

NEW FORMULA

MUSCLE FORCE



FULL FORCE AHEAD

- How targeted nutrition can support muscle development and muscle strength in sport horses.

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PRODUCT DEEP DIVE

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WHAT'S NEW?

Knowledge evolves, so do our products



- Same product name, new formula
- Stronger scientific foundation
- Clearer positioning next to VitAmino

MUSCLE FORCE

Developed to improve how muscles respond to training



An aerial view of a woman with blonde hair, wearing a light grey long-sleeved shirt and dark pants, standing next to a brown horse in a sandy arena. She is holding a smartphone in her right hand. The horse is facing away from the camera, and the ground is covered in many hoof prints.

WHEN TO RECOMMEND MUSCLE FORCE?

MUSCLE MASS ≠ MUSCLE STRENGTH

- Horses are trained consistently, but lack power
- Horses that need functional strength, not extra protein
- Horses that struggle with collection or repeated exercise and feel “flat” in movement



MUSCLE FORCE

Turn training into functional muscle strength

Step 1:
Targeted support for muscle function

Step 2:
Powerful stimuli to increase muscle strength

Step 3:
Optimal muscle recovery





TARGETED NUTRITION

Smooth muscle function

When muscles can function better, there will be more impact of the training, and the muscles can develop easier

KEY INGREDIENTS



MUSCLE FUNCTION

Contraction, relaxation and energy metabolism

- **Magnesium citrate**
 - Supports muscle contraction & relaxation
- **Vitamin B3**
 - Supports energy metabolism
- **Beetroot**
 - Natural nitrate compounds support circulation & contraction¹
- **Glycine and L-Carnitine**
 - Energy utilization in the muscle
- **Hydroxy methylbutyrate (HMB)**
 - Metabolite of leucine
 - Protects muscle tissue during intense efforts²





TARGETED NUTRITION

Smooth muscle function

When muscles can function better, there will be more impact of the training, and the muscles can develop easier

Powerful stimulus

Building muscle is more than giving protein. The stronger the stimulus, the better muscles become stronger.



KEY INGREDIENTS



Long
distance

Type 1

Slow-
twitch
aerobic



Medium
distance

Type 2a

Fast-twitch
oxidative
aerobic



Short
sprints

Type 2b

Fast-twitch
glycolytic
anaerobic

Slow



Fast

Fatigue

POWERFUL STIMULI

Increase anabolic stimuli to increase muscle power



BCAAs (leucine, isoleucine, Valine)³

- Regulators of muscle mass
- Stimulate activation of muscle protein synthesis



Hydroxy methylbutyrate (HMB)

- Metabolite of leucine
- Supports the development of powerful type IIa fibers²



Yeast products

- Rich in amino acids and nucleotides
- Support protein synthesis
- Promotes tissue renewal





TARGETED NUTRITION

Smooth muscle function

When muscles can function better, there will be more impact of the training, and the muscles can develop easier

Powerful stimulus

Building muscle is more than giving protein. The stronger the stimulus, the better muscles become stronger.

Optimal recovery

With training, microtears occur. The better the recovery, the better muscles adapt to training



KEY INGREDIENTS



MUSCLE RECOVERY

Increase recovery to improve adaptation

- **Beetroot**
 - Promotes circulation
 - Stimulates waste removal⁴
 - Supports post-exercise recovery

- **Hydroxy methylbutyrate (HMB)**
 - Metabolite of leucine
 - Support muscle integrity
 - Reduce muscle damage markers⁵

- **Panax ginseng**
 - Supports recovery capacity
 - Helps muscles adapt to training load⁶



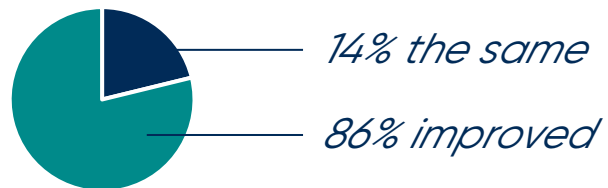
FIELD TRIALS

RESULTS

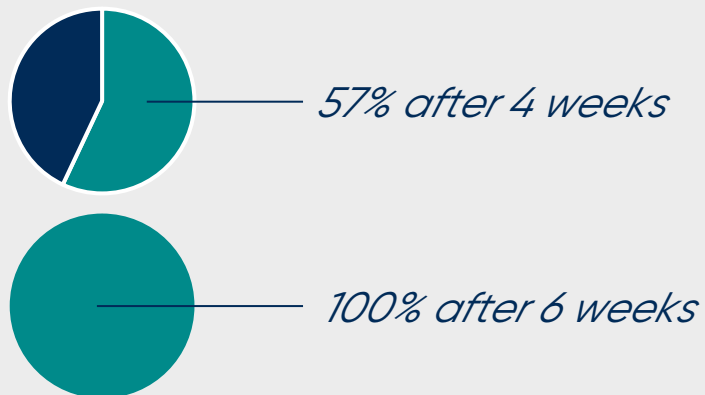
Horse's overall
muscle development
improved:



How strong does
your horse feel for
work:



How fast did they
feel the effect:



Meet expectations:

4/5

Easy to administer:

5/5

Recommend to a friend:

4/5

Better than previous MF:

4/5

same effect:

1/5





// EMILIA SVARTBÄCK

"This is a good product, and my horse also likes it. Already after 4 weeks, I started to feel that my horse has gained increased power. Pirouets feel easier."



// LAURA PENELE

"There was significant muscle mass improvement. Cavalor Muscle Force helped to grow more muscle on the neck and back. My horse was also moving more elastic. It really helps for overall condition."



// MINNA AULA

"Horse is in good muscular condition, can perform better training and moves better. There was some change in the actual development of limbs and the horse's overall vitality improved."

HOW TO USE?

Small dose, big results



- Give 45 gr / day for sport horses (max 120 gr / day)
Give 30 gr / day for recreational horses or ponies
- Give for at least 6 weeks



FROM ZERO TO HERO

MUSCLE DEVELOPMENT

If BCS < 4



Step 1

Get your horse in shape with WholeGain



Step 2

Give the right nutrients for muscle development with VitAmino



Step 3

Make your horse stronger with Cavalor Muscle Force



THIS OR THAT

MUSCLE SUPPLEMENTS



Muscle protection

Broad formula for active horses

Keeps muscles supple and protects against overload

Contains Vit E and Se, a powerful combination of anti-oxidants and buffers and magnesium and MSM to keep the muscles supple.



Optimal muscle performance

Very complete formula to support optimum muscle performance of sport horses during peak times

Supports muscle activity, stimulates muscle recovery and prevents stiffness, damage, and fatigue in a variety of ways

Contains a higher amount of anti-oxidants and buffers and additional essential oils next to vitamins and minerals.



Increased muscle strength

Nutritional support to promote muscle strength

Supports muscle development, function and recovery to enhance muscle power

Contains HMB, BCAA, magnesium, Vit B3, yeast and plants



FULL FORCE AHEAD

Turn training into functional muscle strength

