



MORE

Merck Animal Health Official Retail Expert

Marketing Resources

Fall '22

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

Educational Resources

SHARPEN YOUR SKILLS WITH THESE SUGGESTED SEASONAL MODULES.

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

- Utilizing our training platform, www.PartnerTraining365.com.
- Downloading our modules on MoreRetailPower.com to upload to your LMS.
- Downloading our 1-page training sheets on 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**

+  **Herd Health MAH Minute**

3  **3-Step Approach to Prevent Pinkeye**

+  **Prevent Pinkeye in Cattle MAH Minute**

HORSE

1  **Get Equine Deworming Right Training**

+  **Get Equine Deworming Right MAH Minute**

2  **Get Vaccinating Right Training**

+  **Get Vaccinating Right MAH Minute**

Click images to learn MORE!

DOG

1  **SAFE-GUARD® Canine Dosing Training**

+  **SAFE-GUARD® Canine Dosing MAH Minute**

GOAT

1  **SAFE-GUARD® Goat Health Training**

+  **SAFE-GUARD® Goat Herd Health MAH Minute**



Contact your Merck Animal Health representative or visit MoreRetailPower.com for more information.

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.¹

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: 021784068161
UIN: 056698
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

¹Smith, R. A., Rogers, K. C., Huse, S., Wray, M. I., Brandt, R. T., Hutcheson, J. P., Nichols, W. T., Taylor, R. F., Rains, J. R., & McCauley, C. T. (2000). Pasture deworming and (or) subsequent feedlot deworming with fenbendazole. I. Effects on grazing performance, feedlot performance and carcass traits of yearling steers. The Bovine Practitioner, 34(2), 104-114.

IMPORTANT SAFETY INFORMATION

SAFE-GUARD® (fenbendazole) Pellets and Range Cubes: RESIDUE WARNING: Cattle must not be slaughtered within 13 days following last treatment. 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.

SAFE-GUARD® (fenbendazole) Suspension: RESIDUE WARNING: Cattle must not be slaughtered within eight days following last treatment. 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.

SAFE-GUARD® (fenbendazole) Paste: RESIDUE WARNING: Cattle must not be slaughtered within 13 days following last treatment. 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.

Cattle Advertising

PRINT



BOVILIS® Print Ad

DIGITAL ADS



BOVILIS®
300X600, 728X90, 320X250



SOCIAL



Mertle



BOVILIS®

REBATE



EXPIRES 12/31/2022

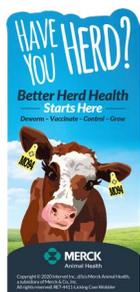
SAFE-GUARD® (fenbendazole) Cattle Equipment Rebate

FREE Paste gun with your purchase of two (2) 290 gm tubes of **SAFEGUARD® (fenbendazole) Paste**

FREE Drench kit with your purchase of one (1) Liter or Gallon of **SAFE-GUARD® (fenbendazole) Suspension**

Cattle Merchandising

BETTER HERD HEALTH



Mertle Wobbler
RET-4411-Mertle Wobbler
2.75" x 6"



RALGRO® Shelf Display
US-ZEP-210600005
12.75" wide x 12.75" long x 8.5" tall"



RALGRO® Peg Board
US-ZEP-210600005-PEG
6" x 12"

GET VACCINATING RIGHT



Flip Book
US-NAL-200500007
8.5" x 6.5"

Click images to learn **MORE!**

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



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



PANACUR® (fenbendazole)
POWERPAC
UIN: 114001
UPC: 21784471572

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

OFFERS



SAFE-GUARD® Consumer Coupons

July 1-November 30, 2022

\$3 off SAFE-GUARD® EQUI-BITS®

\$5 off SAFE-GUARD® 92gm Paste

Click images
to learn MORE!

PANACUR® (fenbendazole) Paste: Do not use in horses intended for human consumption.
SAFE-GUARD® (fenbendazole) Paste: Do not use in horses intended for human consumption.

Equine Advertising

PRINT



Better Horse Health



PRESTIGE® Spectrum of Protection

DIGITAL ADS



PRESTIGE® Spectrum of Protection
160X600, 728X90, & 300X250

SOCIAL



Better Horse Health



PRESTIGE® Spectrum of Protection



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

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MERCHANDISING



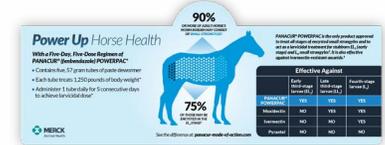
Mode of Action Shelf Kit
RET-4870-MOA-Kit
Dangler: 4" x 8.5" | Aisle Invader: 7.75" x 17.5"



Multi-Species Powerwing
SG-3301-POWERWING
L: 14.44" x W: 5.31" x H: 56.38"



Equine Powerwing
EQ-SG-3387-POWERWING
H: 53.81" x W: 6.13" x L: 10.81"



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

Click images to learn MORE!

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

- | | | |
|---|---|---|
| 1 GM
UIN: 034906
Single Box
UPC: 021784470124
Display Box (8 boxes)
UPC: 021784349062 | 2 GM
UIN: 033576
Single Box
UPC: 021784470223
Display Box (8 boxes)
UPC: 021784423052 | 4 GM
UIN: 040694
Single Box
UPC: 021784470421
Display Box (8 boxes)
UPC: 021784421652 |
|---|---|---|

PRINT



Live Free Print Ad



SAFE-GUARD® Canine Sell Sheet

DIGITAL



Live Free Digital Banner

SOCIAL



Live Free Canine Social

eCOMMERCE



Live Free eCommerce Images

MERCHANDISING



SAFE-GUARD® Canine Shelf Merchandiser
RET-SG-4663-CANINE-SHELF-MODULE
12" wide x 10" deep x 2.75" tall (6" tall w/ product)



SAFE-GUARD® (fenbendazole) Canine Dewormer Power Wing
3691-CANINE LIGHT POWERWING
14" wide x 25" tall x 2" deep

Don't see what you're looking for?



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