



MORE

Merck Animal Health Official Retail Expert



Marketing Resources

Summer '24

Stay informed about our **summer seasonal** tool kit with this digital guide or visit our site at [MoreRetailPower.com](https://www.moreretailpower.com).

Educational Resources

SHARPEN YOUR SKILLS WITH THESE SUGGESTED SEASONAL MODULES.

Enjoy a sneak peek at our training modules for summer products below. We have several ways for you to offer this training to your employees, which includes:

- Utilizing our training platform, www.partnertraining365.merck-animal-health-usa.com
- Downloading our modules on MoreRetailPower.com to upload to your LMS.
- Downloading our 1-page training sheets on MoreRetailPower.com to keep at your registers or in your break room.

Visit one of the above sites or contact your Merck Animal Health sales representative for more information.


CATTLE

1



**SAFE-GUARD®
(fenbendazole)**

2



Cattle Herd Health

+



**Herd Health
Merck Minute**

3




**Prevent Pinkeye
in Cattle
Merck Minute**

Click images
to learn **MORE!**


HORSE

1




**Get Equine
Deworming Right
Training**

+




**Get Equine
Deworming Right
Merck Minute**

2



**Get Equine
Vaccinating
Right Training**


+



**Get Equine
Vaccinating Right
Merck Minute**


DOG

1



**SAFE-GUARD®
Canine Dosing
Training**


+



**SAFE-GUARD®
Canine Dosing
Merck Minute**


GOAT

1



**SAFE-GUARD®
Goat Health
Training**

+



**SAFE-GUARD®
Goat Herd Health
Merck Minute**

Cattle Health Focus

WHEN PASTURES ARE GREEN, CATTLE STILL NEED CARE.

Summer is when internal parasites are most active and when external parasites and the organisms they carry can cause stress and harm herd health.

Controlling Parasites

SAFE-GUARD® (fenbendazole) features broad-spectrum activity against internal parasites. Choose one of several great options of form and application.

PRODUCTS FOR INTERNAL PARASITE CONTROL



SAFE-GUARD® (fenbendazole) Suspension

1 Liter
UIN: 069293
UPC: 021784046718

1 Gallon
UIN: 069292
UPC: 021784467100

10 Liter
UIN: 149872
UPC: 8713184153005



SAFE-GUARD® (fenbendazole) 0.5% Dewormer Pellets

10 lb Bag
UIN: 213654
UPC: 021784068161

Additional sizes available.
UPC varies by manufacturer



SAFE-GUARD® (fenbendazole) Range Cubes

UPC: Varies by manufacturer



SAFE-GUARD® (fenbendazole) Paste

92 gm Syringe
UIN: 066958
UPC: 021784471923

290 gm Syringe
UIN: 145738
UPC: 021784472296

290 gm Dosing Kit
UIN: 066951
UPC: 021784098502

Click images to learn MORE!

Vaccinate: Protect Against Respiratory Disease

Respiratory diseases are one of the most common and costly infections plaguing the cattle industry. Defend your herd from viral and bacterial infections with our trusted vaccines.

BOVILIS® RESPIRATORY VACCINES



BOVILIS® NASALGEN® 3-PMH

10 Dose
UIN: 178746
UPC: 662858925517

50 Dose
UIN: 196971
UPC: 662858925524

25x1 Dose
UIN: 196306
UPC: 662858925500



BOVILIS® VISTA® ONCE SQ

10 Dose
UIN: 042978
UPC: 662858905021

50 Dose
UIN: 006340
UPC: 662858905052

Grow: Maximize Growth Potential

Healthy growing cattle are the key to success in any operation. Producers can maximize their cattle's weight gain by optimizing their available nutrition.

RALGRO® (zeranol Implants) FOR COW-CALF OPERATIONS



RALGRO®

1x24 Dose
UIN: 067089
UPC: 5017363035728

10x24 Dose
UIN: 067110
UPC: 5017363035711

Implant Gun
UIN: 065481
UPC: 300615076019

*See back for important safety information.

Ectoparasiticides

NEW PACKAGING IN STORES NOW

This spring, check out our great new Ectoparasiticides packaging for ULTRA BOSS®, ULTRA SABER™, SYNERGIZED DELICE® and DOUBLE BARREL® VP Ear Tags.

PRODUCTS FOR EXTERNAL PARASITE CONTROL



ULTRA BOSS®
Pour-On Insecticide

Quart
UIN: 169967
UPC: 300615260029
5 Liter
UIN: 167882
UPC: 662858955859



ULTRA SABER™
Pour-On Insecticide

900 mL
UIN: 169945
UPC: 300615478011
5 Liter
UIN: 168958
UPC: 662858852332



SYNERGIZED DELICE®
Pour-On Insecticide

5 Liter
UIN: 168042
UPC: 662858342215



DOUBLE BARREL® VP
Ear Tags (COMING SOON)

15x20 Box
UIN: 166666
UPC: 300615004012

Click images to learn MORE!

MERCHANDISING



Ectoparasiticides Solution Center Header

US-DOM-200300003
Powerwing Fly Control
14" W x 7" D x 36" x H



DOUBLE BARREL® VP Shelf Talker
US-DBB-23060002 Shelf Talker
Double Barrel

7.25" W x 5" H (visual area)



Ectoparasiticides Wobblers
US-DBB-23060002 Wobblers
6" W x 6.25" H



Ectoparasiticides Aisle Invaders
US-DBB-23060002 Aisle Invader
5.5" W x 9.75" H

SELL SHEET



SOCIAL



MERCK MINUTE



DIGITAL ADS

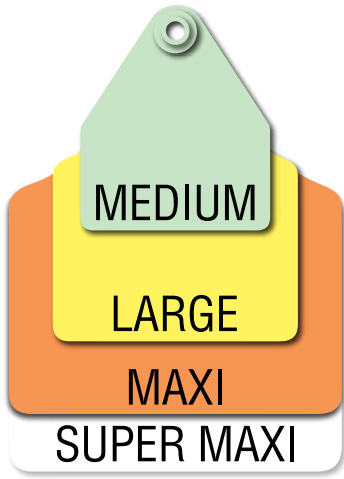


Killer Line Up
160x600, 300x250, 320x50, 728x90

ALLFLEX® Ear Tags

ALLFLEX EAR TAGS ARE CATTLE PRODUCERS #1 CHOICE FOR EAR TAGS

The ALLFLEX brand from Merck Animal Health provides your customers with the tools they need to individually identify and manage each animal within a herd. As a result, this allows for more precise herd health records and better decision-making for improved animal health and productivity.



MERCK MINUTE

ALLFLEX® Identification MERCK MINUTE

Why Do Producers Need Ear Tags for Their Livestock?

ALLFLEX ear tags provide producers with the tools to individually identify and manage each animal within a herd. This allows for more precise herd health records, leading to improved decision-making, and ultimately leads to better health, welfare, and productivity for the animals.

ALLFLEX® is the Leader in Identification, Here's Why:

Superior Quality and Greater Retention:

- ALLFLEX® offers the most advanced engineering and manufacturing technology, a longer product lifespan and minimal fading, making it the superior choice for standard identification.
- High-impact, high-visibility colors help to ensure that the animal can be easily seen in a crowd.
- Multi-layered molded color further improves tag retention by adding reinforcement to the back of the tag.
- Unlike other brands, the ALLFLEX® tag features a built-in break-off and break-away permanent black ink to prevent fading.

Trusted Tools of the Trade:

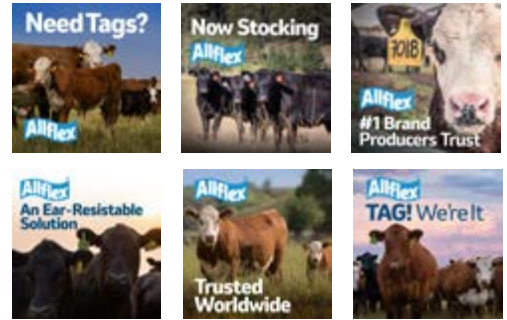
- The ALLFLEX® Tagger is the premier application of the ear tag hardware.
 - ALLFLEX® applications are made of metal, providing longer-lasting durability than plastic competitors.
 - Replacement parts are always included with the handle of the ear tag applicator.
 - Designed to be used on hands and joints after repeated use, with a curve in the handle to prevent pinching.
- **Ear Marking Pen:**
 - Available in black, red, blue, or white ink.
 - A portable, handheld, easy-to-use pen with two marking tips (fine and broad).
 - Provides farmers and ranchers with an OCTANE readable in the paddock for years.

Permanent Laser Ink Marking:

- ALLFLEX® provides permanent laser ink marking that lasts the lifetime of the tag.
- ALLFLEX® custom laser tags offer a variety of sizes, colors, pre-numbered and blank tags that cover the entire range of ear tag markings and identification.
- Custom tags can feature the producer's ranch name, brand, logo or numbering system in a crop, clear, permanent laser-etched finish.

MERCK Animal Health

SOCIAL



Click the tags to see all available sizes!

48 Inch Allflex Header

Easy to install, helps orient traffic

- Foam core sign
- Magnetic base for easy installation
- Measures 46" W x 12" H

Information Panel

Aids shopper choice

- Foam core sign
- Easily installs to shelf
- Measures 30" W x 5" H

Ear Tag Aisle Violator

To attract shopper attention

- Sturdy PVC diecut sign
- Attaches to pegboard
- Measures 7.5" W x 13.5" H



Branded Pegboard Skin

Brands the space Allflex

- Pre-punched pegboard overlay
- Easily secures with pegs
- Measures 46" W x 76" H

Scan the code below to see all available merchandising options



Cattle Advertising

PRINT



SAFE-GUARD®
(fenbendazole)



BOVILIS®

SOCIAL



SAFE-GUARD®



BOVILIS®



Cattle Herd Health

DIGITAL ADS



SAFE-GUARD®
160X600, 300X250, 728X90, 320X50



BOVILIS®
160X600, 300X250, 728X90, 320X50

Don't see what you're looking for?



Scan for MORE

Cattle Merchandising

BETTER HERD HEALTH



BOVILIS® Cooler Tray Labels
RET-BOVILIS-PRODUCT-TrayLabel-4661
3.95"W x 3.31" H

4" Cooler Tray
RET-4494 Cooler Tray- 4" Tray

GET VACCINATING RIGHT



Flip Book
US-NAL-200500007
8.5" W x 6.5" H

Click images to learn MORE!



BOVILIS® Cooler Door Decal
RET-4840-BOVILIS-Cooler Door Decal
14" W x 12" H

Horse Health Focus

THESE GREAT BRANDS STAY IN DEMAND.

For years, horse owners have trusted our safe and effective lines of equine vaccines and dewormers for their consistent quality, effectiveness and reliability.

Deworm: Internal Parasite Control

Deworming your horse can be easier when you can choose the delivery method that works best for you and your horse. Fenbendazole is the only horse dewormer that comes in many forms and sizes, and is effective against the most common intestinal parasites of the horse.*

PRODUCTS FOR INTERNAL PARASITE CONTROL



EQUI-BITS®
Fenbendazole Type C
Medicated Feed
1.25 lb Bag
UIN: 213659
UPC: 021784046817



PANACUR®
(fenbendazole) Paste
25 gm Tube
UIN: 069273
UPC: 021784471121
POWERPAC
UIN: 114001
UPC: 21784471572



SAFE-GUARD®
(fenbendazole) Paste
25 gm 36 Tubes
UIN: 003468
UPC: 21784471367
25 gm 12 Tubes
UIN: 064832
UPC: 21784047128
92 gm 12 Tubes
UIN: 066958
UPC: 21784471923

Click images
to learn MORE!

Vaccinate: Essential Disease Protection

The PRESTIGE® line of equine vaccines delivers industry-leading technology, and the influenza-containing PRESTIGE® vaccines include the most current equine influenza strains available.

PRODUCTS FOR ESSENTIAL DISEASE PROTECTION



PRESTIGE® 5 + WNV
1 mL Syringe
UIN: 197924
UPC: 662858966831
10 X 1 mL Syringe
UIN: 197924
UPC: 662858966848
1 X 10 mL Bottle
UIN: 193718
UPC: 662858966824



PRESTIGE® 3 + WNV
1 mL Syringe
UIN: 192936
UPC: 6 62858966657
10 X 1 mL Syringe
UIN: 192936
UPC: 662858966633
1 X 10 mL Bottle
UIN: 182299
UPC: 662858966626

*See back for important safety information.

Equine Advertising

PRINT



PRESTIGE® True Colors

SOCIAL



Better Horse Health



PRESTIGE® True Colors

Don't see what you're looking for?



Scan for MORE

DIGITAL ADS



PRESTIGE® True Colors

300X250, 728X90, 300X600 & 320X50



Better Horse Health

300X600, 360X260, 300X250 & 720X90



MERCHANDISING



Mode of Action Shelf Kit
RET-4870-MOA-Kit
Dangler: 4" W x 8.5" H
Aisle Invader: 7.75" W x 17.5" H



Multi-Species Power Wing
SG-3301-POWERWING
14.44" W x 5.31" D x 56.38" H



Equine Power Wing
EQ-SG-3387-POWERWING
6.13" W x 10.81" D x 53.81" H



PRESTIGE® Cooler Tray Labels
RET-PRESTIGE-PRODUCT-TrayLabel-4661
2.95" W x 3.187" H

3" Cooler Tray
RET-4494 Cooler Tray-3" Tray



Equine Vaccine Comparison Chart
US-PRT-230800004
8.5" W x 11" H

*See back for important safety information.

Dog Health Focus

SAFE-GUARD® (fenbendazole) Canine Dewormer treats six species of the four major intestinal worm types common to the outdoor dog with only one compound: fenbendazole. Dog owners can treat more with less, minimizing their dog's chemical exposure.*

SAFE-GUARD is safe for puppies six weeks of age or older and pregnant females as well as adult dogs of all breeds. So it's never too early — or too late — to start.

DEWORMING PRODUCTS FOR DOGS



SAFE-GUARD® Canine Dewormer

1 gm UIN: 034906 Single Box UPC: 021784470124 Display Box (8 boxes) UPC: 021784349062	2 gm UIN: 033576 Single Box UPC: 021784470223 Display Box (8 boxes) UPC: 021784423052	4 gm UIN: 040694 Single Box UPC: 021784470421 Display Box (8 boxes) UPC: 021784421652
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PRINT



Live Free Print Ad



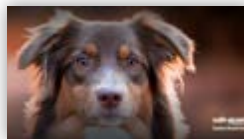
SAFE-GUARD® Canine Sell Sheet

DIGITAL ADS



SAFE-GUARD®
160x600, 300x250,
320x50, 728x90

SOCIAL



SAFE-GUARD®

eCOMMERCE



SAFE-GUARD®

MERCHANDISING



SAFE-GUARD® Canine Shelf Merchandiser
RET-SG-4663-CANINE-SHELF-MODULE
12" W x 10" D x 2.75" H (6" H w/product)



SAFE-GUARD® Canine Dewormer Power Wing
3691-CANINE LIGHT POWERWING
14"W x 2" D x 25" H

Click images to learn MORE!

*See back for important safety information.

Goat Health Focus

Today's goat industry demands a strong herd health program. Effective deworming for internal parasites, vaccinating for clostridial diseases, and controlling of external parasites combined with good management is essential for goat health.

Merck Animal Health offers a triad of products created specifically to meet the health needs of goat producers everywhere.*

PRODUCTS FOR GOAT HEALTH



SAFE-GUARD®
(fenbendazole) Dewormer

125 mL
UIN: 004537
UPC: 021784045377



BOVILIS® VISION®
CD-T

50 Dose
UIN: 69096
UPC: 662858012798



ULTRA BOSS® Pour-On
Insecticide

1 Quart 5 Liter
UIN: 169967 UIN: 167882
UPC: 300615260029 UPC: 662858955859

Click images
to learn MORE!

DIGITAL ADS



Better Goat Health
160x600, 300x250, 320x50, 728x90



Dose & Done Rebate
160x600, 300x250, 320x50, 728x90

MERCHANDISING



125 mL Goat Shelf Label
BV-SG-Goat Tray Label
2.95" W x 3.279" H



Dose & Done Wobbler
RET-SG-Goat Rebate
5" W x 9" H

SOCIAL



Better Goat Health



Dose & Done

Better Goat Health Solution Center Header
US_SFG_210500002 - 4058
Powering Goat
14" W x 7" D x 36" H



*See back for important safety information.

*IMPORTANT SAFETY INFORMATION

CATTLE

SAFE-GUARD®: Do not use in beef calves less than 2 months old, dairy calves and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves. Additionally, the following meat withdrawal and milk discard times apply: SAFE-GUARD Paste: Cattle must not be slaughtered for 8 days. For dairy cattle, the milk discard time is 96 hours. SAFE-GUARD Suspension: Cattle must not be slaughtered for 8 days. For dairy cattle, the milk discard time is 48 hours.

SAFE-GUARD® ENPROAL® Type C Medicated Block: Cattle must not be slaughtered for 11 days. For use in beef cattle only.

SAFE-GUARD® 20% Protein Type C Medicated Block: Cattle must not be slaughtered for 16 days. For use in beef cattle only. Safe-Guard Type A and other medicated feed products (pellets, cubes, free-choice mineral, or free-choice liquid): Cattle must not be slaughtered for 13 days. For dairy cattle, the milk discard time is 60 hours.

RALGRO® (zeranol implants): Not for use in humans. Keep out of reach of children. No withdrawal period is required when used according to labeling. Do not use in beef calves less than 2 months of age, dairy calves, and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in replacement beef heifers after weaning or in dairy cows or replacement dairy heifers. Use in these cattle may cause drug residues in milk and/or calves born to these cows. Implant pellets subcutaneously in ear only. Any other location is a violation of Federal law. Do not attempt salvage of implanted site for human or animal food. Not approved for repeated implantation (re-implantation) with this or any other cattle ear implant within a single production phase as safety and effectiveness have not been evaluated. For complete safety information, refer to the product label.

CANINE

SAFE-GUARD®: For animal use only. Do not use in pups younger than 6 weeks. Do not deworm a dog or puppy that is sick. Approximately 1% of dogs had vomiting associated with the use of this product. Consult your veterinarian for help in the diagnosis, treatment and control of parasitism.

HORSE

SAFE-GUARD®/PANACUR®: Consult your veterinarian for the diagnosis, treatment and control of parasitism. Do not use in horses intended for human consumption.

GOAT

Consult your veterinarian for assistance in the diagnosis, treatment and control of parasitism. Goats must not be slaughtered for food within 6 days following treatment. Because a withdrawal time in milk has not been established, do not use in lactating goats.



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Contact your Merck Animal Health representative
or visit [MoreRetailPower.com](https://www.moreRetailPower.com) for more information.