

# Merck Animal Health Official Retail Expert



**Equine Focus: Internal Parasite Protection** 



Shown: Safe-Guard® (fenbendazole) Paste 92gm, Safe-Guard (fenbendazole) 25gm Panacur® (fenbendazole) 25gm, Panacur (fenbendazole) POWERPAC

#### **Merchandising Options:**

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



Print/Banner Ads



Mode of Action Shelf Kit



**Multi-Species Powerwing** 



**Equine Powerwing** \*While supplies last

#### **Learn MORE about Safe-Guard for horses:**

Online learning modules are available on the following topics



Safe-Guard The Science of Safe

https://www.merck-animal-healthequine.com/safe-guard-moa



**Internal Parasite** Control in the Horse

https://www.brainshark.com/ merckah/Equine-Parasites

**Make MORE Noise** with Campaign Tools

Please connect with your **Merck Animal Health** Representative to develop a plan for your store.

| Cam |  |  |
|-----|--|--|
|     |  |  |
|     |  |  |

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

See the following pages for details about Campaign Tools.



## Cattle Focus: Internal Parasite Protection



### Merchandising Options:

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



Print/Banner Ads



Safe-Guard Shelf Talker



Safe-Guard
Tower Display

#### **Learn MORE about Cattle Internal Parasite Protection**

Online learning modules are available on the following topics



Safe-Guard® Grass Roots Chapter 1

https://www.brainshark.com/ merckah/Safe-Guard-Ch1



Safe-Guard® Grass Roots Chapter 2

https://www.brainshark.com/ merckah/Safe-Guard-Ch2



Safe-Guard® Grass Roots Chapter 3

https://www.brainshark.com/ merckah/Safe-Guard-Ch3







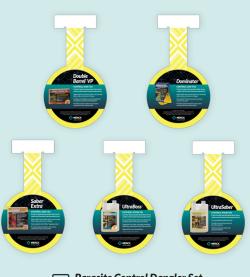
 $Shown: Double\ Barrel\ Ear\ Tag, Dominator, Saber\ Extra, Ultra\ Boss, Ultra\ Saber$ 

### Merchandising Options:

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











Stop Pests Dead Powerwing

#### Learn MORE about Ectoparasiticides

Online learning modules are available on the following topics



Ectoparasiticide Review: Flies, Pour-on and Premise Products

# **Pet Focus:** Flea & Tick Protection

Help your customers power up protection with Activyl®, uniquely formulated treatments for both dogs and cats.









Shown: Activyl® for Cats & Kittens, Activyl for Dogs & Puppies, Activyl® Protector Band for Dogs

Merchandising **Options:** 

Check the box next to the tools you are interested in for your store. For more information visit us.activyl.com





Print/Banner Ads





**Cling and Dangler Kit** 





Signage Kit



Activyl Collar Aisle



**Powerwing** with Brochures



Activyl Collar **Tower Display** 



**Collar Clip** Strip Kit

\*While supplies last

#### **Learn MORE about Activyl** to protect Dogs and Cats from Fleas and Ticks

Online learning modules are available on the topics at right



**Activyl Topical** 

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



**Activyl Protector Band** 

\*Campaign tools and merchandising materials available while supplies last.

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

| Dealer Store Name:                                    |        | City: |        | State:  |
|---|--------|-------|--------|---|
| Contact Name:   | Phone: |       | Email: |   |
| Send to your rep or email <b>RetailTeam@merck.com</b> |        |       |        | *Campaign tools and merchandising materials available while supplies last |

The Science of Healthier Animals

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