





CAVALOR®
EMPOWER YOUR AMBITION

SPOOKY SEASON

Keep your horse in harmony during the winter season







READY FOR SPOOKY SEASON!

When the days get shorter and the nights darker, a lot changes – also for our horses: less grazing time, lower temperatures and more time in the stable. This creates challenges and requires good preparation.

Think of horses that are less active and have difficulty using up their energy. This can lead to restlessness or spooky behaviour – the type of horse that startles at every movement or sound. Riders then often look for ways to calm their horse.

Typical winter ailments also appear during this period. Think of thrush, mud fever or a horse that struggles to maintain its weight – problems many riders face sooner or later.

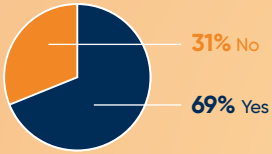
3 focus points:

- Your horse in the stable during winter – what do you need to know?
- Winter ailments – be prepared!
- Need extra support to keep calm during the 'spooky season'

WHAT YOU NEED TO KNOW

What are the key insights into the purchasing and usage behaviour of horse owners* when the 'spooky season' begins, based on the 3 focus points?

Do you adjust your feeding and care routine in winter?



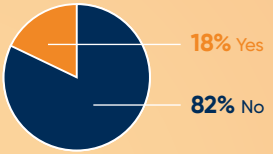


... of riders have worked with or owned a horse that shows signs of stress.

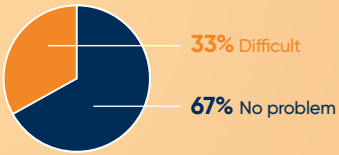


... of riders would use a supplement in case of stress.

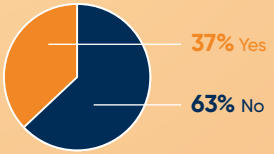
Has your horse ever had thrush?



How well does your horse maintain its weight in winter?



Has your horse ever had mud fever?



** Cavalor community survey*

MEASURING = KNOWING!

HORSE IN THE STABLE

Sufficient roughage

The basis of good nutrition is sufficient roughage and always fresh drinking water. A horse needs at least *1.5%* of its body weight in dry matter roughage.



Horse of 600 kg = 9 kg hay

Weigh your feed scoop

It is often assumed that one scoop of feed equals one kilogram, but this is not always the case.



Check the weight of all Cavalor feeds here.

The right feed adapted to the needs of the moment:



FiberForce

High-fiber, low sugar and starch feed, ideal for sensitive horses.

- Limited energy from fibre and fat
- Low in sugar (3%) and starch (5%)
- To support gut health

The perfect detox feed for horses outside the competition season



Strucomix Senior

Fiber rich feed for senior horses.

- Extra fibers
- Increased protein
- Pre- and probiotics

For older horses or horses that have difficulty maintaining weight



Strucomix Original

Fiber rich feed for healthy horses full of vitality.

- Extra fibers
- No oats
- Pre- and probiotics

Delicious muesli containing fibre, puffed cereals and herbs, making it suitable for picky eaters



Strucomash Beet

Mash rich in fiber for good intestinal function.

- Extra fibers
- Easy to chew and digest
- For older horses or horses with dental problems or as a warm treat during cold winter days

WINTER AILMENTS



Dry Feet

Spray liquid for dry soles and frogs.

- With pre- and probiotics
- To ensure good microflora protection



MudDoc

Mud fever balm with essential oils.

- Stimulates blood circulation
- Contains Aloe vera, lavender, eucalyptus, and tea tree oils

EXTRA SUPPORT TO KEEP CALM

KEEP CALM & STAY FOCUSED



IMPROVED FORMULA

NEW FORMULA

An increased dose of magnesium and L-tryptophan, combined with calming herbs such as Camellia sinensis and Melissa officinalis, contributes to muscle relaxation and helps stabilize mood. This carefully composed formula has been developed to reduce both physical and mental tension, making it particularly suitable for horses that are easily affected by their surroundings.

Cavalor Calm also contains yeasts, a functional ingredient that supports gut health. By promoting digestion and nutrient absorption, yeasts play a crucial role in the gut-brain connection.

NEW PACKAGING

The packaging of Cavalor Calm has changed from 800 g to **600 gram** and from 2 kg to **1,5 kg.**

472268	Cavalor Calm 1.5kg	5425016903742
472267	Cavalor Calm 600g	5425016903735

30 g/day

20 DOSES

NEW DOSAGE

At 30 grams per day, the 600-gram package will provide 20 doses.

30 g/day

50 DOSES

At 30 grams per day, the 1.5-kilogram package will provide 50 doses.

Cavalor Calm helps horses to stay focused and relaxed in stressful situations.

- Powder with soothing and relaxing effects
- Helps to maintain composure and concentration and to reduce environmental stress
- With magnesium, tryptophan & herbs for a calmer horse
- For introverted and distrustful young horses