



MORE

Merck Animal Health Official Retail Expert



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Introducing updated equine influenza vaccines from Merck Animal Health



Delivering protection that matters to you and your customers.

The new line of Prestige® flu-containing equine vaccines continues to set the standard in safety and efficacy you've come to expect along with new influenza strains.

Update Influenza strains include:

- **Florida '13 Clade 1:**
Based on a highly pathogenic isolate from the 2013 Ocala, Fla. influenza outbreak that impacted a large number of horses. Florida '13 was exclusively identified and isolated through the Merck Animal Health Biosurveillance Program.
- **Richmond '07 Clade 2:**
Meets World Organisation for Animal Health (OIE) and American Association of Equine Practitioners (AAEP) guidelines for Clade 2 influenza protection.

In addition to:

- **Kentucky '02:**
Influenza strain maintained from previous vaccine line.

A vaccine can never be too safe

Prestige® vaccines feature our proprietary Antigen Purification System™ (APS) and the exclusive Havlogen® Adjuvant

"This is the Science of Healthier Animals working for you – identifying threats and delivering advanced vaccine solutions to improve the lives of horses."

The result is a line of killed virus vaccines that are highly efficacious with an exceptional safety profile — shown to be 98% reaction-free in field safety trials¹

Equine Vaccine Product Comparison

ANTIGENS	MERCK ANIMAL HEALTH CURRENT PRODUCT	CURRENT IUP	CURRENT IUPC	MERCK ANIMAL HEALTH NEW PRESTIGE® PRODUCT	NEW IUP	NEW IUPC
DIV + DIV-164	Prestige® 2 1 x 10 mL	030872	6-62858-09982-9	PRESTIGE® 2 1 x 10 mL	192092	6-62858-09986-7
	Prestige® 10 x 1 mL	030791	6-62858-09980-0	PRESTIGE® 2 10 x 1 mL	196595	6-62858-09987-4
EWT + DIV	Prestige® 2 1 mL	030791	6-62858-09980-0	PRESTIGE® 2 1 mL	196595	6-62858-09988-1
	Encevac® TC-4 1 x 10 mL	031485	6-62858-90022-5	PRESTIGE® 4 1 x 10 mL	188726	6-62858-90326-3
EWT + DIV	Encevac® TC-4 30 x 1 mL	031327	6-62858-90020-6	PRESTIGE® 4 30 x 1 mL	183130	6-62858-90327-0
	Encevac® TC-4 1 mL	031327	6-62858-90020-9	PRESTIGE® 4 1 mL	183130	6-62858-90328-7
EWT + DIV + DIV-164	Prestige® V 1 x 10 mL	036195	6-62858-19992-5	PRESTIGE® 5 1 x 10 mL	180791	6-62858-09991-1
	Prestige® V 10 x 1 mL	036486	6-62858-19990-6	PRESTIGE® 5 10 x 1 mL	180363	6-62858-09992-8
EWT + DIV + DIV-164 + VEE	Prestige® V 1 mL	036486	6-62858-19990-9	PRESTIGE® 5 1 mL	180363	6-62858-09993-5
	Prestige® V + VEE 1 x 10 mL	032887	6-62858-90052-1	PRESTIGE® 5 + VEE 1 x 10 mL	178785	6-62858-90056-9
EWT + DIV + DIV-164 + VEE	Prestige® V + VEE 10 x 1 mL	030213	6-62858-90050-2	PRESTIGE® 5 + VEE 10 x 1 mL	190069	6-62858-90057-6
	Prestige® V + VEE 1 mL	030213	6-62858-90050-5	PRESTIGE® 5 + VEE 1 mL	190069	6-62858-90058-3

[Click here to download comparison chart.](#)

Spring Equine Vaccine 5% Bonus Rebate

2018 Spring Equine Dealer Program: As an added incentive to help your business transition to these updated vaccines, retail dealers enrolled in the 2018 One Merck Dealer Rebate Program will receive a 5% bonus rebate on ALL equine OTC vaccines purchased between March 15 – June 30, 2018. This includes all the new Prestige flu vaccines, as well as other vaccines like Equi-Nile®, Encevac® T +

WNV, Prodigy® and Super-Tet®. This bonus rebate is offered in addition to the One Merck Dealer Rebate Program and the One Merck Spring Dealer Bonus Rebate programs.

[Click here to download the program sheet.](#)



Featured Merchandiser

We want to make sure you have the tools you need to get the right vaccines in customer's hands.

Available Merchandising:

- Prestige® 2 Cooler Clings
- Keep Flu in Check Cooler Clings
- Keep Flu in Check Counter Mats
- Keep Flu in Check Shelf Talkers
- Coupon Pads for Prestige®2, Prestige®4, Prestige®5 & Equi-Nile™



Email us pictures of these new merchandising materials at work in your store, and we'll send you a Prestige® gift pack.

Perform with Prestige® Sweepstakes

We want horse owners to Perform with Prestige this spring, so we're giving away great prizes from Featherlite®, Standlee Premium Western Forage®, Classic Equine® by Ritchie® and Equibrand®. Your customers can register online at www.PerformWithPrestige.com.



To help promote this sweepstakes in your store, we have sweepstakes merchandising including:

- Posters
- Cooler Clings
- Counter Tents
- Reminder Cards
- Shelf Talkers
- Cooler Top Signage

For more information and to order the new Prestige line of vaccines, contact your Merck Animal Health representative or call 800-521-5767.

¹ Data on file. Merck Animal Health.

US/EQV/0218/0012