

MORE

Merck Animal Health Official Retail Expert



Equine Focus: Internal Parasite Protection



Shown: Safe-Guard® (fenbendazole) Paste 92gm, Safe-Guard (fenbendazole) 25gm, Panacur® (fenbendazole) 25gm, Panacur (fenbendazole) POWERPAC



Merchandising Options:

Check the box next to the tools you are interested in for your store.



Print/Banner Ads



Mode of Action Shelf Kit



Multi-Species Powerwing



Equine Powerwing

*While supplies last

Learn MORE about Safe-Guard for horses:
Online learning modules are available on the following topics



Safe-Guard
The Science of Safe
<https://www.merck-animal-health-equine.com/safe-guard-moa>



Internal Parasite Control in the Horse
<https://www.brainshark.com/merckah/Equine-Parasites>

Make MORE Noise with Campaign Tools

Please connect with your Merck Animal Health Representative to develop a plan for your store.

Campaign Tools

- Consumer Rebates and Coupons (when available)
- Print and Digital Banner Ads
- Social Media Posts and Images
- Email Newsletter Templates
- Educational Articles and Blog Content
- Product Information and Images for Ecommerce Set-up

Horse

Cattle

Pet

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See the following pages for details about Campaign Tools.

Cattle Focus: Internal Parasite Protection



Shown: Safe-Guard® (fenbendazole) En-Pro-Al® Molasses Block, Protein Block, Range Cubes, 0.5% Dewormer Pellets, Liter Suspension Drench, 10% Dewormer Paste 290g, 32SG Mineral Type C Medicated Feed

Merchandising Options:

Check the box next to the tools you are interested in for your store.



Print/Banner Ads



Safe-Guard Shelf Talker



Safe-Guard Tower Display

Learn MORE about Cattle Internal Parasite Protection

Online learning modules are available on the following topics



Safe-Guard® Grass Roots Chapter 1

<https://www.brainshark.com/merckah/Safe-Guard-Ch1>



Safe-Guard® Grass Roots Chapter 2

<https://www.brainshark.com/merckah/Safe-Guard-Ch2>



Safe-Guard® Grass Roots Chapter 3

<https://www.brainshark.com/merckah/Safe-Guard-Ch3>

Cattle Focus: External Parasite Protection



Shown: Double Barrel Ear Tag, Dominator, Saber Extra, Ultra Boss, Ultra Saber

Merchandising Options:

Check the box next to the tools you are interested in for your store.



Print/Banner Ads

Parasite Control Dangler Set

Stop Pests Dead Powerwing

Learn MORE about Ectoparasiticides

Online learning modules are available on the following topics



Ectoparasiticide Review: Flies,
Pour-on and Premise Products
<https://www.brainshark.com/merckah/Ectos>

Pet Focus: Flea & Tick Protection

Help your customers power up protection with Activyl®, uniquely formulated treatments for both dogs and cats.



Shown: Activyl® for Cats & Kittens, Activyl for Dogs & Puppies, Activyl® Protector Band for Dogs



Merchandising Options:

Check the box next to the tools you are interested in for your store. For more information visit us.activyl.com



Proxy Cards



Shelf Talker Signage Kit



Activyl Collar Aisle Invader



Powerwing with Brochures



Activyl Collar Tower Display



Activyl Collar Clip Strip Kit

*While supplies last

Learn MORE about Activyl to protect Dogs and Cats from Fleas and Ticks

Online learning modules are available on the topics at right



Activyl Topical
<https://www.brainshark.com/merckah/Activyl>



Activyl Protector Band
<https://www.brainshark.com/merckah/ActivylProtectorBand>

Dealer Store Name: _____ City: _____ State: _____

Contact Name: _____ Phone: _____ Email: _____

Send to your rep or email RetailTeam@merck.com

*Campaign tools and merchandising materials available while supplies last.

The Science of Healthier Animals