

FOR IMMEDIATE RELEASE

Halstrum LLC, Maker of LubriSyn®, Acquires FullBucket Health Bringing Veterinarian-Founded Joint and Digestive Health Expertise Together

SIMPSONVILLE, KY and WEATHERFORD, TX — October 6, 2026 — Halstrum LLC, the company behind LubriSyn®, today announced that it has acquired FullBucket Health, a provider of veterinary-formulated digestive health supplements for horses, dogs and cats.

The acquisition brings together complementary product lines focused on joint and digestive health. LubriSyn® is a veterinarian-owned brand with products researched, developed and tested by veterinarians, featuring hyaluronic acid for joint support. FullBucket offers probiotics and other supplements developed for specific digestive needs.

Halstrum sees the acquisition as an opportunity to serve consumers seeking high-quality, veterinarian-developed joint and digestive health solutions. Building on the strengths of both brands, Halstrum will help animal owners better understand joint and digestive wellness, including the potential connection between gut health and joint function, often called the “joint–gut axis.”

“FullBucket has a strong reputation for science-based, veterinarian-led product development and a deep commitment to animal care,” said Dr. Steve Allday of Halstrum. “Bringing our teams together supports Halstrum’s mission to provide trusted, veterinarian-developed products for a wider range of animal health needs.”

“We met as classmates at Texas A&M while training to become equine veterinarians, and we built FullBucket to support our own patients,” said Drs. Rob Franklin and Keith Latson, veterinary co-founders of FullBucket Health. “Dr. Allday started LubriSyn from that same place, making Halstrum a natural home for FullBucket. Our customers can count on the same veterinary standards behind every formula.”

Halstrum will share additional information with customers, retailers and veterinary partners over the next few weeks.

About Halstrum LLC

Based in Simpsonville, Kentucky, Halstrum LLC is the company behind LubriSyn®, a veterinarian-owned brand focused on hyaluronic acid joint support. Halstrum develops and markets LubriSyn® products for companion animals, large animals and people. Learn more at LubriSyn.com.

About FullBucket Health

FullBucket Health was founded by veterinarians Rob Franklin, DVM, DACVIM, and Keith Latson, DVM, DACVS, with business partner Robert Hendrickson. The company offers veterinary-formulated supplements for horses, dogs and cats, with a focus on digestive health. FullBucket is now part of Halstrum LLC. Learn more at FullBucketHealth.com.

Media Contact

Kelly Allday
kellya@lubrisyn.com
800-901-8498