

Committed to animal protection: zooplus takes further action following concerns about dog chew bones

Munich, 25 July 2025 – In the first quarter of 2025, reports from several European countries raised concerns about possible neurological symptoms in dogs potentially linked to chew bones, including those from the Barkoo brand.

Swift measures introduced to protect pets

At zooplus, animal safety is the top priority. The company recognizes the distress these reports may have caused among pet owners and responded swiftly and transparently. As soon as the first reports about possible neurological symptoms in dogs emerged, zooplus took immediate action:

- Withdrew all potentially affected chew bones from sale and ended its business relationship with the manufacturer.
- Issued proactive communication advising customers to discontinue use of the product as a precautionary measure.
- Commissioned extensive testing through leading independent laboratories to investigate the root cause.

Investigation results point to MSO as a plausible trigger

Results from the comprehensive investigation conducted by zooplus, in collaboration with independent toxicologists, point to Methionine Sulfoximine (MSO) as the most plausible cause for the neurological symptoms. MSO is a byproduct that can unintentionally form when raw bovine hide is treated with unauthorized bleaching agents. This material was then likely used in the production of the affected chew bones. Although no MSO has been detected in affected dogs, and no conclusive scientific research exists regarding MSO's impact on dogs or the threshold levels at which it may cause symptoms, studies in other species suggest a potential link between MSO exposure and neurological effects. Given this context, the presence of MSO in certain product batches remains the most credible explanation to date for the symptoms observed in some dogs.

Cooperation with authorities and experts for clarification and transparency

zooplus has taken extensive action in close collaboration with regulatory authorities and scientific experts to thoroughly investigate the issue and ensure full transparency. As an additional preventive measure, the company has made the strategic decision to phase out all rawhide-based products from its assortment. This reflects zooplus' ongoing commitment to the highest standards of pet safety and responsible product stewardship.

About zooplus:

Since 1999, zooplus has been a pioneer in pet supplies e-commerce, serving millions of pet parents with an ever-growing range of nutritional and lifestyle products, proprietary premium food and accessory brands, alongside expert advice, convenient services, and loyalty programmes. Committed to the vision of 'Celebrating Pet Love Every Day' and driven by a passion for innovation, zooplus aims to set the industry standard for personalised, smart shopping. Based in Munich, zooplus operates local online shops across 30 European countries. For more information, visit corporate.zooplus.com, explore our shop at zooplus.com, or connect with us on LinkedIn.

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