



Healthy Herds deliver Healthy Profits

Prepare Your Store For Cattle Working Season

The Herd Health Collection:

Merck Animal Health makes a collection of products that help cattle owners protect Herd Health:

- Dewormers
- Vaccines
- Ectoparasiticides
- Growth Implants

The Herd Health Program:

Now Merck helps dealers turn Herd Health concerns into Sales. Program material include:

- Merchandising
 - Herd Health Shelf Talkers
 - » Place in-aisle where target products are found
 - Herd Health Pull-Down
 - » Place on a cooler or shelving to help customers understand product use

Additional Available Resources:

- Consumer Rebate Offer:
 - Give your customers a chance to save on purchases
- Digital Content:
 - Helps you reach out to cattle owners with advice and offers
- Image Assets Herd Health ad for dealer advertisements and social media
 - Makes sure you can feature the program and products in your own marketing

Herd Health Aisle Invaders



Aisle Invaders (5" X 8") includes shelf brackets

Herd Health Pull-Down



Pull-Down (10.5" X 16.25") includes shelf brackets and suction cup attachment to mount on either glass cooler or in-line shelving

The Science of Healthier Animals