



MORE
Merck Animal Health Official Retail Expert

Marketing Resources

Summer '22

Stay informed about our **summer seasonal** tool kit with this digital guide
or visit our site at **MoreRetailPower.com**.

Educational Resources

SHARPEN YOUR SKILLS WITH THESE SUGGESTED SEASONAL MODULES.

Enjoy a sneak peak at our available training modules for summer products below. We have several ways for you to offer this training to your employees including:

- Utilize our training platform, www.PartnerTraining365.com.
- Download our modules on MoreRetailPower.com to upload to your LMS.
- Download 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

3

3-Step Approach
to Prevent Pinkeye

+

Prevent Pinkeye
in Cattle
MAH Minute

HORSE

1

Get Equine
Deworming Right
Training

2

Get Vaccinating
Right Training

DOG

1

ACTIVYL®
Protector Band
for Dogs

Cattle Health Focus

WHEN PASTURES ARE GREEN, CATTLE STILL NEED CARE.

Summer is when internal parasites are most active and when external parasites and the organisms they carry can cause stress and harm herd health.

Controlling Parasites

SAFE-GUARD® (fenbendazole) features broad-spectrum activity against internal parasites. **Choose one** of several great options of form and application.

SAFE-GUARD® (fenbendazole) PRODUCTS FOR PASTURE DEWORMING



**EN-PRO-AL®
Molasses Block**
UIN: 069291
UPC: 021784801256



Protein Block
UIN: 069291
UPC: 021784801256



**0.5%
Dewormer
Pellets**
UPC: Varies by
manufacturer
Sizes: 1 lb. Bag,
5 lb. Bag, 10 lb. Bag
and 25 lb. Bag



**32SG Mineral Type
C Medicated Feed**
UPC: Varies by
manufacturer



Range Cubes
UPC: Varies by
manufacturer

Click images
to learn **MORE!**

Pinkeye Prevention

Pinkeye vaccinations and insecticides can help reduce stress and keep herds safe for summer. **Choose one** of three vaccine options. Add ear tags and a pour-on to complete the package.

PRODUCTS FOR PINKEYE CONTROL



**BOVILIS®
PILIGUARD®
PINKEYE**
10 DOSE
UIN: 065410
UPC: 662858029123
50 DOSE
UIN: 143130
UPC: 662858029147



**BOVILIS®
PILIGUARD®
PINKEYE + 7**
10 DOSE
UIN: 065405
UPC: 662858031119
50 DOSE
UIN: 065406
UPC: 662858031157



**BOVILIS® 20/20
VISION® 7
with SPUR®**
10 DOSE
UIN: 069083
UPC: 662858097023
50 DOSE
UIN: 069084
UPC: 662858040593



**DOUBLE
BARREL®
VP Insecticide
Ear Tags**
UIN: 067807
UPC: 300615004012



**ULTRA BOSS®
Pour-on
Insecticide**
QUART
UIN: 066780
UPC: 300615030011
GALLON
UIN: 066745
UPC: 300615030028



**ULTRA SABER™
Pour-on
Insecticide**
900 mL
UIN: 055427
UPC: 300615478011
GALLON
UIN: 055421
UPC: 300615478028

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) EN-PRO-AL® Block: RESIDUE WARNING: Cattle must not be slaughtered within 11 days following last treatment. A withdrawal period has not been established for this product in preruminating calves. Do not use in calves to be processed for veal.

SAFE-GUARD (fenbendazole) Protein Block: RESIDUE WARNING: Cattle must not be slaughtered within 16 days following last treatment. A withdrawal period has not been established for this product in preruminating calves. Do not use in calves to be processed for veal.

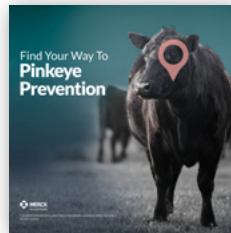
Cattle Advertising

PRINT

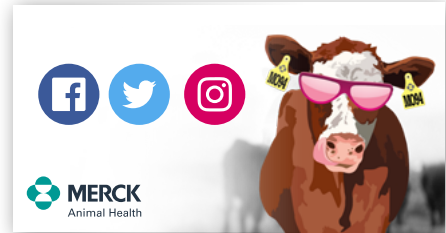


Pinkeye

SOCIAL

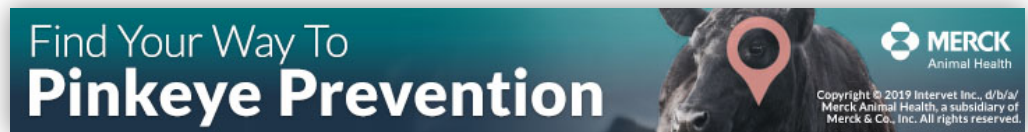
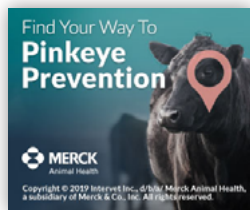


Pinkeye



Mertle

DIGITAL ADS



Pinkeye

160X600, 728X90, 300X250 & 320X50

Cattle Merchandising

BETTER HERD HEALTH



Mertle Tower
RET-4411-Tower
21" x 66"



Mertle with Motion
RET-4411-Mertle Full Motion Display
22.75" x 66" x 9.5"



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

GET VACCINATING RIGHT



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

Click images to learn MORE!

Horse Health Focus: Internal Parasite Control

THESE GREAT BRANDS STAY IN-DEMAND.

SAFE-GUARD® (fenbendazole) and PANACUR® (fenbendazole) are two of the most trusted dewormer brands for horse owners. And between them, they offer many forms, sizes, and treatment options for your shoppers.

Make sure you place them on your shelves and use the great marketing resources that are included to capture shopper's attention and promote purchases.

PRODUCTS FOR PARASITE CONTROL



**SAFE-GUARD® (fenbendazole)
92gm Paste**
UIN: 066958
UPC: 021784471923



**SAFE-GUARD® (fenbendazole)
25gm Paste 36 tubes**
UIN: 003468
UPC: 21784471367



**SAFE-GUARD® (fenbendazole)
EQUI-BITS®**
UIN: 004681
UPC: 021784046817



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



**PANACUR® (fenbendazole)
25 gm Paste**
UIN: 069273
UPC: 021784471121



**Don't forget about our full
line of PRESTIGE® vaccines**

REBATES & OFFERS



**SAFE-GUARD®
Consumer Coupon**
JULY 1-NOVEMBER 30, 2022
**\$3 off SAFE-GUARD®
EQUI-BITS® & \$5 off
SAFE-GUARD®
92gm Paste**



**PRESTIGE®
Rebate**
EXPIRES 6/30/2022
**Buy \$75+ PRESTIGE®
Vaccines & SAFE-GUARD®
(fenbendazole) or PANACUR®
(fenbendazole) Equine
Dewormer & earn a
\$10 rebate**

**Click images
to learn MORE!**

Equine Advertising

PRINT



Better Horse Health



The Science of Different

DIGITAL ADS



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



The Science of
Different
160X600, 728X90,
300X250 & 320X50

Click images
to learn MORE!

SOCIAL



Better Horse Health



Better Horse Health

MERCHANDISING



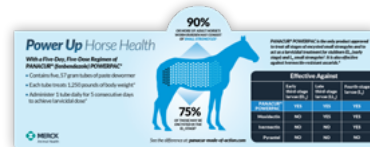
Mode of Action Shelf Kit
RET-4870-MOA-Kit
Dangler: 4" x 8.5" | Aisle Invader: 7.75" x 17.5"



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"

Don't see what
you're looking for?



Scan for MORE

Dog Health Focus: Flea & Tick Protection

ACTIVE DOGS NEED ACTIVYL®.

ACTIVYL® Protector Band for Dogs uses proven flea and tick control for killing power against fleas and ticks.

Attractive packaging and powerful marketing resources will ensure that when you feature ACTIVYL Protector Bands in your store, you'll have satisfied customers after every sale.

FLEA & TICK PROTECTION FOR DOGS



ACTIVYL® Protector Band

One size fits all UIN: 188779
1 Collar UPC: 8713184157881

PRINT



ACTIVYL Sell Sheet



ACTIVYL Collar

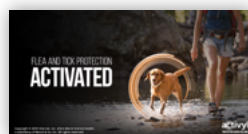
DIGITAL ADS



ACTIVYL COLLAR

160X600, 728X90,
300X250 & 320X50

SOCIAL



ACTIVYL COLLAR

eCOMMERCE



ACTIVYL COLLAR

MERCHANDISING



ACTIVYL Peg Sign

4225-ACTIVYL-RETAIL-
MERCHANDISING-SHELF-KIT2
5" x 5"



ACTIVYL Aisle Invader

3974-ACTIVYL-RETAIL-
MERCHANDISING-INVASER
3.5" x 24"

Don't see what
you're looking for?



Scan for MORE