



Cattle Focus: Healthy Herds Deliver Healthy Profits

Prepare your store for cattle working season



NASALGEN® 3, SAFE-GUARD® (fenbendazole) 290 gm, SAFE-GUARD (fenbendazole) 1 liter, RALGRO® (zeranol)



Merchandising Options:

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



RALGRO Window
Cling and Dangler



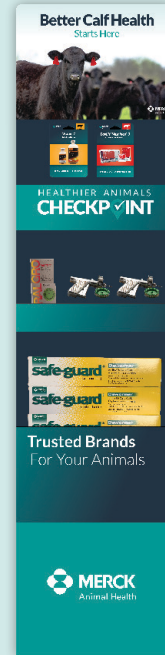
NASALGEN 3
Cooler Cling
and Shelf Insert



SAFE-GUARD Shelf Talker



SAFE-GUARD
Tower Display



SAFE-GUARD
Tower Display



Herd Health
Shelf Pull-down

Learn MORE about Cattle Herd Health

Online learning modules are available on the following topics



NASALGEN 3
<https://www.brainshark.com/merckah/nasalgen3>



SAFE-GUARD Grass
Roots Chapter 1
<https://www.brainshark.com/merckah/Safe-Guard-Ch1>



Gold Standard of
Calf Implanting
<https://www.brainshark.com/merckah/Ralgro>

Equine Focus: PRESTIGE® 5 + WNV NOW AVAILABLE



Merchandising Options:

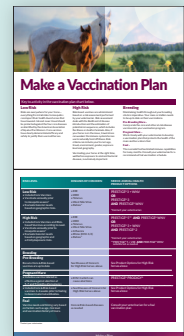
Check the box next to the tools you are interested in for your store.



Cooler Cling



Flipbook



Poster



Vaccine Conversion Chart



Healthier Checkpoint Brochure

Learn MORE about PRESTIGE® Vaccines

Online learning modules are available on the following topics



PRESTIGE Get Vaccinating Right

https://www.brainshark.com/merckah/Get_Equine_Vaccinating_Right



Proper Handling of Vaccines and Cooler Management

<https://www.brainshark.com/merckah/CoolerManagement>

MORE Sales: Parasite Control

We have the products your customers need to control internal parasites in their horses and goats during the fall and cold weather months. Get the tools you need to sell them.



Equine products shown: SAFE-GUARD® (fenbendazole) EQUI-BITS®, PANACUR® (fenbendazole) POWERPAC, SAFE-GUARD (fenbendazole) 25g

Goat products shown: SAFE-GUARD (fenbendazole) Goat Dewormer

Merchandising Options:

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

Dose & Done SAFE-GUARD Rebate Resources

Mode of Action Shelf Kit

Multi-species Solution Center

Horse Health Solution Center Display

Learn MORE about internal parasite control
Online learning modules are available on the following topics



Get Equine Deworming Right
https://www.brainshark.com/merckah/Get_Equine_Deworming_Right



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

Pet Focus: Dog Internal Parasite Control

SAFE-GUARD® (fenbendazole) helps ensure your customers there's no need to worry about dangerous intestinal parasites getting in the way of enjoying outdoor adventures together with their dogs.



Shown: SAFE-GUARD (fenbendazole) Canine Dewormer family



Merchandising Options:

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



Canine Shelf Module



Canine Powerwing
 Canine Proxy Cards



Canine Training Module

http://quadia.webtvframework.com/intervet/_app/player/?id=2538195

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.

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.

