

Promotional Materials to Get Shoppers Flocking to Your Store

Advertising options for SAFE-GUARD® AquaSol range from traditional print ads to digital strategies, including targeted display ads, email marketing, social media, and influencer collaborations.



Contact your Merck Animal Health Sales Representative or visit **MoreRetailPower.com**



Digital Display Ads



Social Media

Say Hello to Healthier, Happier Chickens with **safe-guard**® AquaSol (fenbendazole oral suspension)



And Get Ready for New Sales to Start Hatching with the first FDA-approved\* chicken dewormer for home use.



For oral administration via drinking water.

**DESCRIPTION:**  
SAFE-GUARD AquaSol is a suspension concentrate containing fenbendazole, an antiparasitic. Each mL of SAFE-GUARD AquaSol contains 200 mg of fenbendazole.

**INDICATIONS:**  
SAFE-GUARD AquaSol is indicated for the treatment and control of adult *Ascaridia galli* in broiler chickens and replacement chickens and for the treatment and control of adult *A. galli* and *Heterakis gallinarum* in breeding chickens and laying hens.

**DOSAGE AND ADMINISTRATION:**  
SAFE-GUARD AquaSol must be administered orally to chickens via the drinking water at a daily dose of 1 mg/kg BW (0.454 mg/lb) for 5 consecutive days. The medicated water must be prepared daily prior to each administration.

**IMPORTANT SAFETY INFORMATION:**  
Not for use in humans. Accidental exposure may result in skin and eye irritation and may cause gastrointestinal disturbances and hypersensitivity reactions in humans. No withdrawal period is required when used according to the label. Consult your veterinarian for assistance in the diagnosis, treatment and control of parasitism.

**safe-guard**®  
(fenbendazole)

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5402 AquaSol SellSheet | US-PAN-241100004

\*Available on the market.



# Introducing safe-guard® AquaSol (fenbendazole oral suspension)

SAFE-GUARD® AquaSol finally allows backyard and small chicken farmers safe and effective deworming. As the first mover in the category and trusted 40-year brand, we're poised to deliver safe, effective and trustworthy deworming to an entirely new audience.



## SAFE-GUARD AquaSol Makes Chicken Deworming Safe, Effective and Easy



**Backyard Ready**  
With the only FDA-Approved\* dewormer for home use, treat and control harmful parasites in as little as 5 days.



**Just Add to Water**  
Easily dose through your chickens' drinking water and treat and control common intestinal parasites keeping your flock healthy and happy.



**Treats and Controls Parasites**  
Treats and controls common intestinal parasites in chickens, promoting better egg production and overall well-being.



**No Withdrawal Period**  
There's no egg withdrawal period which means the best protection without throwing away any eggs.



**Easy Dosing**  
One bottle dosed twice a year provides year-round protection. Visit [DewormMyChickens.com](https://DewormMyChickens.com) to view our dosing chart and how-to video.



**Trusted**  
SAFE-GUARD has provided safe, effective and trusted deworming solutions for animals big and small for generations.



**In-Store Solutions to Get Shoppers Crowing**  
Retailers have a range of merchandising options to enhance product visibility and drive sales.

**Shipper Box**  
Holds 12  
9.5" H x 3.5" W x 10.75" D



**Shelf Display**  
Holds 12  
7.25" H x 8.5" W



**Powerwing Display**  
Holds 24  
49.75" H x 13" W x 4.25" D



**Standee Display**  
Holds 24  
60" H x 39.5" W  
Display is frame only.  
Powerwing is required.



**Shelf Talker**  
7.25" H x 8.625" W



**Window Decal**  
20" H x 16" W



**Lock Box Decal**  
2.25" H x 4" W



**Floor Decal**  
24" H x 24" W  
Item is not kept in stock and requires additional lead time.

\*Available on the market.