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Merck Animal Health Official Retail Expert



2020 CALENDAR

Get MORE in 2020 from
Merck Animal Health

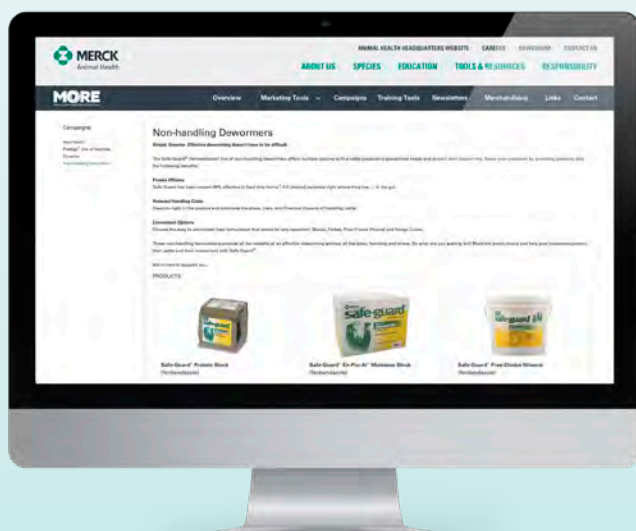


MoreRetailPower.com Gives You

MORE



MORE PRODUCTS
 Whether you're looking for assets for your website or ordering information for your store, every product detail is available.



MORE PROGRAMS
 Your customers want the products they need to protect their animals no matter the season. We have the programs to get you the best deals year round.



MORE SOLUTIONS
 From campaigns to in-store merchandising, MoreRetailPower.com has the solutions you need to sell the products customers want.



JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 NEW YEARS DAY	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 MARTIN LUTHER KING JR. DAY	21 NATIONAL HUG A HORSE DAY	22	23	24	25
26	27	28	29	30	31	

Meet the Big Dog in Flea and Tick Protection

Activyl® Spot-On for Dogs and Cats stops fleas from biting to give pets quick relief and breaks the flea life cycle to prevent new fleas from developing. Plus it can be used on cats and dogs from as young as eight weeks of age. Activyl® offers your customers something no other product can, a flea only treatment for the most persistent infestations!

Check out our full line of Activyl® flea and tick products, merchandising tools, marketing and educational resources and available programs to help grow sales in your store. Visit MoreRetailPower.com to access tools!





FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 NATIONAL CAT HEALTH MONTH
2	3	4	5	6	7	8
9	10	11	12	13	14 VALENTINE'S DAY	15
16	17 PRESIDENT'S DAY	18	19 FFA DAY	20 NATIONAL LOVE YOUR PET DAY	21	22 NATIONAL WALK A DOG DAY
23	24	25	26	27	28	29

The Science of Significant

The entire line of Prestige® vaccines from Merck Animal Health delivers horses, horse owners and animal health professionals the prestige they deserve. Let us help your store improve success and satisfaction with your vaccine sales.

Check out our full line of Prestige vaccines, merchandising tools, marketing and educational resources and available programs to help grow sales in your store. Visit MoreRetailPower.com to access tools!





MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
		NATIONAL HORSE PROTECTION DAY				
8	9	10	11	12	13	14
DAYLIGHT SAVINGS TIME STARTS						NATIONAL AG DAY
15	16	17	18	19	20	21
		ST. PATRICK'S DAY				
22	23	24	25	26	27	28
						RESPECT YOUR CAT DAY
29	30	31				



What's Your Herd Health Success Plan?

Comfortable, healthy cattle perform best and deliver stronger profits to producers. Deworming, vaccinating, controlling external parasites and supporting growth are the four pillars of herd health. Merck Animal Health has the ideal product collection to make working cattle efficient and effective, so prepare your store for cattle herd health by stocking our collection of products and the in-store materials to help you promote their use.²

Check out our full line of herd health products, merchandising tools, marketing and educational resources and available programs to help grow sales in your store. Visit MoreRetailPower.com to access tools!





APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
					NATIONAL FARM ANIMALS DAY	NATIONAL PET DAY
12	13	14	15	16	17	18
EASTER						
19	20	21	22	23	24	25
26	27	28	29	30		
NATIONAL HELP A HORSE DAY	WORLD VETERINARY DAY					



Find Your Way To Pinkeye Prevention

If it's spring, then cattle are at risk for blackleg disease and pinkeye infections. Protect your herd against these challenges with trusted solutions from Merck Animal Health.

Vaccination and External Parasite Control are two important elements of a comprehensive cattle pinkeye program. We have the products you need to fulfill both categories.

Check out our full line of cattle pinkeye and heard health products, merchandising tools, marketing and educational resources and available programs to help grow sales in your store. Visit [MoreRetailPower.com](https://www.moreretailpower.com) to access tools!





MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
					NATIONAL PET MONTH	DERBY DAY
3	4	5	6	7	8	9
		NATIONAL BE KIND TO ANIMALS WEEK				
10	11	12	13	14	15	16
MOTHER'S DAY	NATIONAL ANIMAL DISASTER PREPAREDNESS DAY					
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	MEMORIAL DAY					



Find Your Way to Spring Horse Health

Your customers can get a jump on the season when they deworm and vaccinate their horses with Prestige[®] vaccines and Safe-Guard[®] (fenbendazole). Merck Animal Health offers the products and promotional tools you need to provide comprehensive spring horse health.³

Check out our full line of equine products, merchandising tools, marketing and educational resources and available programs to help grow sales in your store. Visit MoreRetailPower.com to access tools!





JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 NATIONAL DAIRY MONTH	2	3	4 HUG YOUR CAT DAY / NATIONAL CHEESE DAY	5	6
7	8	9	10 INTERNATIONAL BLACK COW DAY	11	12	13
14	15	16	17	18	19	20
21 FATHER'S DAY	22	23	24 CAT WORLD DOMINATION DAY	25	26	27
28	29	30				



Simply Smarter

The Safe-Guard® (fenbendazole) line of deworming feed products offers multiple options to fit a cattle producer's operational needs and protects their bottom line. Serve your customer by providing products with proven efficacy, reduced handling costs, and convenient options.⁴

Check out our full line of Safe-Guard® feed products, merchandising tools, marketing and educational resources and available programs to help grow sales in your store. Visit MoreRetailPower.com to access tools!





JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4 INDEPENDENCE DAY
5	6	7	8	9	10	11 ALL-AMERICAN PET PHOTO DAY
12	13	14	15 I LOVE HORSES DAY	16	17	18
19	20	21	22	23	24	25 NATIONAL DAY OF THE COWBOY
26	27	28	29	30	31	



External Parasite Control

Low-Volume Ultra Boss® packs a big punch against the flying insects and lice that cause the most damage to animals. Try it once and you'll never use any other insecticide.

A comprehensive external parasite control program goes a long way in protecting cattle against flies and lice.

Check out our full line of Ectoparasiticide products, merchandising tools, marketing and educational resources and available programs to help grow sales in your store. Visit MoreRetailPower.com to access tools!



AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
	NATIONAL BLACK CAT DAY					
23	24	25	26	27	28	29
30	31		NATIONAL DOG DAY			



Outside Dogs Need Inside Protection

Safe-Guard® (fenbendazole) Canine treats the four major intestinal worm types common to the outdoor dog, yet exposes dogs to fewer drugs than most dewormers. Safe-Guard for dogs treats more worm types, less often, with proven safety. It's even safe for puppies and pregnant females.⁵

Check out our full line Safe-Guard® canine dewormer products, merchandising tools, marketing and educational resources and available programs to help grow sales in your store. Visit MoreRetailPower.com to access tools!





SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 NATIONAL SERVICE DOG MONTH	2	3	4	5
6	7 LABOR DAY	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28 WORLD RABIES DAY	29	30			



Fall Horse Health

Fall is championship season for most performance horses. If they travel, they may be exposed to flu. Prestige® 2 now includes updated flu strains making it the ideal way to protect horse health.

Vaccination and Internal Parasite Control are two important elements of a comprehensive fall horse health program. We have the products you need to fulfill both categories.

Check out our vaccine and deworming products and see how they fit in your store. Visit MoreRetailPower.com to learn more!





OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 NATIONAL PET WELLNESS MONTH	2	3
4 WORLD ANIMAL DAY	5	6	7	8	9	10
11	12 NATIONAL FARMERS DAY	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29 NATIONAL CAT DAY	30	31 HALLOWEEN



Fall Cattle Herd Health

Comfortable, healthy cattle will perform best and deliver stronger profits to producers. Deworming, vaccinating, controlling external parasites, and supporting growth are the 4 pillars of herd health. And Merck Animal Health has the ideal product collection to make working cattle efficient and effective.^{2,4}

Check out our full line of fall herd health products, merchandising tools, marketing and educational resources and available programs to help grow sales in your store. Visit MoreRetailPower.com to access tools!



NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 DAYLIGHT SAVINGS TIME ENDS	2 NATIONAL SENIOR DOG MONTH	3	4	5	6	7
8	9	10	11 VETERAN'S DAY	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30			THANKSGIVING DAY		



Trust Safe-Guard® for Your Animals

The active ingredient in Safe-Guard® (fenbendazole), offers safe and effective strategic deworming solutions for your animals.

Safe-Guard works differently than other dewormers which have resistance issues due to overuse. Safe and proven effective, it goes straight to the gut, killing the worms where they live.^{4,5,7}

Check out our full line of Safe-Guard® deworming products, merchandising tools, marketing and educational resources and available programs to help grow sales in your store. Visit MoreRetailPower.com to access tools!



DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 NATIONAL CAT LOVERS' MONTH	2	3	4	5
6	7	8	9 INTERNATIONAL DAY OF VETERINARY MEDICINE	10	11	12
13 NATIONAL DAY OF THE HORSE	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	CHRISTMAS DAY	

Panacur® POWERPAC

Panacur® (fenbendazole) POWERPAC is the only FDA approved product to treat all stages of encysted small strongyles and is recognized as a treatment of choice for ascarids.

Use as part of a yearlong horse health program that includes deworming and vaccinating horses. Merck Animal Health offers the products and promotional tools you need to provide comprehensive horse health solutions to horse owners.⁶

Check out our full line equine products, merchandising tools, marketing and educational resources and available programs to help grow sales in your store. Visit MoreRetailPower.com to access tools!



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IMPORTANT SAFETY INFORMATION:

¹ACTIVYL: Your dog must wear an Activyl® Protector Band for 1 to 2 weeks before protective levels are established over the entire body. Maximum effectiveness may not occur for up to 3 weeks, so it's best to apply the Activyl® Protector Band at least 10-14 days before you anticipate tick and flea exposure.

Activyl for Dogs & Cats: Data on file, Merck Animal Health. Dryden MW, et al. Parasites & Vectors. 2013;6:366
Guerino F, Qureshi T, Hair J, Young D, Fiourie J. Indoxacarb Kills Developing Stages of Fleas in the Environment of Treated Cats. Presented at the WSAVA/FECAVA/BSAVA World Congress. 12-15 April 2012. Birmingham, UK.

²RALGRO: A withdrawal period has not been established for Ralgro® in pre-ruminating calves. Do not use in calves to be processed for veal. For complete information, refer to product label.

³SAFE-GUARD Paste Equine: Do not use in horses intended for human consumption. When using Safe-Guard® (fenbendazole) Paste 10% concomitantly with trichlorfon, refer to the manufacturer's labels for use and cautions for trichlorfon.

⁴SAFE-GUARD RESIDUE WARNINGS: Safe-Guard Paste and Suspension: cattle must not be slaughtered within 8 days following last treatment; Mineral and feed products: 13 days; EN-PRO-AL Molasses Block: 11 days; Protein Block: 16 days. For dairy cattle, the milk discard time is zero hours. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal. 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. For complete information, refer to the product label. Consult your veterinarian for the assistance in the diagnosis, treatment and control of parasitism.

⁵SAFE-GUARD Dog: 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.

⁶PANACUR POWERPAC: Do not use in horses intended for human consumption. When using Panacur® (fenbendazole) POWERPAC concomitantly with trichlorfon, refer to the manufacturer's labels for use and cautions for trichlorfon.

⁷SAFE-GUARD Equi-bits: Do not use in horses intended for human consumption. When using Safe-Guard® (fenbendazole) Equi-bits® concomitantly with trichlorfon, refer to the manufacturer's labels for use and cautions for trichlorfon.

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