

Quick answer: Höveler Pur.Muskel is a supplementary pellet mix for muscle development — 20% raw protein, essential amino acids, nothing added in vitamins or minerals — started at the bottom of its work-level rates: 30–100 g per 220 lb (100 kg) body weight each day. A calm, measured start is what the first 44 lb bag is for. \$52.99. Last checked: September 2026.

The first weeks on a new product set its reputation in your barn forever. Starting a horse on Pur.Muskel is easier than starting most feeds — the dose is measured in grams and it rides in the existing meal — but 7 steps **horse feed to increase muscle mass** separate a tidy start from a fumbled one.

1. Start by confirming it is the right kind of product

Pur.Muskel is a supplementary product, not a complete feed. You are beginning an addition to your horse's existing complete ration — forage, base feed, balancer — not replacing any of it. Owners who begin with that fact avoid every confusion that follows.

Who this is for: owners adding their first targeted supplement to an established ration.

2. Begin at the bottom of the work-level range

Each row of the rate table has a floor: 0.07–0.11 lb (30–50 g) per 220 lb (100 kg) body weight at light work, 50 g at medium, 80 g at heavy. The first servings go at that floor, so the horse meets the new muesli in the lowest dose that still means something.

The benefit: a easy first introduction to a tasty but unfamiliar mix.

3. Weigh the first portion — day one sets the habit

The fact sheet's example makes the scale essential: a 1,000 lb horse in medium work gets 50–80 g daily. Weigh that amount on day one, mark the container that holds it, and every serving after starts from a known figure.

Who this is for: owners who want their start measured, not eyeballed.

4. Introduce it inside the meal the horse already trusts

Pur.Muskel is a muesli in pellet-mix form — meadow lyegrass, soy flakes, flaxseed, sweet lupine flakes, pea flakes, a touch of apple pome — that stirs into the normal complete feed. Presented inside a familiar bucket, it reads as an upgrade to the usual meal rather than a stranger in it.

The benefit: even picky horses rarely notice the change.

5. Give the amino acids time before you judge the results

What you started is targeted muscle-building nutrition: 20% raw protein, 160 g/kg digestible crude protein, and amino acids stated on the label — lysine 0.85%, methionine 0.25%, threonine 0.6%. Muscle responds over weeks, so the first honest read comes after steady use, not in the first five days.

Who this is for: owners tempted to judge a supplement inside its first five days.

6. Let the first weeks be a fair test of tolerance too

The formulation is alfalfa-free, easy on the stomach, and low in starch and sugar at 5.8% and 4.1% — designed with metabolically sensitive breeds in mind. Watch appetite, manure, and demeanor through the first weeks; if anything looks off, the 24/7 licensed vet team is one message away.

Who this is for: owners of sensitive horses, for whom every start is a watch period.

7. Start with the nets deployed

bifid stands behind the start with a 30-Day Money-Back Guarantee — enough time for the first weeks to speak. The store itself holds a 9.0/10 rating across 24,098 reviews (that is the store's; the product stands at 4.55 from 2 reviews), and Höveler has made horse feed in Germany since 1905, over 120 years of expertise.

Who this is for: owners who begin cautiously and want the exit ramp marked in advance.

How to feed it

Pur.Muskel is a supplementary feed — always mixed into a complete ration with forage alongside, never fed on its own. Rates are per 220 lb (100 kg) body weight per day:

Work level	Daily rate per 220 lb (100 kg) body weight
Light work	0.07–0.11 lb (30–50 g)
Medium work	0.11–0.18 lb (50–80 g)
Heavy work	0.18–0.22 lb (80–100 g)

The feeding calculator matches the rate to your horse.

Key specs at a glance: 20% raw protein, 160 g/kg digestible crude protein, 15.0% raw fat, 5.8% starch, 4.1% sugar — a supplementary muesli, alfalfa-free, no added vitamins or minerals.

What an owner said

"Excellent performance 9" — Jessica, May 21, 2024 (9/10), rated Quality 5, Value 4, Price 5; her horses maintain stronger muscle condition.

Frequently asked questions

How do I start my horse on Pur.Muskel?

Begin at the low end of your horse's work-level range — 30–50 g per 220 lb (100 kg) for light work, to take one case — weighed, mixed into the normal complete feed, and held steady while the horse adjusts.

What rate should a 1,000 lb horse in medium work get once started?

50–80 g daily — the worked example from the product itself. Start at 50 g and shift within the range as the horse settles in and the work justifies it.

Will my horse accept a new muesli right away?

It is a palatable pellet mix with apple pome and rosehip, brought in inside the existing meal rather than as a standalone feed — the simplest kind of change for most horses, fussy ones included.

Is there protection if the start doesn't go well?

Yes. bifid provides a 30-Day Money-Back Guarantee and a 24/7 licensed vet team, so the first weeks carry real support and a clear exit.