

FOR IMMEDIATE RELEASE



Virbac and Senior Dog Veterinary Society announce collaboration to advance senior canine mobility

[Westlake, TX – September 15, 2025] — [Virbac](#), a global leader in veterinary health and innovation, is proud to announce a new Gold-Level collaboration with the [Senior Dog Veterinary Society \(SDVS\)](#) to further education, awareness and science-backed solutions for improving mobility in aging dogs.

This collaboration joins Virbac's mobility product portfolio, including [MOVOFLEX[®] Advanced Soft Chews](#) for joint health and the first-of-its-kind [URSOLYX[™] Soft Chews](#) for muscle function support, with SDVS's expansive network of veterinary professionals and senior dog advocates.

"Mobility is at the heart of quality of life for senior dogs, especially as they are living longer," said Gio Abruzzini, president and CEO. "At Virbac, we are committed to helping senior dogs stay active and maintaining the human-animal bond by providing veterinary professionals and pet owners with products that support joint and muscle strength and endurance."

Science-backed support for dogs in their golden years

- MOVOFLEX[®] Advanced Soft Chews is a vet-recommended joint supplement, featuring collagen-rich eggshell membrane and omega-3-rich krill as well as five other innovative ingredients and delivers results in as little as one week.²
- URSOLYX[™] Soft Chews, powered by patented ursolic acid technology, are scientifically proven to improve muscle health in just eight weeks, targeting the genetic pathways behind muscle strength and function.¹

"Every senior dog deserves a life of health, happiness and comfort," said Dr. Monica Tarantino, a founder of SDVS. "By joining forces with Virbac, we can elevate the conversation around muscle atrophy, a challenge that has been overlooked for too long, and equip veterinarians with innovative solutions that truly improve the day-to-day lives of aging pets and their families."

To learn more about SDVS, [click here](#). For more information on Virbac, [click here](#).

About Virbac

Veterinarian Pierre-Richard Dick founded Virbac in 1968 to bridge the gap in animal health care and develop products tailored to the needs of veterinarians, practitioners and pet owners.



Today, Virbac continues its legacy as a global leader in animal health, driving innovation to meet the evolving needs of animal caregivers. By combining animal health professional insights with the latest technological advances, we create practical solutions and products held to the highest standards.

For over 50 years, we have built trusted relationships with veterinarians like you who are dedicated to animal care and advancing the future of animal health together.

For more information, visit vet-us.virbac.com.

About The Senior Dog Veterinary Society

The Senior Dog Veterinary Society, founded in 2023 by Dr. Lauren Adelman, Dr. Monica Tarantino and Dr. Lisa Lippman, is dedicated to advancing the care of senior and geriatric dogs by equipping veterinarians with specialized knowledge and resources. SDVS offers comprehensive certification programs, continuing education, live events, and a collaborative community of veterinary professionals, addressing the growing need for specialized care. By enhancing the expertise of veterinarians, SDVS improves patient outcomes and practice reputation, striving to be the leading authority in senior dog care. Learn more at <https://www.seniordogvets.com>

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References:

1. Ebert SM, Nicolas CS, Schreiber P, et al. Ursolic acid induces beneficial changes in skeletal muscle mRNA expression and increases exercise participation and performance in dogs with age-related muscle atrophy. *Animals (Basel)*. 2024;14(2):186. doi:10.3390/ani14020186
2. Data on file. Virbac Corporation.