



 **MERCK**  
Animal Health

**MORE**  
Merck Animal Health Official Retail Expert

# Marketing Resources

Fall '23

Stay informed about our **fall seasonal** tool kit with this digital guide or visit our site at [MoreRetailPower.com](https://MoreRetailPower.com).

# Educational Resources

## SHARPEN YOUR SKILLS WITH THESE SUGGESTED SEASONAL MODULES.

Enjoy a sneak peek at our training modules for fall products below. We have several ways for you to offer this training to your employees, which include:

- Utilizing our training platform, [www.PartnerTraining365.com](http://www.PartnerTraining365.com).
- Downloading our modules on [MoreRetailPower.com](http://MoreRetailPower.com) to upload to your LMS.
- Downloading our 1-page training sheets on [MoreRetailPower.com](http://MoreRetailPower.com) to keep at your registers or in your break room.

Visit one of the above sites or contact your Merck Animal Health sales rep for more information.


## CATTLE

**1**



**SAFE-GUARD®  
(fenbendazole)**

**2**



**Cattle Herd Health**


+

**3**



**Respiratory  
Merck Minute**

**4**




**Herd Health  
Merck Minute**

Click images to learn **MORE!**

## HORSE


**1**



**Get Equine  
Deworming Right  
Training**

+

**2**




**Get Equine  
Deworming Right  
Merck Minute**

**3**

+

**4**




**Get Equine  
Vaccinating  
Right Training**

**5**

+


**6**



**Get Equine  
Vaccinating Right  
Merck Minute**

## DOG


**1**



**SAFE-GUARD®  
Canine Dosing  
Training**

+


**2**



**SAFE-GUARD®  
Canine Dosing  
Merck Minute**

## GOAT


**1**



**SAFE-GUARD®  
Goat Health  
Training**

+

**2**



**SAFE-GUARD®  
Goat Herd Health  
Merck Minute**



# Cattle Herd Health Focus

## AUTUMN IS A KEY SEASON FOR CATTLE PRODUCERS

Fall is the time to ensure cattle herds are at peak health, especially for fall calving operations.

## Deworm: Internal Parasite Control

Fall deworming can greatly reduce the impact of worm burdens over the winter months and sets the foundation for the herd's performance in the spring.\*

### PRODUCTS FOR INTERNAL PARASITE CONTROL



#### SAFE-GUARD® (fenbendazole) Suspension

**Liter**  
UIN: 069293  
UPC: 021784046718

**Gallon**  
UIN: 069292  
UPC: 021784467100

**10 Liter**  
UIN: 149872  
UPC: 8713184153005



#### SAFE-GUARD® (fenbendazole) 0.5% Dewormer Pellets

**10 lb Bag**  
UIN: 056698  
UPC: 021784068161

Additional sizes available.  
UPC varies by manufacturer



#### SAFE-GUARD® (fenbendazole) Range Cubes

UPC: Varies by manufacturer



#### SAFE-GUARD® (fenbendazole) Paste

**92 gm Syringe**  
UIN: 066958  
UPC: 021784471923

**290 gm Syringe**  
UIN: 145738  
UPC: 021784472296

**290 gm Dosing Kit**  
UIN: 066951  
UPC: 021784098502

Click images to learn MORE!

## Vaccinate: Protect Against Respiratory Disease

Respiratory diseases are the most common and costly infections plaguing the cattle industry. Defend your herd from viral and bacterial infections with our trusted vaccines.

### BOVILIS® RESPIRATORY VACCINES



#### BOVILIS® NASALGEN® 3-PMH

**10 Dose**  
UIN: 178746  
UPC: 662858925517

**50 Dose**  
UIN: 196971  
UPC: 662858925524



#### BOVILIS® VISTA® ONCE SQ

**10 Dose**  
UIN: 042978  
UPC: 662858905021

**50 Dose**  
UIN: 006340  
UPC: 662858905052

## Grow: Maximize Growth Potential

Healthy growing cattle are the key to success in any operation. Producers can maximize their cattle's weight gain by optimizing their available nutrition.

### RALGRO® (ZERANOL IMPLANTS) FOR COW-CALF OPERATIONS



#### RALGRO®

**1x24 Dose**  
UIN: 067089  
UPC: 5017363035728

**10x24 Dose**  
UIN: 067110  
UPC: 5017363035711

**Implant Gun**  
UIN: 065481  
UPC: 300615076019

\*See back for important safety information.

# Cattle Advertising

## PRINT



## DIGITAL ADS



300X600, 728X90, 320X250

## SOCIAL



BOVILIS® Relaunch



Cattle Herd Health

Don't see what  
you're looking for?



Scan for MORE

# Cattle Merchandising

## BETTER HERD HEALTH



**BOVILIS® Cooler Tray Labels**  
RET-BOVILIS-PRODUCT-TrayLabel-4661  
3.95" W x 3.31" H

**4" Cooler Tray**  
RET-4494 Cooler Tray- 4" Tray

## GET VACCINATING RIGHT



**Flip Book**  
US-NAL-200500007  
8.5" W x 6.5" H

Click images  
to learn MORE!



**BOVILIS® Cooler Door Decal**  
RET-4840-BOVILIS-Cooler Door Decal  
14" W x 12" H

# Horse Health Focus

## THESE GREAT BRANDS STAY IN DEMAND.

For years, horse owners have trusted our safe and effective lines of equine vaccines and dewormers for their consistent quality, effectiveness and reliability.

## Deworm: Internal Parasite Control

Deworming your horse can be easier when you can choose the delivery method that works best for you and your horse. Fenbendazole is the only horse dewormer that comes in many forms and sizes, and is effective against the most common intestinal parasites of the horse.\*

### PRODUCTS FOR INTERNAL PARASITE CONTROL



**EQUI-BITS®**  
**Fenbendazole Type C**  
**Medicated Feed**  
UIN: 004681  
UPC: 021784046817



**PANACUR® (fenbendazole)**  
**POWERPAC**

UIN: 114001  
UPC: 21784471572

**PANACUR® (fenbendazole)**  
**25 gm Paste 12 tubes**

UIN: 069273  
UPC: 021784047111



**SAFE-GUARD® (fenbendazole)**  
**25 gm Paste 36 tubes**

UIN: 003468  
UPC: 21784471367

**SAFE-GUARD® (fenbendazole)**  
**25 gm Paste 12 tubes**

UIN: 064832  
UPC: 21784047128

Click images  
to learn **MORE!**

## Vaccinate: Essential Disease Protection

The PRESTIGE® line of equine vaccines delivers industry-leading technology, and the influenza-containing PRESTIGE vaccines include the most current equine influenza strains available.

### PRODUCTS FOR ESSENTIAL DISEASE PROTECTION



**PRESTIGE® 5 + WNV**

**1 mL Syringe**  
UIN: 197924  
UPC: 662858966831

**10 X 1 mL Syringe**  
UIN: 197924  
UPC: 662858966848

**1 X 10 mL Bottle**  
UIN: 193718  
UPC: 662858966824



**PRESTIGE® 3 + WNV**

**1 mL Syringe**  
UIN: 192936  
UPC: 662858966657

**10 X 1 mL Syringe**  
UIN: 192936  
UPC: 662858966633

**1 X 10 mL Bottle**  
UIN: 182299  
UPC: 662858966626

\*See back for important safety information.

# Equine Advertising

## PRINT



**Better Horse Health**



**PRESTIGE® True Colors**

## DIGITAL ADS



**PRESTIGE® True Colors**  
300X250, 728X90, 300X600 & 320X50

## SOCIAL



**Better Horse Health**



**PRESTIGE® True Colors**



**Better Horse Health**  
160X600, 728X90,  
300X250 & 320X50

*Don't see what you're looking for?*



**Scan for MORE**

## MERCHANDISING



**Mode of Action Shelf Kit**  
RET-4870-MOA-Kit  
Dangler: 4" W x 8.5" H  
Aisle Invader: 7.75" W x 17.5" H



**Multi-Species Power Wing**  
SG-3301-POWERWING  
14.44" W x 5.31" D x 56.38" H



**Equine Power Wing**  
EQ-SG-3387-POWERWING  
6.13" W x 10.81" D x 53.81" H



**PRESTIGE® Cooler Tray Labels**  
RET-PRESTIGE-PRODUCT-TrayLabel-4661  
2.95" W x 3.187" H

**3" Cooler Tray**  
RET-4494 Cooler Tray-3" Tray



**PANACUR® POWERPAC Shelf Talker**  
US-PAN-210500001  
9" W x 3.5" H

\*See back for important safety information.



# Dog Health Focus

SAFE-GUARD® (fenbendazole) Canine Dewormer treats six species of the four major intestinal worm types common to the outdoor dog with only one compound: fenbendazole. Dog owners can treat more with less, minimizing their dog's chemical exposure.\*

SAFE-GUARD is safe for puppies six weeks of age or older and pregnant females as well as adult dogs of all breeds. So it's never too early — or too late — to start.

## DEWORMING PRODUCTS FOR DOGS



### SAFE-GUARD® Canine Dewormer

<b>1 gm</b> UIN: 034906	<b>2 gm</b> UIN: 033576	<b>4 gm</b> UIN: 040694
<b>Single Box</b> UPC: 021784470124	<b>Single Box</b> UPC: 021784470223	<b>Single Box</b> UPC: 021784470421
<b>Display Box (8 boxes)</b> UPC: 021784349062	<b>Display Box (8 boxes)</b> UPC: 021784423052	<b>Display Box (8 boxes)</b> UPC: 021784421652

## PRINT



Live Free Print Ad



SAFE-GUARD® Canine Sell Sheet

## DIGITAL ADS



<b>SAFE-GUARD®</b> 160x600, 300x250, 320x50, 728x90	<b>ACTIVYL®</b> 160x600, 300x250, 320x50, 728x90
-----------------------------------------------------------	--------------------------------------------------------

## SOCIAL

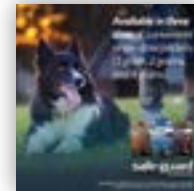


SAFE-GUARD®



ACTIVYL®

## eCOMMERCE



SAFE-GUARD®



ACTIVYL®

## MERCHANDISING



**SAFE-GUARD® Canine Shelf Merchandiser**  
RET-SG-4663-CANINE-SHELF-MODULE  
12" W x 10" D x 2.75" H (6" H w/product)



**SAFE-GUARD® (fenbendazole) Canine Dewormer Power Wing**  
3691-CANINE LIGHT POWERWING  
14" W x 2" D x 25" H

Click images to learn MORE!

\*See back for important safety information.

# Goat Health Focus

Today's goat industry demands a strong herd health program. Effective deworming for internal parasites, vaccinating for clostridial diseases, and controlling of external parasites combined with good management is essential for goat health.

Merck Animal Health offers a triad of products created specifically to meet the health needs of goat producers everywhere.\*

## PRODUCTS FOR GOAT HEALTH



**SAFE-GUARD® (fenbendazole)**  
125 mL Dewormer

UIN: 004537  
UPC: 021784045377

Goat packaging available at the end of 2023



**BOVILIS® VISION® CD-T**  
50 Dose

UIN: 69096  
UPC: 662858012798



**ULTRA BOSS® Pour-On**  
Insecticide

Quart UIN: 169967 UPC: 300615260029  
5 Liter UIN: 167882 UPC: 662858955859

Click images to learn MORE!

## DIGITAL ADS



**Better Goat Health**  
160x600, 300x250, 320x50, 728x90



**Dose & Done Rebate**  
160x600, 300x250, 320x50, 728x90

## MERCHANDISING



**125 mL Goat Shelf Label**  
BV-SG-Goat Tray Label  
2.95" W x 3.279" H



**Better Goat Health Dangler**  
RET-4529-GoatHealth-Dangler  
5" W x 9" H



**Dose & Done Wobbler**  
RET-SG-Goat Rebate  
5" W x 9" H

**Better Goat Health Solution Center Header**  
US\_SFG\_210500002 - 4058  
Powerwing Goat  
14" W x 7" D x 36" H

## SOCIAL



**Better Goat Health**



**Dose & Done**

\*See back for important safety information.



# Featured Launch: Ectoparasiticides

## UPDATED ECTOPARASITICIDES PACKAGING TO HIT STORES IN 2023

We are excited to announce that our Ectoparasiticides products and packaging will be changing this fall for ULTRA BOSS®, ULTRA SABER™, SYNERGIZED DELICE® and DOUBLE BARREL® VP Ear Tags.

### PRODUCTS FOR EXTERNAL PARASITE CONTROL



**ULTRA BOSS®  
Pour-On Insecticide**

Quart  
UIN: 169967  
UPC: 300615260029  
5 Liter  
UIN: 167882  
UPC: 662858955859



**ULTRA SABER™  
Pour-On Insecticide**

900 mL  
UIN: 169945  
UPC: 300615478011  
5 Liter  
UIN: 168958  
UPC: 662858852332



**SYNERGIZED DELICE®  
Pour-On Insecticide**

5 Liter  
UIN: 168042  
UPC: 662858342215



**DOUBLE BARREL® VP  
Ear Tags (coming in 2024)**

15x20 Box  
UIN: 166666  
UPC: 300615004012

Click images to learn MORE!

### MERCHANDISING



**Ectoparasiticides  
Solution Center  
Header**  
US-DOM-200300003  
Powerwing Fly Control  
14" W x 7" D x 36" x H



**DOUBLE BARREL® VP  
Shelf Talker**  
US-DBB-23060002 Shelf Talker  
Double Barrel  
7.25" W x 5" H (visual area)



**Ectoparasiticides  
Wobblers**  
US-DBB-23060002 Wobblers  
6" W x 6.25" H



**Ectoparasiticides  
Aisle Invaders**  
US-DBB-23060002 Aisle Invader  
5.5" W x 9.75" H

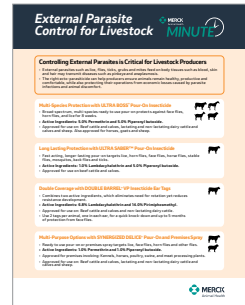
### SELL SHEET



### SOCIAL



### MERCK MINUTE



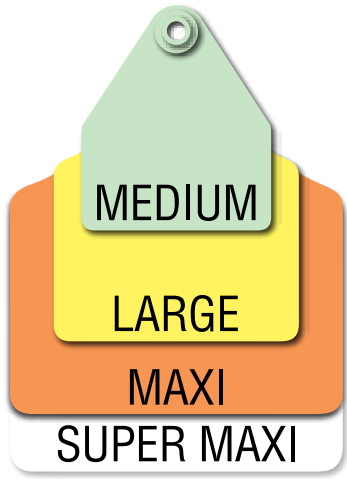
### DIGITAL ADS



**Killer Line Up**  
160x600, 300x250, 320x50, 728x90

# Featured Launch: ALLFLEX® Ear Tags

ALLFLEX® Ear Tags Are Cattle Producers #1 Choice for Ear Tags. The ALLFLEX brand from Merck Animal Health provides your customers with the tools they need to individually identify and manage each animal within a herd. As a result, this allows for more precise herd health records and better decision-making for improved animal health and productivity.



## MERCK MINUTE

**ALLFLEX® Identification** MERCK MINUTE

**Why Do Producers Need Ear Tags for Their Livestock?**

ALLFLEX® ear tags provide producers with the tools to individually identify and manage each animal within a herd. This allows for more precise herd health records, leading to improved decision-making, and ultimately leads to better health, welfare, and productivity for the animals.

**ALLFLEX® is the Leader in Identification, Here's Why:**

**Superior Quality and Greater Retention:**

- ALLFLEX® offers the most advanced engineering for flexibility, a longer product lifespan and overall better fitting in the ear hole than any other ear tag.
- High quality plastic injection molding ensures the material used to produce tags is superior in quality.
- Multi-layered molded color for the tag ensures long retention by adding reinforcement to the back of the tag.
- Unlike other brands, the ALLFLEX® tag features a built-in bend and is free from any permanent stress to prevent fading.

**Trusted Tools of the Trade:**

- The ALLFLEX® tag is the premier application of the ear tag hardware.
- ALLFLEX® applications are made of metal, providing longer-lasting durability than plastic competitors.
- Replacement practice is always included with the purchase of the ear tag application.
- Designed to be made on hands and joints after repeated use, with a curve in the handle to prevent pinching.

**Ear Marking Tools:**

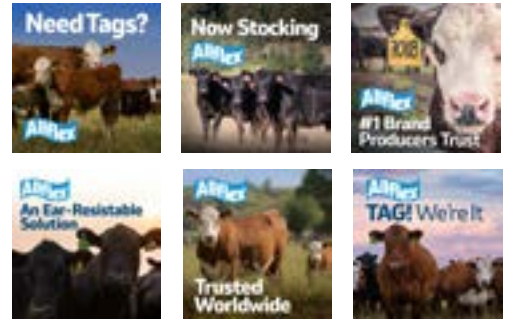
- Available in heat resistant black or white ink.
- A specially formulated, long-lasting, non-toxic marking liquid (blue and black).
- Provides farmers and ranchers with an OCTA-Clear™ available in the package for years.

**Permanent Laser Ink Marking:**

- ALLFLEX® permanent laser ink marking offers a permanent, long-lasting, non-toxic marking liquid (blue and black).
- ALLFLEX® custom laser tags offer a variety of sizes, colors, pre-numbered and blank tags that cover the entire range of ear tag markings and identification.
- Custom tags can feature the producer's ranch name, brand, logo or numbering system in a clear, clean, permanent laser ink marking.

MERCK Animal Health

## SOCIAL



Click the tags to see all available sizes!

## 48 Inch Allflex Header

Easy to install, helps orient traffic

- Foam core sign
- Magnetic base for easy installation
- Measures 46" W x 12" H

## Information Panel

Aids shopper choice

- Foam core sign
- Easily installs to shelf
- Measures 30" W x 5" H

## Ear Tag Aisle Violator

To attract shopper attention

- Sturdy PVC diecut sign
- Attaches to pegboard
- Measures 7.5" W x 13.5" H



## Branded Pegboard Skin

Brands the space Allflex

- Pre-punched pegboard overlay
- Easily secures with pegs
- Measures 46" W x 76" H

Scan the code below to see all available merchandising options



## \*IMPORTANT SAFETY INFORMATION

### **CATTLE**

SAFE-GUARD®: Do not use in beef calves less than 2 months old, dairy calves and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves. Additionally, the following meat withdrawal and milk discard times apply: SAFE-GUARD Paste: Cattle must not be slaughtered for 8 days. For dairy cattle, the milk discard time is 96 hours. SAFE-GUARD Suspension: Cattle must not be slaughtered for 8 days. For dairy cattle, the milk discard time is 48 hours.

SAFE-GUARD® ENPROAL® Type C Medicated Block: Cattle must not be slaughtered for 11 days. For use in beef cattle only.

SAFE-GUARD® 20% Protein Type C Medicated Block: Cattle must not be slaughtered for 16 days. For use in beef cattle only. Safe-Guard Type A and other medicated feed products (pellets, cubes, free-choice mineral, or free-choice liquid): Cattle must not be slaughtered for 13 days. For dairy cattle, the milk discard time is 60 hours.

RALGRO® (zeranol implants): Not for use in humans. Keep out of reach of children. No withdrawal period is required when used according to labeling. Do not use in beef calves less than 2 months of age, dairy calves, and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in replacement beef heifers after weaning or in dairy cows or replacement dairy heifers. Use in these cattle may cause drug residues in milk and/or calves born to these cows. Implant pellets subcutaneously in ear only. Any other location is a violation of Federal law. Do not attempt salvage of implanted site for human or animal food. For complete safety information, refer to the product label.

### **CANINE**

ACTIVYL®: 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.

SAFE-GUARD®: For animal use only. Do not use in pups younger than 6 weeks. Do not deworm a dog or puppy that is sick. Approximately 1% of dogs had vomiting associated with the use of this product. Consult your veterinarian for help in the diagnosis, treatment and control of parasitism.

### **HORSE**

SAFE-GUARD®/PANACUR®: Consult your veterinarian for the diagnosis, treatment and control of parasitism. Do not use in horses intended for human consumption.

### **GOAT**

Consult your veterinarian for assistance in the diagnosis, treatment and control of parasitism. 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.



**MORE**  
Merck Animal Health Official Retail Expert

Contact your Merck Animal Health representative  
or visit [MoreRetailPower.com](https://www.moreRetailPower.com) for more information.