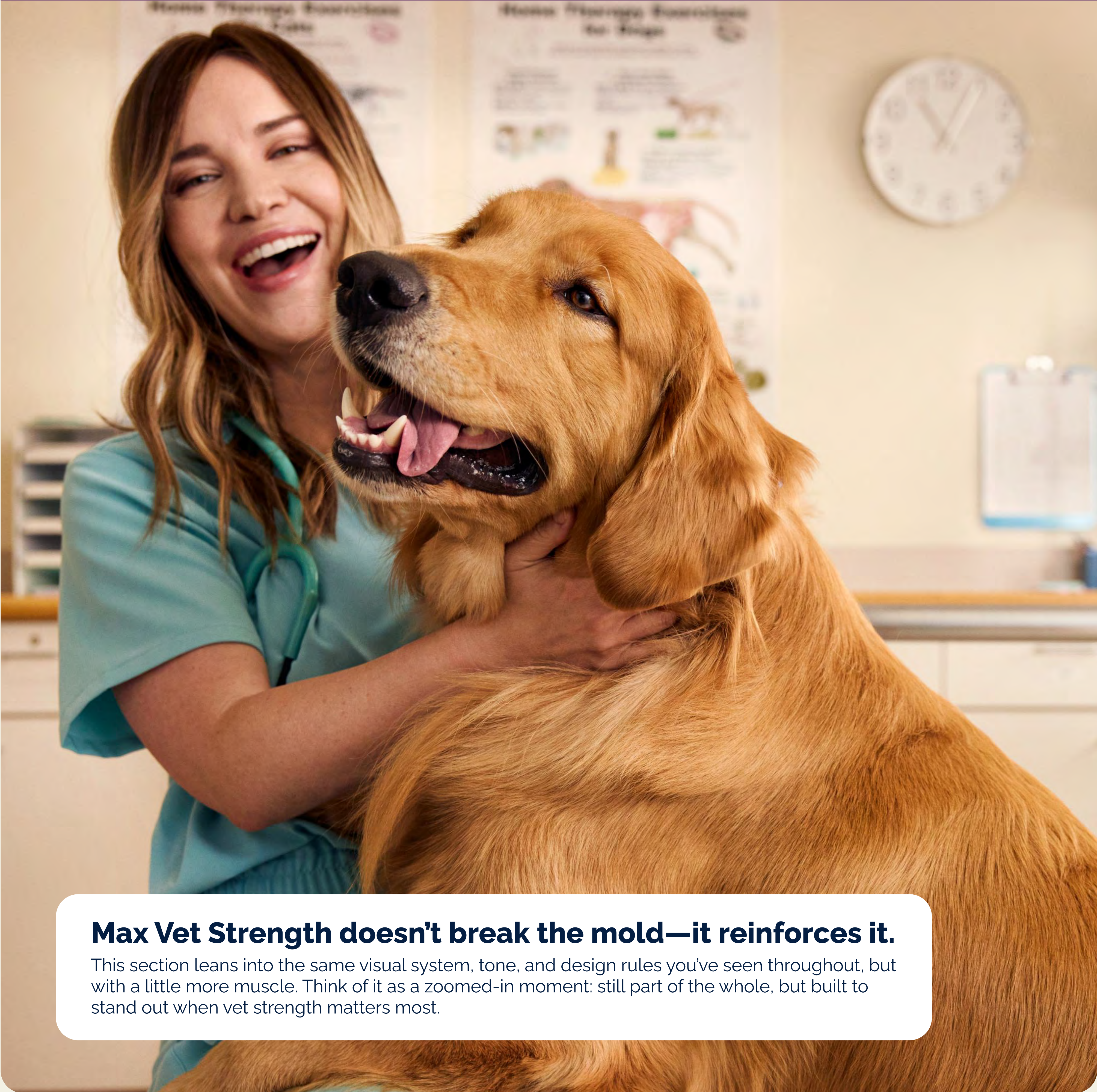


MAX VET STRENGTH

Our Highest-Strength Formula



Max Vet Strength doesn't break the mold—it reinforces it.

This section leans into the same visual system, tone, and design rules you've seen throughout, but with a little more muscle. Think of it as a zoomed-in moment: still part of the whole, but built to stand out when vet strength matters most.

Application & Identification

Max Vet Strength assets should include the gold accent bar labeled “Max Vet Strength” across the top. This is a key brand element.

The versions will be applied according to convenience, based on the size requirements of the formats and legibility.

Primary:
Full Size

MAX VET STRENGTH

Our Highest-Strength Formula

Vetnique®

Home of YUMOVE®

Joint support like no other

Our clinically proven formula with Omega-3-rich **ActivEase® Green Lipped Mussel** helps maintain mobility and support joint comfort in dogs.

EXPLORE YUMOVE

Vetnique®

YUMOVE

MAX VET STRENGTH

Our Highest-Strength Formula

Hip + Joint Health

FOR LARGE DOGS 70 Soft Chews

Scientifically proven to work in 6 weeks.*

Secondary:
Condensed

MAX VET STRENGTH

Directions for Daily Use

For best results when starting YuMOVE Max Vet Strength, double the daily recommendation for the first 4-6 weeks.

Dog Size	First 4-6 Weeks	Ongoing
SMALL DOGS (up to 35 lbs)	2 Soft Chews	1 Soft Chew
MEDIUM DOGS (36 - 65 lbs)	2 Soft Chews	1 Soft Chew
LARGE DOGS (66 - 100 lbs)	2 Soft Chews	1 Soft Chew
X-LARGE DOGS (over 100 lbs)	3 Soft Chews	1½ Soft Chews

Vet Exclusive Icon

Vetnique®

Home of

Glandex®

MAX VET STRENGTH

New! Glandex® Max Vet Strength

#1 vet-recommended brand for anal gland health*

Reimagined for veterinary practices

Patented formula with advanced fiber technology and microbiome support.

Buy 1, **Get 1 Free**

EXPLORE NOW

Vetnique®

Glandex®

MAX VET STRENGTH

Our Highest-Strength Formula

Anal Gland Health

FOR MEDIUM DOGS 60 Soft Chews

Scientifically proven to work in 6 weeks.*

VET EXCLUSIVE

*Based on a 2025 ProVoice Survey of 300 vets excluding probiotics.

As needed:
Limited space

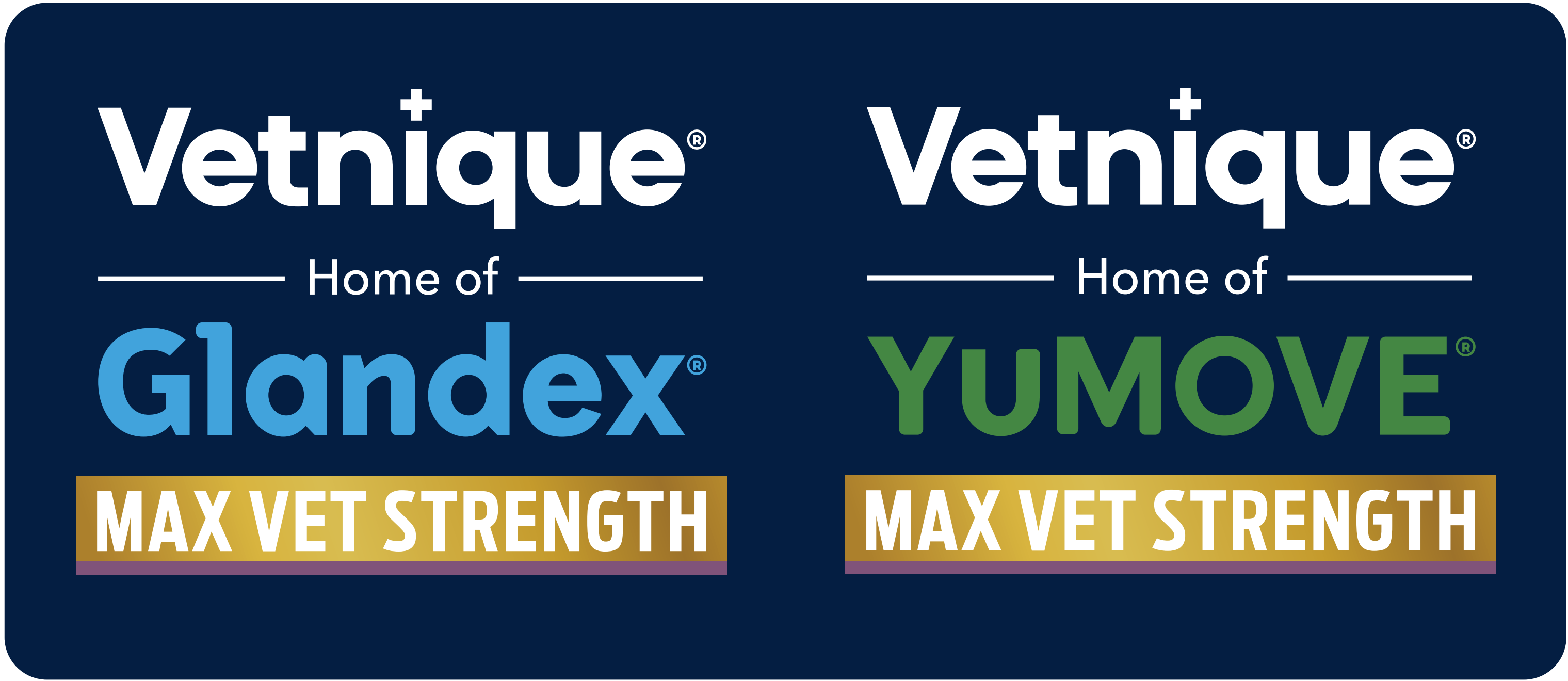
Co-Branding Lockup

Vertical co-branding with Vetnique parent brand, sub brand, and product tier Max Vet Strength.



Co-Branding Lockup

Horizontal co-branding with Vetnique parent brand, sub brand, and product tier Max Vet Strength.



Color

The Max Vet Strength line builds on our core palette: **Navy, White, and Cream**—with the addition of **Purple** to communicate the vet exclusive product tier.

Gold should always be used as an accent.

Max Vet Strength also includes **one additional color specific to its product line**. Don't use them outside their line, and never on their own.



Usage Ratio

This color usage ratio is the proportion of each color used within the brand system to maintain balance and consistency within the brand identity.

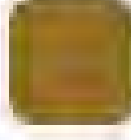
Gold

The established gradient is used as a key component in the identity to mimic the gold foil on packaging.

It should always be used, but only within limited and established assets, for example: The branded accent bar, selected icons, and within packaging renders.

Stops



0%		996B0F	100	%
6%		BB972A	100	%
12%		DFBF50	100	%
19%		CA9A2F	100	%
32%		9E7012	100	%
47%		C69C2B	100	%
58%		EFDE74	100	%
62%		EFDE74	100	%
71%		D9BD51	100	%
81%		D6B43F	100	%
100%		AB7D28	100	%

Asset Examples: Emails & Ads

MAX VET STRENGTH

Our Highest-Strength Formula

Vetnique®

Home of YUMOVE®

Comfort. Movement.
Quality of Life.

Complete joint care for senior dogs.

Supports
Joint Structure

Eases
Joint Stiffness

Promotes
Mobility

Scientifically proven
to work in **6 weeks***

NASC-audited &
certified for quality

Backed by **15+ years**
of scientific research

Clinically researched
by Massey University

Try YuMOVE risk-free at your clinic with an
exclusive 6-week, money-back guarantee.

ORDER NOW

MAX VET STRENGTH

Our Highest-Strength Formula

Vetnique®

Home of YUMOVE®

Proven Support for Joint Mobility

Powered by ActivEase® Green Lipped Mussel and Omega-3s
to support inflammatory response, joint structure, and mobility.

Daily mobility support backed by 15+ years of research.

SEE THE SCIENCE

MAX VET STRENGTH

Our Highest-Strength Formula

Vetnique®

Home of Glandex®

Better Outcomes
Start at the Rear

Science-backed, multimodal
anal gland care for daily use.

ORDER NOW

Asset Examples: Print

MAX VET STRENGTH

Our Highest-Strength Formula

Vetnique®

Home of

YUMOVE®

Just another Joint Supplement?

Think Again.

1

Scientifically Proven¹ Formula

YuMOVE® Max Vet Strength is a joint supplement for dogs and cats backed by **two in vivo, double-blind, placebo-controlled, objectively measured clinical studies**.¹,²

2

Evidence-Based Ingredients

What's inside matters. That's why we only add premium ingredients like our ActivEase® Green Lipped Mussel (GLM) Complex, which offers **higher bioactivity levels³** for optimal joint support.

3

Batch-Guaranteed Quality

Guaranteed in every ActivEase® GLM Complex batch. Our unique extraction process and rigorous testing of ActivEase® GLM Complex helps us deliver a scientifically proven¹ supplement every time. We sample every GLM batch up to 8 times per day to **analyze over 40 fatty acids**.

VET EXCLUSIVE

Vetnique®

YUMOVE

MAX VET STRENGTH

Our Highest-Strength Formula

Hip + Joint Health

FOR MEDIUM DOGS 70 Soft Chews

Scientifically proven to work in 6 weeks.*

Formulated by Dogs Strong Adult through Science!

Net Weight 700g U.S. Patent No. 11,498,079 B2

YUMOVE

MAX VET STRENGTH

YuMOVE® helps pets across the world live their most active life, for life.

✓ Backed by two clinical studies and 15 years of scientific research

✓ See the difference in 6 weeks or clients receive 100% of their money back.* Recommend with confidence!

✓ #1 vet-recommended Joint Supplement Brand in the UK⁶

MAX VET STRENGTH

Our Highest-Strength Formula

Vetnique®

Home of

Glandex®

Relief is moments away.

Your veterinarian recommends **Glandex® Max Vet Strength Anal Gland Spray** to help ease anal gland pain, swelling, and irritation—fast.

VET EXCLUSIVE

Vetnique®

Glandex®

MAX VET STRENGTH

Anal Gland Spray

FOR DOGS & CATS

Net Volume 4 fl oz / 118 mL 88047-129-04

VET EXCLUSIVE

Vetnique®

Glandex®

MAX VET STRENGTH

Anal Gland Spray

FOR DOGS & CATS

Net Volume 4 fl oz / 118 mL 88047-129-04

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Vetnique Creative Style Guide 2026