



activyl® RETAIL OTC LAUNCH

Merck Animal Health is proud to announce the Ag Retail launch of Activyl® for Dogs & Puppies and Activyl® for Cats & Kittens.

The new Activyl consumer-friendly packaging includes product features and benefits, and clear weight bands and pack size visuals, all designed to enable consumers to easily differentiate by species and size.

The new Activyl product line is now included in the One Merck Dealer rebate programs. Activyl for Dogs and Cats (Indoxacarb) is an innovative flea treatment that is highly effective at killing fleas and preventing infestation.^{1,2}

NEARLY 2X MORE EFFECTIVE THAN FRONTLINE® PLUS AT ELIMINATING FLEAS²



*% of flea reduction on dogs and cats after 2 monthly applications (p<0.0009)

ACTIVYL FOR DOGS & CATS (INDOXACARB)



Once a month, topical flea treatment for Dogs and Cats

Activyl For Dogs and Cats (indoxacarb) protects and prevents against flea infestations for a full month.

- Kills fleas, flea eggs, flea larvae.¹
- Fast Acting: Wipes out 90% of fleas within 12 hours of application.¹
- Long Lasting: Kills 100% of newly arriving fleas for 4 weeks.¹
- Waterproof
- Available to be sold in 3 & 6 packs
- 3 packs only available to the retail / e-commerce channel.

[MORE INFO](#)



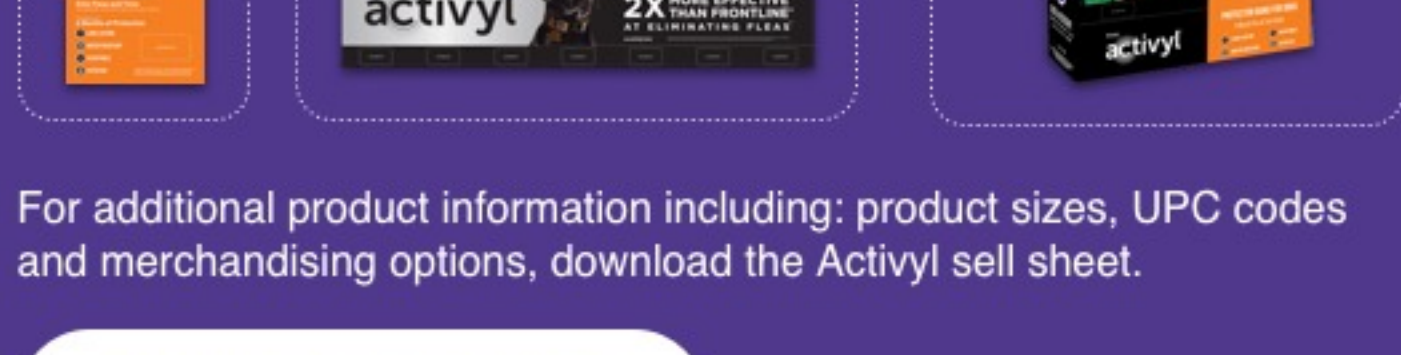
TICK & FLEA PROTECTION FOR DOGS

Activyl Protector Band for dogs (deltamethrin) is the easy and effective way to protect your dog from fleas and ticks for up to 6 months.

- Kills Fleas & Ticks, including deer ticks that carry Lyme Disease.³
- Repels Mosquitos.³
- Adjustable, One size fits all
- Water Resistant - can be worn while swimming or bathing without the loss of efficacy, unlike Seresto.^{3,4}
- Activyl Protector Band for Dogs only available to the retail / e-commerce channel.

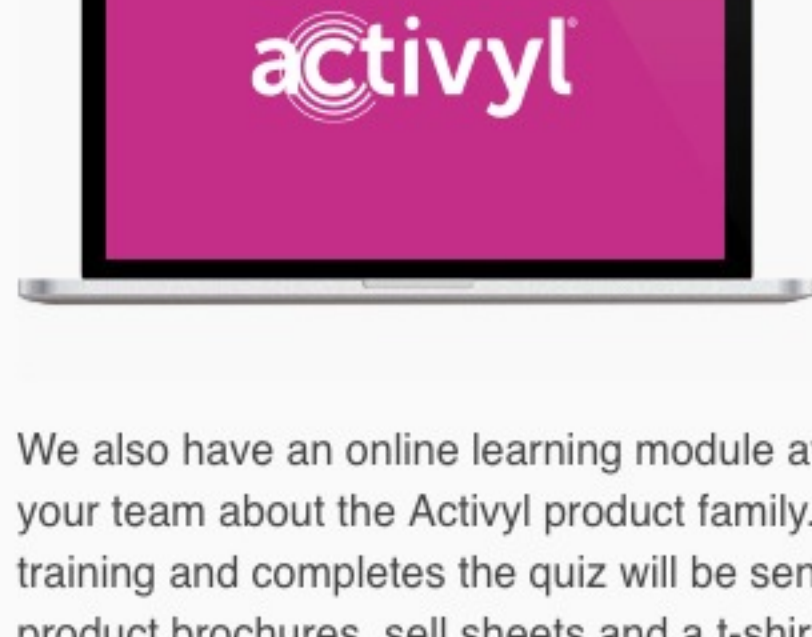
[MORE INFO](#)

MERCHANDISING OPTIONS



For additional product information including: product sizes, UPC codes and merchandising options, download the Activyl sell sheet.

[DOWNLOAD SELL SHEET](#)



ONLINE LEARNING MODULE

We also have an online learning module available to educate you and your team about the Activyl product family. Everyone that takes the training and completes the quiz will be sent an Activyl Toolkit including product brochures, sell sheets and a t-shirt!

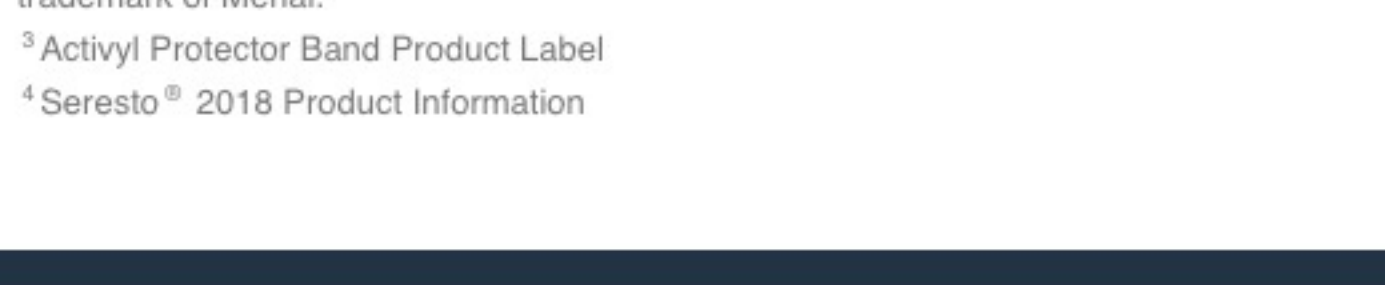
[START TRAINING](#)

Need More Information?

us.activyl.com

For more information, please contact your Merck Animal Health or animal health distributor representative, or email us at:

RetailTeam@merck.com



¹ Data on file, Merck Animal Health

² ACTIVYL® Spot-On for Dogs & Cats outperformed Frontline® Plus in an extreme flea challenge and was nearly 2x more effective on day 60 (99.1% vs 54.8%). Reference: Dryden MW, et al. Parasites & Vectors. 2013; 6:366. Frontline® Plus is a registered trademark of Merial.

³ Activyl Protector Band Product Label

⁴ Seresto® 2018 Product Information