



MORE

Merck Animal Health Official Retail Expert



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What's New from Merck Animal Health



Welcome to the Merck Animal Health Monthly *MORE* Newsletter. In this issue, we're focusing on Safe-Guard® (fenbendazole) Canine Dewormers.

Treat More Worms, Less Often with Proven Safety

Dog owners treat their dog for fleas and ticks and give him heartworm medication. Is he safe? Chances are his health is still at risk from internal parasites. And the more time he spends outdoors, the greater the risk.

Safe-Guard® (fenbendazole) Canine Dewormer is an over-the-counter dewormer that treats the 4 major intestinal worms types common to the outdoor dog, including whipworms. And since it's not a monthly dewormer, it's easier on them, their budget and their dog.

Did You Know?

- **Treat More Worms:** Safe-Guard® Canine Dewormer treats and controls more worm types than any other over-the-counter deworming product, including:
Roundworms * Hookworms * Taenia Tapeworms * Whipworms
- **Treat Less Often:** Dogs over six months of age should be dewormed at least twice a year with Safe-Guard® Canine Dewormer.
- **With Proven Safety:** Safe-Guard® Canine Dewormer is safe even for puppies and pregnant females¹. And since it has no known drug interactions, it should be compatible with other medications a dog might be taking.
- **And Ease of Application:** Dogs readily accept Safe-Guard® Canine Granules. When mixed in food, dogs usually eat it without fuss which helps to ensure that they receive a complete and proper dosing.
- **To learn more about Safe-Guard® Canine Dewormers,** visit our website at www.safe-guard-for-dogs.com.

Canine Dewormer Comparison Chart

CANINE DEWORMER COMPARISON CHART							
BRAND	SAFE-GUARD®	Triple Wormer D-Worm® Combination Powder	D-Worm® Liquid	D-Worm® Tapeworms	D-Worm® Tablets Hexis™ 1-2 Worms™	Advantage Wormer	Sentinel®
COMPOUND	FENBENDAZOLE	Pyrantel Pamoate/ Pratiquantel	Piveroxin	Pratiquantel	Pyrantel Pamoate	VETERINARIAN ONLY	
ROUNDWORM	X	X	X		X	X	X
HOOKWORM	X	X			X	X	X
TAENIA TAPEWORM	X	X		X			
WHIPWORM	X					X	X

Wormit is a registered trademark of Bergin's Pet Care Products, Inc. Hexis is a registered trademark of Zoetis Services LLC. Advantage Multi is a registered trademark of Bayer Healthcare LLC. Sentinel is a registered trademark of Vetoquinol, Inc. D-Worm is a trademark of Farnam, Inc. Products.

Click [HERE](#) to see how Safe-Guard® Canine Dewormer compares to other dewormers on the market.

Social Media Post

Post this to your Facebook page by copy and pasting the copy below.

If your canine companion is the outdoorsy type, Safe-Guard® (fenbendazole) can help keep them protected! With it's 4-in-1 protection, Safe-Guard® Canine Dewormer treats and controls roundworms, hookworms, Taenia tapeworms and whipworms. Visit www.safe-guard-for-dogs.com to learn more.

Consult your veterinarian for assistance in the diagnosis, treatment, and control of parasitism.

Approximately 1% of dogs had vomiting associated with the use of this product. Safe-Guard® Canine Dewormer has no known interactions and is an ideal complement to monthly heartworm prevention products, which may not protect against all four major types of intestinal worms.

Merchandising

Ask your local Merck Animal Health representative for current canine merchandising opportunities and **\$1.00 Off** coupon opportunities.

Available Canine Merchandisers:

- Canine Shelf Module
- Canine Power Wing



Canine \$1.00 Off Coupon



Canine Shelf Module

Educational Video Series

Have your employees brush up on their knowledge of Safe-Guard® Canine Dewormers by clicking [HERE](#) to watch a short video.



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¹ -Safe-Guard® Canine Dewormer [prescribing information]. Summit, NJ: 2015