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Introducing updated equine influenza vaccines from Merck Animal Health



Delivering protection that matters to you and your customers.

The new line of Prestige® flu-containing equine vaccines continues to set the standard in safety and efficacy you've come to expect along with new influenza strains.

Update Influenza strains include:

Florida '13 Clade 1:

Based on a highly pathogenic isolate from the 2013 Ocala, Fla. influenza outbreak that impacted a large number of horses. Florida '13 was exclusively identified and isolated through the Merck Animal Health Biosurveillance Program. Richmond '07 Clade 2:

Meets World Organisation for Animal Health (OIE) and American Association of Equine Practitioners (AAEP) guidelines for Clade 2 influenza protection.

"This is the Science of

vaccine solutions to

Healthier Animals working

and delivering advanced

for you — identifying threats

improve the lives of horses."

In addition to:

 Kentucky '02: Influenza strain maintained from previous vaccine line.

A vaccine can never be too safe

Prestige® vaccines feature our proprietary Antigen Purification System™ (APS) and the exclusive Havlogen® Adjuvant The result is a line of killed

virus vaccines that are highly

efficacious with an exceptional safety profile - shown to be 98% reaction-free in field safety trials1

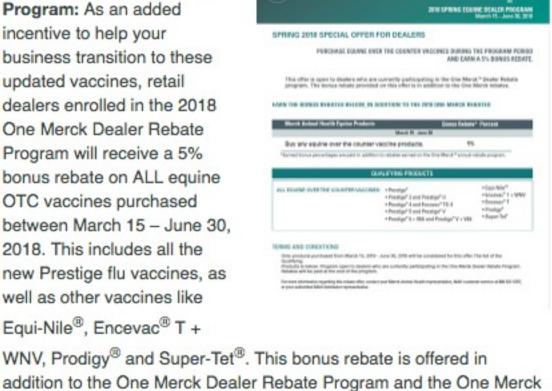
Equine Vaccine Product Comparison

ANTICENS	MERCK ANIMAL HEACTH CURRENT PRODUCT	CURRENT	CURRENTURC	MERCK ANIMAL HEALTH NEW PRESTIGE" PRODUCT	NEW	MEWIUPC
EIV - EHV 164	Prestige* 8 1 x 10 mi.	030472	A 62858 09982 9	PRESTIGE® 2 1×10mL	192092	6 62858 09986 7
				PRESTIGE® 2 10×1mL	196595	6 62858 09987 4
	Prestige* 8 1 ms.		6.62858-099843	PRESTIGE* 2 tmL	196595	6 62858 09988 1
	Encesse® TC-4 5 x 10 mL	033665	6 62858 90022 5	PRESTIGE® 4 1×10mL	188726	6 62858 90326 3
	Encessed TC 4 SOx Simb		6 62858 90000 6	PRESTIGE® 4 10×1 mL	183130	6 62858 90327 0
	Encount TC-4 1 or L		8 62858 900249	PRESTIGE® 4 set.	183130	6 62858 90328 7
DWT+ DV + DHV - 164	Prestige®V 1 x 10 rel.	036595	6 62858 19992 5	PRESTIGE* S tx tons	180791	6 62858 09991 1
	Prestige*V 10×1 rel	036486	6 62858 19995 6	PRESTIGE® 5 10×1 mL	180363	6 62858 09992 8
	Prestige*V 1 rel	036486	6 62858 19994 9	PRESTIGE* 5 1 mL	180363	6 62858 09993 5
EWT + EIV + EHV - 164 + VEE	Prestige* V + VEE 1 x 10 mL	032887	6 62858 90052 1	PRESTIGE* 5+VEE 1x10mL	178785	6 62858 90056 9
	Prestige* V - VEE 10 x 1 mt.		6 62858 90055 2	PRESTIGE* 5+VEE 10×1mL	190069	6 62858 90057 6
	Prestige*V+VEE 1mL	030313	6 62858 900645	PRESTIGE* 5+VEE 1mL	190069	6 62858 90058 3

Click here to download comparison chart.

Spring Equine Vaccine 5% Bonus Rebate 2018 Spring Equine Dealer

Program: As an added incentive to help your business transition to these updated vaccines, retail dealers enrolled in the 2018 One Merck Dealer Rebate Program will receive a 5% bonus rebate on ALL equine OTC vaccines purchased between March 15 - June 30, 2018. This includes all the new Prestige flu vaccines, as well as other vaccines like Equi-Nile®, Encevac® T +



Click here to download the program sheet.

Featured Merchandiser

Spring Dealer Bonus Rebate programs.

We want to make sure you have the tools you need to get the right vaccines in

Available Merchandising: Prestige[®] 2 Cooler Clings

Keep Flu in Check Cooler

customer's hands.

Clings

 Keep Flu in Check Shelf Talkers

 Keep Flu in Check Counter Mats

We want horse owners to

 Coupon Pads for Prestige[®]2, Prestige[®]4, Prestige[®]5 & Equi-NileTM Email us pictures of these new merchandising materials at work

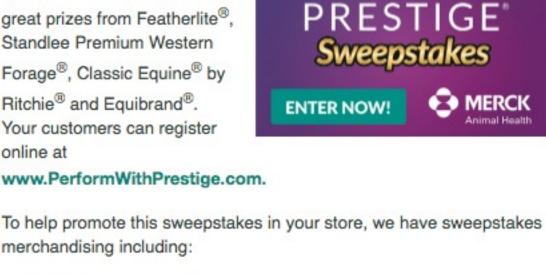
PRESTIGE"

in your store, and we'll send you a Prestige® gift pack.

Perform with Prestige® Sweepstakes

Perform with Prestige this spring, so we're giving away

great prizes from Featherlite®, Standlee Premium Western Forage®, Classic Equine® by Ritchie® and Equibrand®. Your customers can register online at www.PerformWithPrestige.com merchandising including:



 Cooler Clings Counter Tents

- Shelf Talkers
- Cooler Top Signage

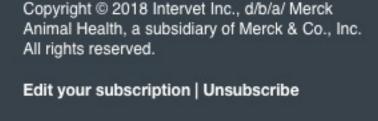
Posters

For more information and to order the new Prestige line of vaccines, contact your Merck Animal Health representative or call 800-521-5767.

Reminder Cards

Data on file. Merck Animal Health. US/EQV/0218/0012

2 Giralda Farms • Madison, NJ 07940



merck-animal-health-usa.com • 800-521-5767

